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ENTERPRISE SOURCEBOOK FOR CHANNEL PARTNERS



Ali Baghdadi

Senior Vice President and
Chief Country Executive for
MEA at Ingram Micro

LEADING THE CHANGE

How Ingram Micro is redefining value-added distribution with a strategic focus on advanced cybersecurity and AI-driven innovations

Lexar



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The changing tides

When I moved to this region over 20 years ago as a technology journalist, the distribution landscape was vastly different. The market was dominated by box pushers, with a thriving re-export market, particularly aimed at Africa. Hardware was king, with strong margins, and tech distributors began to proliferate, eager to capitalize on this trend. However, this boom didn't last long. As technological trends shifted, the focus moved towards software and services, marking the rise of value-added distribution. Those who couldn't adapt either vanished or were acquired. The biggest broadliners quickly adapted, establishing value-added lines of business.

Fast forward two decades, and value-added distribution remains a widely misused term in the industry, with many adopting the label without truly embodying its core attributes. In this edition's cover story, we feature Ali Baghdadi from Ingram Micro—a man who has witnessed the entire evolution. He takes us on a journey through the history of the distribution industry and shares his insights into its future direction.

Now, the question is, how valid is the distribution model in this age of cloud and marketplaces? In my opinion, distributors remain as critical as ever, but they need to reimagine their business to adapt to the new market realities. Some of the leading VADs have already reinvented themselves as aggregators of cloud services and have added managed services capabilities. In the Middle East, it's a well-known fact that nothing gets done without partners. Even the biggest global tech vendors with direct-touch accounts have adopted the indirect approach here as part of their GTM strategy or use partners as fulfillment arms. As of now, the future of the distribution business looks bright—for those who are willing to adapt to the changing times.

JEEVAN THANKAPPAN

jeevan@gecmmediagroup.com

PUBLISHER

TUSHAR SAHOO

tushar@gecmmediagroup.com

CO-FOUNDER & CEO

RONAK SAMANTARAY

ronak@gecmmediagroup.com

MANAGING EDITOR

Jeevan Thankappan

jeevan@gecmmediagroup.com

ASSISTANT EDITOR

SEHRISH TARIQ

sehrish@gecmmediagroup.com

**GLOBAL HEAD, CONTENT
AND STRATEGIC ALLIANCES**

ANUSHREE DIXIT

anushree@gecmmediagroup.com

GROUP SALES HEAD

RICHA S

richa@gecmmediagroup.com

PROJECT LEAD

JENNEFER LORRAINE MENDOZA

jennefer@gecmmediagroup.com

SALES AND ADVERTISING

RONAK SAMANTARAY

ronak@gecmmediagroup.com

Phone: + 971 555 120 490

Content Writer

KUMARI AMBIKA

IT MANAGER

VIJAY BAKSHI

DESIGN TEAM

CREATIVE LEAD

AJAY ARYA

SENIOR DESIGNER

SHADAB KHAN

GRAPHIC DESIGNERS

JITESH KUMAR

SEJAL SHUKLA

PRODUCTION, CIRCULATION, SUBSCRIPTIONS

info@gecmmediagroup.com

DESIGNED BY



SUBSCRIPTIONS

info@gecmmediagroup.com

PRINTED BY

Al Ghurair Printing & Publishing LLC.

Masafi Compound, Satwa, P.O.Box: 5613, Dubai, UAE



(UAE) Office No #115

First Floor, G2 Building

Dubai Production City

Dubai, United Arab Emirates

Phone : +971 4 564 8684

(USA) 31 FOXTAIL LAN,

MONMOUTH JUNCTION,

NJ - 08852

UNITED STATES OF AMERICA

Phone :+ 1 732 794 5918

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THE NEW OPTIPLEX FAMILY

INTELLIGENCE MEETS SIMPLICITY

Dell's new desktops are redesigned and simplified to make finding your perfect match easier than ever. The new OptiPlex family features Windows 11 Pro, AI-personalization from the latest Optimizer, one BIOS for all-in-ones and one BIOS for towers. Find the OptiPlex that fits your workstyle now.



Dell Technologies recommends
Windows 11 Pro for business



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Tech titans unite: World CIO 200 Summit in Indonesia catalyzes digital innovation

The recent World CIO 200 Summit, held in Indonesia marked a significant milestone in the global IT landscape, bringing together thought leaders, innovators, and industry experts to share insights, discuss challenges, and explore opportunities in the ever-evolving digital world.

The event commenced with a warm welcome note from Jennefer Lorraine Mendoza, Project Lead Manager at GEC Media Group. Jennefer set the tone for the summit by highlighting the critical role of technology in driving innovation and efficiency in today's business environment.

Following the welcome address, the stage was graced by Hendy Harianto, Group CIO of Meratus Group, and Ichwan Peryana, Co-Founder & Director of Pinjam Modal (PT Finansial Integrasi Teknologi), for the Ambassador Keynote session. Their keynote speeches underscored the importance of leadership and strategic vision in navigating the complexities of digital transformation.

The first panel discussion, moderated by Benny Jioe, Head of Digital Transformation at PT Zurich Asuransi Indonesia Tbk, focused on "Agility and Adaptability." This session emphasized the need for organizations to be agile and adaptable in the face of evolving cultural dynamics and market conditions. Panelists Andri Hidayat, Digital Service Transformation & IT Director at PT. Prodia Widyahusada Tbk, Kevin Kane, Chief Technology Officer at Bank Amar Indonesia Tbk, Setiaji Setiaji, Chief of Digital Transformation Office at the Ministry of Health of the Republic of Indonesia, and Yusron Anas, Chief Information Officer at Home Credit Indonesia, shared their experiences and strategies for fostering innovation and staying ahead of the curve.

The summit also featured a compelling vendor keynote, offering valuable insights into the latest technological advancements and their applications in various industries.

In the session on "Collaborative Innovation," Prabakaran (Praba) Gopalan, Chief Information Officer at Indika Energy

Group, moderated a discussion with panelists Sudarto Unsurlany, Head of Digitalization at PT. Petrosea Tbk, Edwin Adiwinata, Chief Information Officer at PT Sepatu Bata Tbk, Sigit Triwibowo, Head of IT and Digital – Chief Technology and Digital at IKEA Indonesia, Indra S. Adillah, Head of ICT at Indonesia AirAsia, and Hendy Harianto, Group CIO of Meratus Group. This discussion highlighted the power of collaboration in driving technological innovation and transforming business operations.

The World CIO 200 Summit successfully provided a platform for IT leaders to exchange knowledge, network, and explore collaborative opportunities. The insights and strategies shared during the event will undoubtedly contribute to the continued growth and evolution of the IT industry. The summit concluded on a high note, with participants leaving inspired and equipped with actionable ideas to drive digital transformation in their respective organizations. 📌



Innovative ideas and collaboration shine at the World CIO 200 Summit in the Philippines

The World CIO 200 Summit in the Philippines concluded successfully, bringing together a dynamic assembly of the nation's top IT leaders and innovators. This prestigious event, held in Manila, provided a unique platform for CIOs and industry experts to discuss, deliberate, and devise strategies to navigate the ever-evolving landscape of information technology.

The summit commenced with Jennefer Lorraine Mendoza, Project Lead Manager at GEC Media Group, delivering an insightful welcome note at 4:00 pm. Her address set the tone for the day's discussions, emphasizing the critical role of CIOs in driving digital transformation.

Philip A. Varilla, Assistant Secretary for Infrastructure Management at the Department of Information and Communications Technology, followed with the Country Inaugural Keynote, highlighting the government's initiatives and vision for the country's digital future.

Arlene Romasanta, Director of Knowledge and Information Systems Service at the Department of Environment and Natural Resources, presented the Country Ambassador Keynote. Her speech underscored the importance of knowledge management and environmental sustainability in IT practices.

The first panel discussion, titled "Unleash the Might: Creating a Unified Vision and Stressing on the Importance of Aligning Diverse Stakeholders Around a Shared Vision for Transformation", was moderated by Arlene Romasanta. Esteemed panelists included:

- Sheridan Leroy Laroza, Senior Director of Information Technology at Thermo Fisher Scientific
- Norman Carcellar, Chief Information Officer at Unioil
- Dennis Omila, Executive Vice President and Chief Transformation Officer at Union Bank of the Philippines
- Lito Villanueva, Executive Vice President and Chief Innovations and Inclusion Officer at Rizal Commercial Banking Corporation (RCBC)

This discussion delved into the strategies for aligning diverse stakeholders around a unified vision for digital transformation, emphasizing collaboration and shared objectives.

The second panel discussion, "Agility and Adaptability: How CIOs are Enabling Organizations to Pivot and Innovate Rapidly to Stay Ahead of the Curve", was moderated by Robert Sanchez Pagua, Chief of the International Cooperation on Cybercrime Division and Data Protection Officer at the Cybercrime

Investigation and Coordinating Center. The panel featured:

- Alex Ustaris, CTO at PHINMA Education Holdings Inc
- Albert Silva, Director of the Information and Communications Technology Center at San Beda University
- Julius Caesar Principe, Chief Information and Transformation Officer at FWD Life Insurance
- Dr. Mary Joy Abueg, Vice President at the National ICT Confederation of the Philippines
- Francis Chiu, First Vice President IT at BDO Unibank

This session focused on how CIOs are driving agility and innovation within their organizations, enabling them to quickly adapt to changes and stay competitive in a fast-paced digital world.

The World CIO 200 Summit in the Philippines successfully provided an enriching experience for all participants, fostering collaboration, innovation, and strategic thinking among the nation's top IT leaders. The event highlighted the pivotal role of CIOs in shaping the digital future and reinforced the importance of agility and adaptability in today's rapidly changing technological landscape. 🏹



The World CIO 200 Summit in Malaysia sparks Malaysia's digital future

Global CIO Forum proudly announces the successful conclusion of the The Worlds CIO 200 Summit held in Kuala Lumpur, Malaysia.

The event brought together a distinguished gathering of over 200 CIOs, IT leaders, and industry experts to discuss the evolving landscape of digital transformation and the pivotal role of technology in shaping the future.

The summit commenced with a warm welcome note by Anushree Dixit, Global Head of GEC Media Group, who set an inspiring tone for the day. Anushree emphasized the importance of collaboration and innovation in driving technological advancements and achieving organizational goals.

Dato' Ts. Dr. Haji Amirudin Bin Abdul Wahab, Chief Executive Officer of Cybersecurity Malaysia, delivered the Country Inaugural Keynote. Dato' Ts. Dr. Haji Amirudin highlighted the critical role of cybersecurity in today's digital era and shared valuable insights on building robust cyber defenses to protect organizational

assets and data.

Ts. Saiful Bakhtiar Osman, Head of IT – Shared Services at PNB Commercial Sdn. Berhad, followed with the Ambassador Keynote. Ts. Saiful Bakhtiar emphasized the significance of strategic IT leadership in fostering innovation and driving business growth.

The summit featured a dynamic panel discussion on "Creating a Unified Vision: Stress the importance of aligning diverse stakeholders around a shared vision for transformation, transcending cultural differences to create a unified sense of purpose and direction." Moderated by Mr. Akmal Nizam, Director – IT at Lembaga Tabung Angkatan Tentera (Malaysia Army Funds Board), the panel included:

- Melvin Foong Mun Hoe, CIO of GDeX Berhad
- Vijayaananth Arumugam, Head of IT Infra & Data Science at SD Guthrie Research Berhad
- Ts. Ahmad Kamal Hasan Basri, Head of Group IT at MARA Corporation

The session provided valuable perspectives on aligning diverse stakeholders and creating a

cohesive vision for digital transformation.

Suja Raghav, Territory Sales Manager at Kissflow, presented an insightful session on KISSFLOW, showcasing innovative solutions for streamlining business processes and enhancing organizational efficiency.

The final session, "Technology as a Catalyst," was moderated by Dr. Peter Leong, Business Director at MYCIO Services. The panel, comprising:

- Zainol Zainuddin, CTO of IPay88
 - Vijaykumar Dayinde, CIO of Malaysia Airports
 - CH Ngoh, Director Corporate Information Centre at Help University
- examined how technology serves as a powerful catalyst for transformation, facilitating communication, collaboration, and the seamless integration of processes across borders.

The Global CIO 200 Summit concluded on a high note, leaving attendees inspired and equipped with valuable knowledge and strategies to drive digital transformation within their organizations. 📌



World CIO 200 Summit Mumbai edition celebrates success with industry leaders and key insights

The World CIO 200 Summit, held on August 6, 2024, brought together industry leaders, IT experts, and influential CIOs for an evening of insightful discussions, knowledge sharing, and transformative ideas. Hosted by GEC Media Group, the event proved to be a resounding success, offering a platform for thought leaders to explore the latest trends and innovations shaping the future of technology.

Opening Session: The summit commenced with a warm welcome note from Anushree Dixit, Global Head, GEC media Group, setting the tone for an evening of engaging discussions and networking.

Panel Discussions: The event featured several thought-provoking panel discussions:

- **Creating a Unified Vision:** Moderated by Amit Saxena, VP-IT (CIO) at Millennium Semiconductors India Pvt Ltd, Pune, the panel included Sabyasachi Chakraborty Thakur (CIO, Parsons Packaging Limited), Mahesh Toshniwal (Group Head of IT Operations, Jindal Steel and Power), Ajay Awale (Head IT, Aquapharm Chemicals Pvt Ltd), and Rajesh Kulkarni (DGM - IT, Piaggio Vehicles Pvt Ltd). The discussion emphasized the importance of aligning stakeholders for successful transformation.
- **Advancing Organizational Resilience:**

Rajeev Dutt, General Manager MEA & APAC at Swiss GRC, provided valuable insights on how enterprises can build and maintain resilience in today's dynamic environment.

- **Agility and Adaptability:** Led by Pradipta Patro, Head IT & Global CISO at RPG Group, the panel explored how CIOs are enabling rapid innovation. Panelists included Shrenik Kothari (Regional IT Infra Head, Gestamp Automotive India Pvt Ltd), Prashant Kurhade (DGM IT, Suhana Group), Rahul Mergu (Vice President IT, MarketsandMarkets Research Pvt Ltd), and Vivek Sakarde (Chief Data and Analytics Officer, Leading Bank).
- **Gen AI – Use Cases, Infrastructure Readiness, and Adaptability:** Moderated by Jeevan Thankappan, the panel included Satish Mahajan (Sr General Manager IT, VFS Global Services Pvt Ltd), Shabbir Badra (VP & Head IT, Apraava Energy), Rajeev Khade (Chief Digital, Blue Star Limited), Lalit Trivedi (CIO & CISO Global, FlexM Global Pte. Ltd), and Shashi Mohan Singh (Chief Digital Officer, Reliance Retail Ltd). The discussion focused on the future of AI in business applications.

Technical Sessions:

- **Unified Cybersecurity Platform**

Approach: Satyen Jain, Technical Director at LTS, highlighted the necessity for a unified approach to cybersecurity for comprehensive protection.

- **Trends and Technologies Shaping Networks:** Gokul Sorari, Manager of Systems Engineering at CommScope India Pvt Ltd, discussed current and future trends in network technology.
- **Application Security:** Lakshmi Das, COO and Co-Founder of Prophaze, alongside Diptesh Saha, CISO & Practice Head at Accel Cybersecurity, shared their expertise on the critical aspects of application security.
- **Trends and Technologies Shaping Networks:** Gokul Sorari, Manager of Systems Engineering at CommScope India Pvt Ltd, discussed current and future trends in network technology.
- **Application Security:** Lakshmi Das, COO and Co-Founder of Prophaze, alongside Diptesh Saha, CISO & Practice Head at Accel Cybersecurity, shared their expertise on the critical aspects of application security.

The World CIO 200 Summit provided an invaluable opportunity for networking, learning, and collaboration among top IT professionals. The event underscored the importance of innovation, agility, and strategic vision in navigating the complexities of today's technological landscape. 🚀



Global CIO Forum announces strategic partnership with Singapore's RosettaNet GS1 and IMDA to drive digital transformation

The Global CIO Forum is thrilled to announce a strategic partnership with Singapore's RosettaNet GS1 and IMDA. This collaboration marks a significant milestone in our commitment to fostering digital transformation and innovation on a global scale.

IMDA, a Singapore Government agency, has recently undergone a comprehensive revamp to bolster its strategy and partnerships for digital transformation across Singapore. The agency is at the forefront of building Singapore's digital infrastructure and fostering digital innovation, ensuring a vibrant digital workforce, and promoting a safe and inclusive digital society in the rapidly evolving digital landscape.

"We are excited to partner with IMDA," said Tushar Sahoo, Founder, The Global CIO Forum.

"This collaboration aligns with our mission to empower global CIOs with the latest digital transformation strategies and tools. IMDA's pioneering work in digital innovation and infrastructure is an inspiration, and together, we aim to drive significant advancements in the digital realm."

Mr. Loh Sin Yong, Senior Principal Consultant, TradeTrust, Sectoral Transformation Group, Infocomm Media Development Authority (IMDA), stated, "Our mission is to enhance the efficiency of international trade by leveraging the TradeTrust framework and digital infrastructure, ensuring interoperability and improved processes."

Through this partnership, the Global CIO Forum and IMDA will collaborate on a series of initiatives, including webinars, workshops,

and innovation labs, aimed at equipping CIOs and digital leaders with the knowledge and tools to navigate and thrive in the digital era. These initiatives will focus on key areas such as digital infrastructure, cybersecurity, and digital workforce development.

About The World CIO 200 Summit: The World CIO 200 Summit gathers global IT decision makers and solution providers in a unique platform.

The Summit builds roadmaps for strategic decision making and identify yardsticks that are the key drivers of growth in the digital world. While CIOs can pick on sessions to help them fast-track their growth, the solution providers can build their brand, present their solutions and network with 500+ relevant C-level IT decision makers flown in from 14 countries. 🏹

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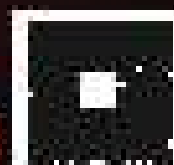
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Transform meeting spaces to boost engagement



Ekta Puthran,
Head of Sales APAC & MEA –
Collaboration, Barco

In today's hybrid work environment, attending remote meetings can be tedious and tiresome. Imagine transforming these meetings from mundane to extraordinary. It's time to bid goodbye to boring cameras and say hello to video bars. These powerful all-in-one collaboration devices give you the peace of mind and efficiency you need to drive engagement and efficiency.

Video bars have emerged as a cornerstone of modern meeting spaces, seamlessly blending in-person and remote collaboration. These devices which integrate high-quality audio and video capabilities, are increasingly popular for their ability to transform traditional meetings into dynamic, interactive experiences.

As organizations adapt to the demands of a hybrid workforce, video bars provide a streamlined, user-friendly solution that enhances engagement, simplifies IT management, and ensures everyone is seen and heard, regardless of their location. This surge

in popularity underscores the critical role of innovative technology in fostering effective communication and collaboration in today's flexible work environments.

How a simplified setup reduces costs.

Video bars streamline meeting room efficiency and reduce installation costs and complexity. By combining audio, video, and collaboration features into a single device, fewer cables and less hardware are needed, minimizing installation time and cost. This simplicity also translates into fewer points of failure, which results in less downtime and lower maintenance costs.

For IT managers, this ease of installation and reduced need for ongoing technical support means more efficient use of resources. Video bars offer a straightforward, cost-effective solution that provides a significant return on investment in the long run.

The soundest investment

Investing in video bars is a decision that pays off over time. These devices are designed to be scalable and future-proof, with regular firmware updates ensuring they remain at the cutting edge of technology without additional costs. They integrate seamlessly into existing networks, providing robust security and stability.

Technology brands often provide comprehensive service packages, offering extended warranties and support, which further reduces long-term costs. In this way organizations can get the most out of future-proof investments that grow with their changing business needs.

Everyone is truly seen and heard

In hybrid meetings, clear communication is crucial. Video bars excel in providing high-quality audio and advanced video capabilities, ensuring all participants feel seen and heard, regardless of their location.

First and foremost, clear audio is essential

for effective communication. Audio degradations like background noise or clipping can significantly affect viewers' satisfaction with video content. Video bars address these concerns with features like multiple microphones with beamforming technology, real-time noise removal, and acoustic echo cancellation. These capabilities ensure that voices are captured clearly, and background noise is minimized, enhancing the overall meeting experience.

In addition, video bars typically feature high-resolution cameras with wide fields of view and AI-powered framing options, ensuring that all participants are visible and well-framed during meetings. When video bars support dual-screen setups, they allow remote participants to be displayed alongside shared content for better interaction and more meeting inclusivity.

Advance features like these help remote workers to see and engage with in-room participants effectively, making hybrid meetings more dynamic and collaborative.

Video bars can facilitate seamless, wireless conferencing, allowing participants to join meetings quickly without the hassle of cables. Interactive features such as touchback, blackboarding, and annotation enhance collaboration even further by enabling real-time interaction with shared content.

Is sustainability important for your organization?

Choose energy-efficient video bars with eco-friendly designs and recycled materials to support your sustainability goals. Look for features like recycled plastics, recycled packaging, and passive cooling systems that reduce energy consumption. These greener devices enhance your organization's reputation with eco-conscious clients and partners while improving meeting experiences. Investing in all-in-one video bars simplifies tech management and ensures high-quality hybrid meetings, boosting communication, collaboration, and productivity. 🏡

Attackers exploit URL protection services to conceal malicious links in phishing attacks



Saravanan Mohankumar,
Manager, Threat Analyst at Barracuda

In a novel attack technique, cybercriminals are abusing legitimate URL protection services to hide malicious URLs in phishing emails, according to a new Threat Spotlight from Barracuda Networks.

From mid-May 2024 onwards, Barracuda researchers observed phishing attacks taking advantage of three different URL protection services to mask their phishing URLs. The services are provided by trusted, legitimate brands. To date, these attacks have targeted hundreds of companies, if not more.

URL protection services work by copying URL links found in emails, rewriting them, and then embedding the original within the rewritten one, rather like a wrap. When the email recipient clicks on the link, it triggers an email security scan of the original URL. If the scan is clear, the user is redirected to

the URL. In the attacks seen, the users were redirected to phishing pages designed to steal sensitive information.

Barracuda researchers believe it is likely that the attackers initially gained entry to the URL protection services after compromising the accounts of legitimate users.

Once the attacker had taken over an email account, they could impersonate the owner, and infiltrate and examine their email communications, also known as business email compromise (BEC) or conversation hijacking. Links in emails connected to the account, or in the user's email signature, would have shown whether a URL protection service was being used, and which one.

Using the compromised account to send themselves a phishing email carrying their malicious link, the attackers would have been able to get the protection URL they needed for their phishing campaigns.

"This inventive tactic helps attackers to evade security detection, and the abuse of trusted, legitimate security brands means that recipients are more likely to feel safe and click on the malicious link," said Saravanan Mohankumar, Manager, Threat Analyst at Barracuda. "The URL protection provider may not be able to validate whether the redirect URL is being used by a customer or by an intruder who has taken over the account. Phishing is a powerful and often successful threat, and cybercriminals will continue to evolve their tools and techniques to maintain this. Security teams need to be prepared."

Barracuda recommends a multilayered, AI-powered approach to defence, which can detect and block unusual or unexpected activity, however complex. These security measures should be complemented by active and regular security awareness training for employees on the latest threats and how to spot and report them. 🔴

Raising the bar

Hemant Mali, Founder & Director at Tech First Gulf, shares insights on what distinguishes the distributor from its competition.

What sets Tech First Gulf apart from other distributors in the technology sector?

Tech First Gulf (TFG) ventured into the IT distribution industry in 2019 with a distinct mission: to “create value generation through differentiation.” Our strategy has focused on partnering with leading technology vendors across AV, infrastructure, UCC, ELV, cybersecurity, volume business, and services. By merging these interconnected sectors, we strive to be a holistic, one-stop distributor.

We’ve invested heavily in advanced solutions and focused on establishing a strong foundation for our vendors’ success. This includes building a network of skilled partners, SIs, and ISPs across the region, ensuring they have the sales, pre-sales, and technical expertise needed to support customers and projects effectively. This strategy has allowed us to grow our team with industry experts and experience leaders.

While this approach demands dedication and time, our steadfast commitment consistently yields successful outcomes, making us apart from other distributor.

How do you decide which technology vendors to partner with?

At Tech First Gulf, we carefully select technology vendors based on several key criteria. We look for innovative solutions that address current and future market needs and complement our current portfolio. We prioritize vendors with a strong commitment to quality and reliability, and a shared vision for customer satisfaction and sustainability. Additionally, we consider the vendor’s commitment to provide robust support and training, and the potential for a long-term, mutually beneficial partnership. This thorough evaluation ensures that we partner with vendors who align with our goals and values, enabling us to deliver exceptional value to the ICT industry.

Can you provide insights into the key technology domains Tech First Gulf focuses on?

Over the years, Tech First Gulf (TFG) has collaborated with leading vendors to offer a comprehensive range of value-added solutions and products in each segment. With a local presence in 13 countries—Dubai, Abu Dhabi, Oman, KSA, Qatar, Kuwait, Egypt, Kenya, Tanzania, Uganda, Ethiopia, South Africa, and India—TFG ensures speedy, effective, and professional service to its partners.

Aligning with market trends, we are set to further enhance our focus on AI, cloud, and cybersecurity. Additionally, we aim to expand our vendor portfolio across all technology sectors. The company is dedicated to increasing the value it offers to its partners through its solutions and diverse vendor partnerships.

What emerging trends are you observing in these technology domains?

In the dynamic field of technology, we are observing several key emerging trends across our primary domains. In AV, advancements are pushing towards higher resolutions and more immersive experiences. Infrastructure is becoming increasingly robust and resilient, ensuring unparalleled connectivity and performance.

In the realm of cybersecurity, our vendors offer robust foundation they are specialised in key areas such as endpoint protection, privileged access



Hemant Mali,
Founder & Director
at Tech First Gulf

management, identity access management, web application security testing, threat intelligence, AI-driven analytics, data-centric security, DDOS, application delivery services.

The demand in volume business continues to surge, reflecting the growing need for reliable and scalable technology products. Our services sector is witnessing a trend towards more personalized and intuitive support solutions, ensuring that our customers receive tailored assistance.

What opportunities do you see for growth and expansion in the coming years?

In the coming years, Tech First Gulf is focused on expanding our global footprint and become one of the world’s leading distributors worldwide. We plan to penetrate new markets and strengthen our partnerships with top technology providers. By leveraging emerging technologies, we aim to deliver innovative solutions that meet evolving needs. Additionally, we are committed to sustainability and investing in talent and infrastructure to support our growth. Our customer-centric approach ensures we provide exceptional value and drive mutual success with our vendors and partners. 🏡

Outsized launches Virtual Bench for future-ready talent deployment

Organizations struggle with accessing skills for projects, especially in predicting needs and deploying talent quickly. In 2023, 20% of global financial services firms fell short of over half their project goals, mainly due to a shortage of skilled talent, a trend seen over the past three years. To tackle this issue, Outsized, the top on-demand talent platform in the Middle East, Asia-Pacific, Africa, and Australia, has introduced its Virtual Bench product.

Traditionally, the concept of a “bench” refers to a pool of employees in a consulting firm not currently assigned to client projects, but available for deployment as needed. Maintaining a surplus of staff to handle unpredictable client needs can result in high fixed costs, with many employees being paid full-time salaries when not actively engaged in projects. This model is not only costly but also rigid, often forcing project leaders



Azeem Zainulbhai, Co-founder and Chief Product Officer at Outsized

to assemble teams based on available skill sets rather than the best fit for specific tasks, potentially compromising client results.

With the rise of hybrid workforces and the growing number of highly skilled independent professionals, Virtual Bench

aims to revolutionise how companies approach and manage their talent resources. Through it, employers have an always-on access to the skills areas they need, without the fixed costs associated with a corresponding pool of employees.

UAE-Headquartered Quest Nutra Pharma digitises critical quality management and operational processes with Kissflow



Prasanna Rajendran, Vice President - EMEA, Kissflow

Quest Nutra Pharma has partnered with Kissflow to streamline and enhance its mission-critical workflows using the vendor's Low-Code platform. By digitalising over 30 processes, Quest has not only been able to move towards paperless operations, but also managed to automate large portions

of its operations, yielding efficiencies and accuracies, translating to enhanced quality assurance, market compliance, deviation and change control, and more.

From its factories and entities in the UAE, UK and EU, Quest manufactures 8 million blister packs, 200 million tablets,

and 14 trillion probiotic bacteria, annually. Smoothly running operations at this impressive scale is a significant undertaking said, Abhra Chandra, Sr. Executive Quality Management System (QMS) at Quest.

Chandra said, “Unlike an off-the-shelf product, Kissflow as a platform not only streamlines the Quality Assurance process but also many other core processes related to HR, Engineering, IT and more which were manual processes earlier. It is a single solution that caters to all our organisational needs. This saves us a lot of money and eliminates the struggle of managing multiple tools.”

“Kissflow is easily customisable and is very user-friendly. We are able to visualise workflows and develop them in Kissflow easily. And the development time, compared to other solutions, is less,” he added. Pruthvi Jith, the Head of IT at Quest who worked to ensure the smooth implementation of Kissflow, seconded this saying.

Revolver Rabbit's Million-Dollar masquerade: Infoblox uncovers the hidden world of RDGAs

Infoblox Threat Intel released a study today on malicious actors using registered domain generation algorithms (RDGAs). Unlike traditional DGAs, RDGAs involve registering all generated domains. Infoblox first described this technique in October 2023. RDGAs help actors scale operations rapidly and evade detection. Since coining the term, Infoblox has published research demonstrating RDGAs in malware, malicious link shorteners (Prolific Puma), and traffic distribution systems.

Infoblox Threat Intel has developed multiple algorithms to discover and track RDGAs in the wild, including patent pending detection of emerging clusters of RDGA domains. With these detectors, Infoblox discovers tens of thousands of new domains every day, capturing them into clusters of actor-controlled assets. Most of these domains surprisingly go unnoticed by the security industry. In the new study of the RDGA threat landscape, Infoblox has found that the use of RDGAs has



grown over the past few years and shows how domains created with them are used, including numerous examples from scams to malware.

The most remarkable example included is an RDGA controlled by the actor Infoblox named Revolver Rabbit. This actor has registered over 500,000 domains costing them over \$1

million in registration fees. At the same time, discovering the purpose of these domains was a challenge. Infoblox Threat Intel has been tracking Revolver Rabbit for nearly a year but was stumped for months on the threat actor's motivation. How can so many domains be registered without a trace of malicious activity?

ESET research finds Chinese HotPage Browser injector posing security risks



ESET Research has identified HotPage, a sophisticated Chinese browser injector. This threat includes a signed, vulnerable driver from an unidentified Chinese firm, packaged in an executable file. Once installed, it injects libraries into Chromium-based browsers

under the guise of an ad-blocking security tool but actually inserts ads. HotPage can alter page content, redirect users, and open tabs to ad-heavy sites, introducing additional vulnerabilities. Exploiting these, attackers could escalate privileges or inject malicious code into

remote processes using the legitimate, signed driver.

At the end of 2023, ESET researchers stumbled upon an installer named "HotPage.exe" that deploys a driver capable of injecting code into remote processes, and two libraries capable of intercepting and tampering with browsers' network traffic. The installer was detected by most security products as an adware component. "The lack of information about the company was intriguing. The distribution method is still unclear, but according to our research, this software was advertised as an internet café security solution aimed at Chinese-speaking individuals. It purports to improve the web browsing experience by blocking ads and malicious websites, but the reality is quite different — it leverages its browser traffic interception and filtering capabilities to display game-related ads. It also sends some information about the computer to the company's server, most likely to gather installation statistics," said, ESET researcher Romain Dumont, who discovered the threat.

Sophos survey: Energy and water sector recovery costs quadruple to \$3 million

Sophos' report, "The State of Ransomware in Critical Infrastructure 2024," shows that median recovery costs in the Energy and Water sectors have quadrupled to \$3 million annually. This figure is four times higher than the global median across sectors. Furthermore, 49% of ransomware attacks on these sectors originated from exploited vulnerabilities.

Data for the State of Ransomware in Critical Infrastructure 2024 report comes from 275 respondents at energy, oil and gas, and utilities organizations, which fall under the Energy and Water sectors of CISA's 16 defined critical infrastructure sectors. The



Chester Wisniewski,
global Field CTO, Sophos

results for this sector survey report are part of a broader, vendor-agnostic survey of 5,000 cybersecurity/IT leaders conducted between January and February 2024 across 14 countries and 15 industry sectors.

"Criminals focus where they can cause the most pain and disruption so the public will demand quick resolutions, and they hope, ransom payments to restore services more quickly. This makes utilities prime targets for ransomware attacks. Because of the essential functions they provide, modern society demands they recover quickly and with minimal disruption," said Chester Wisniewski, global Field CTO.

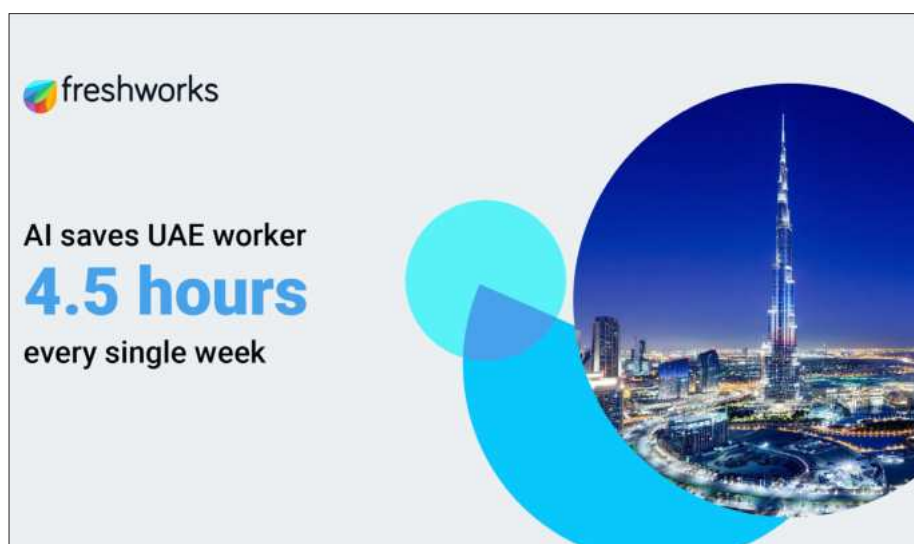
AI saves UAE workers 4.5 hours Per Week, Freshworks study

According to a new Freshworks report surveying 7,000 employees across 13 countries, the UAE and India are global leaders in AI knowledge and usage. The study reveals that 84% of UAE workers are comfortable using AI-enhanced software, with 7 out of 10 considering themselves knowledgeable or experts in AI.

AI now an Integral Part of Work Life in UAE

This impressively high degree of AI knowledge and comfort in the UAE has meant that AI-powered tools are now becoming a fundamental enabler of work in the country. With 80% of UAE workers trusting workplace AI software to bring value to their work processes, it isn't surprising to see that most are also using AI enabled software in their day-to-day work. A considerable proportion of UAE workers (29%) report using software applications enhanced with AI on a daily basis while an impressive 81% using it at least once a week.

This utilisation of AI is translating to more efficient and higher quality of work. Nearly half of UAE workers say that with AI powered software, they can get more done, while completing this work in an easier manner and up to a higher level of quality. Perhaps most impressive though is that on average, the



use of AI powered software now saves UAE workers 4 hours and 32 minutes per week, an amount of time that is nearly 20% more than the global average of 3 hours and 47 minutes.

How UAE Workers Use AI

To guide the AI investments of UAE companies, the Freshworks report offered vital insight into how UAE workers actually utilise these tools. While it comes as no surprise that writing or creating content was among the top two ways the nation's employees use AI, it was interesting to see this use case being

superseded by data analysis. This is further evidence of the high level of AI maturity in the country, as this application requires a comparatively higher degree of knowledge and expertise.

The fact that the UAE is home to individuals of over 200 nationalities, offers a likely explanation for why the third most popular use of AI was for the analysis or translation of text and audio. Also among the top 5 use cases for AI enabled software in the UAE were writing and creating code, and research and brainstorming.

Amiviz partners with senhasegura to bring cutting-edge privileged access management to the Middle East and Africa

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

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

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



Ilyas Mohammed, COO at AmiViz

PAM solutions, including:

- **Privileged Account and Session Management:** Secure, manage, and monitor all privileged accounts, including shared accounts, firecall accounts, and application accounts.
- **Secrets Management:** Protect sensitive information such as passwords, API keys, and

encryption keys by securing, managing, and rotating them automatically.

- **Just-in-Time and Just-Enough Access:** Grant privileged access only when needed and revoke it automatically after use, significantly reducing the attack surface.

- **Comprehensive Auditing and Reporting:** Maintain a detailed audit trail of all privileged activities for compliance and threat investigation.

Ilyas Mohammed, COO at AmiViz said "The partnership with senhasegura significantly strengthens our portfolio in the Middle East and Africa by incorporating their state-of-the-art PAM technology. This collaboration enables us to provide comprehensive security solutions to our customers, addressing critical challenges in privileged access management and enhancing overall cybersecurity in the region."

HID Partners with Inner Range to bring customers Wallet-Enabled readers

The sheer opportunity to further deepen collaboration with our partners excites us. Mobile access is rapidly becoming a dominant force in reshaping the physical access security industry and we are glad to be able to extend the mobile access in wallet solution to Inner Range to solidify its position as an integrated access control solutions provider globally," says Steve Katanas, Regional Head for HID Physical Access Control Solutions, ANZ.

Katanas adds, "Inner Range customers will get all the benefits of adding mobile credentials in Apple or Google Wallet (and other OEM wallets in the near future), designed for the future of workplace. I'm excited by the potential of this technology partnership, as we continue to collaborate on future projects, enabled with HID's secured, sustainable and future-proof identity solutions."

The in-wallet solution powered by HID Mobile Access provides industry leading user-experience while employing advanced encryption and security protocols to ensure



that access to facilities is both safe and secure.

"We are delighted with the success of our recent collaboration with HID. At Inner Range, providing our customers with a seamless user experience is a core objective for our security solutions. Adding

SIFER credential support to the HID Signo reader achieves this perfectly and provides significant opportunity for Inner Range and our channel by offering future proof solutions that incorporates both our technologies," says Gabriel Daher, VP and GM of Inner Range.

Bosch acquires residential and light commercial HVAC business from Johnson Controls and Hitachi

Bosch is set to expand its Energy and Building Technology sector with a strategic acquisition. They plan to acquire Johnson Controls' global HVAC solutions business for residential and light commercial buildings, including the 100 percent stake in the Johnson Controls-Hitachi Air Conditioning joint venture. The transaction, approved by Bosch shareholders and the supervisory board, involves a purchase price of \$8 billion (7.4 billion euros). Completion is anticipated within 12 months pending regulatory approvals.

"As the biggest acquisition in Bosch history, this is an important milestone in the systematic implementation of our strategy for 2030. We are dynamically pushing ahead with the strong development of Bosch, and will achieve a globally leading position in the promising HVAC market with this

acquisition," said, Stefan Hartung, chairman of the board of management of Robert Bosch GmbH.

Together with JCH, the businesses Bosch intends to acquire generated sales revenue totaling roughly 4 billion euros in 2023, and employ some 12,000 people worldwide. The transaction includes 16 manufacturing sites and 12 engineering locations in more than 30 countries. The product portfolio covers the entire spectrum of HVAC solutions for residential and light commercial buildings, and includes well-known brands such as York and Coleman in the U.S. and Hitachi in Asia, for which Bosch will be granted a long-term license.

Jun Abe, executive officer and executive vice president at Hitachi, and executive officer and general manager of the Hitachi Connective Industries division, said, "The



new partnership with Bosch to establish a global air-conditioning business is an important step. The market is dynamic, and is flourishing."

NTT DATA unveils Ultralight Edge AI platform

NTT DATA launched an Edge AI platform to enhance IT/OT convergence by processing data at the edge, unifying IoT devices, and enabling real-time decisions, operational efficiencies, and secure AI deployment for Industry 4.0 advancements.

While the spotlight has been on GenAI and Large Language Models (LLMs), these technologies are impractical for industries requiring real-time and local decision-making. NTT DATA's Edge AI solution addresses this challenge by processing massive data sets on compact computing platforms, using smaller, more efficient machine learning models to deliver real-time AI insights.

NTT DATA's Edge AI is an all-inclusive managed service platform that includes all the systems, tools and capabilities required for AI at the edge. It addresses data discovery, collection, integration, computation power, seamless connectivity and AI model management.

The Edge AI platform, supported by NTT DATA's consulting data scientists, managed services and global technical resources,



addresses the shadow IoT challenge and AI infrastructure requirements. It does this by auto-discovering, unifying and processing

data from IoT devices and IT assets across the organization, simplifying AI deployment and management.

The new Eaton 5P Gen 2 UPS - the smart and secure way to power IT environments

Eaton has launched the Eaton 5P Gen 2 UPS, a compact and efficient power solution for edge and IT needs. It offers superior output, security, and control, along with features like fleet management, remote UPS settings, and remote firmware upgrades.

The 5P Gen 2 has enhanced power capability and provides up to 1350 W, which is 22% more than its predecessor and 33% more than comparable models available on the market, making it ideal for protecting a wide range of applications. Its intelligent design ensures both stable performance and energy savings, while advanced load segment control prioritises critical equipment and optimises battery runtime.

This UPS model features the Eaton ABM+ Advanced Battery Management technology, which extends battery life by up to 50% and



allows for accurate battery life prediction and timely replacement alerts powered by machine learning. It also comes with hot-swappable batteries and an intuitive battery replacement wizard via a built-in graphical LCD (liquid crystal display).

Eaton's Intelligent Power Manager (IPM2) and Distributed IT Performance Management (DITPM) software enable remote monitoring and management of IT infrastructure, even

in hard-to-reach locations, including secure device configuration and firmware updates. The Eaton 5P Gen 2 UPS, together with the cybersecure Gigabit Network Card (included in the Netpack versions), meets stringent cybersecurity standards. Moreover, Eaton's Brightlayer Software Suite is available for seamless integration with virtualization environments, ensuring continuous service and data integrity.

Jio Haptik accelerates Middle East business transformation with Cutting-Edge Gen AI

Jio Haptik transforms UAE and KSA business landscapes with cutting-edge Gen AI technology, boosting efficiency, customer engagement, and innovation across diverse industries.

With the increasing demand for AI-driven solutions fueled by economic diversification, government initiatives, a tech-savvy population, and the drive for business efficiency and innovation – Jio Haptik's entry into the Middle Eastern market is timely and strategic. The AI-first company, headquartered in Mumbai, has begun implementing its advanced generative AI products and services for businesses across retail, e-commerce, automotive, healthcare, and financial services, among others.

The company is a strategic partner of Al Futtaim Group, Lals Group, Careem, al Mandoos, and Prime Healthcare. Its cutting-edge offerings help businesses deliver streamlined shopping experiences, boost enhanced customer support, and unlock exponential efficiency and productivity gains.

"Our vision at Jio Haptik goes beyond



Aakrit Vaish, CEO and Co-founder at Jio Haptik

simply introducing advanced AI solutions," said Aakrit Vaish, CEO and Co-founder at Jio Haptik. "We see a unique opportunity to assist government entities in the Middle East in promoting Gen AI adoption across various sectors in line with the objectives of

visionary initiatives such as the Saudi Vision 2030 and the UAE National Strategy for AI 2031. This will create a fertile ground for innovation and the development of highly impactful solutions that will help reshape industries."

IBM and The All England Lawn Tennis Club launch new generative AI feature for personalised player stories at Wimbledon

IBM and The All England Lawn Tennis Club has announced a new feature for the Wimbledon digital experience that will leverage match data with generative AI from IBM's AI and data platform, watsonx, to keep fans updated on the world's leading players as they advance through The Championships.

The new 'Catch Me Up' feature displays pre- and post-match player cards with AI-generated player stories and analysis via wimbledon.com and the Wimbledon 2024 App. Player cards will be personalised based on user preferences and data such as their location and myWimbledon profile, starting with their favourite players. Pre-match content will include analysis of recent performance and likelihood to win predictions, and post-match it will include key statistics and



highlights. The feature will also create longer-form daily summaries of play.

'Catch Me Up' was built using IBM's Granite large language model (LLM) to provide AI-generated text using the capabilities of the watsonx platform. The model has been trained on the Wimbledon editorial style and will be

monitored by the All England Club. The new feature is designed to help Wimbledon scale its content to both new and existing tennis fans globally, as well as provide fans access to timelier, curated coverage across ladies' and gentlemen's singles matches which are often happening simultaneously.

Open Innovation AI announces strategic collaboration with AMD to advance AI and GPU orchestration

Open Innovation AI has announced a strategic partnership with AMD, with plans to utilize AMD Instinct™ GPUs to enhance the development and deployment of AI models.

Combining AMD Instinct™ data center GPU technology with Open Innovation AI's orchestration platform, the program will explore deployment of end-to-end AI solutions, which drive optimized, scalable, and efficient AI adoption across industry verticals.

The collaboration plans to bring together technological and industry expertise from Open Innovation AI and AMD. Both Open Innovation AI and AMD are committed to pushing the boundaries of both AI hardware and software, delivering cutting-edge solutions to customers and partners.

"Open Innovation AI's platform brings a new level of flexibility and performance to AI workloads. By integrating our technology with AMD high-performance GPUs, we can offer unmatched efficiency and innovation to our customers," said Dr. Abed Benaichouche, CEO and Cofounder of Open Innovation AI.



"AI is defining the next era of computing, and this is just the beginning. Collaborating with leading AI orchestration providers like Open Innovation AI is a key step in our

strategy to deliver cutting-edge AI solutions that will drive significant advancements in the industry," said Zaid Ghattas, Regional Manager CEEMETA of AMD.

Veeam enhances data resilience with Splunk integration

Veeam Software has introduced a Splunk extension for Veeam Data Platform users, allowing them to monitor backup infrastructure health and security through Splunk. The app, available at no cost to enterprises with Veeam Data Platform Advanced or Premium licenses, provides insights into Veeam events, backup environment monitoring, and access to alerts, dashboards, and reports within Splunk.

Seventy-six percent of organizations suffered a ransomware attack in the last year. Unfortunately, 93% of those attacks explicitly targeted an organization's data backups. To reduce organizational risk and ensure business continuity when a cyber-attack occurs, it's important to ensure an organization's Security Information & Event Management (SIEM) solution (like Splunk) catches cyberthreats in any and every part of their system, including backups. Now, with the Veeam App for Splunk, security professionals can monitor their Veeam backup environments in the same single pane of glass as their other source environments with detailed dashboards, reports, and alerts.

"Veeam is focused on powering data



John Jester, Chief Revenue Officer at Veeam

resilience for every customer and this includes tight integration with the leading security platforms," said John Jester, Chief Revenue Officer at Veeam. "Now security professionals can use Splunk to closely monitor their Veeam backup environments through detailed dashboards, reports and

alerts. Combatting cyber-attacks requires integration across your infrastructure, and the Veeam App for Splunk brings Veeam event data into Splunk, enabling customers to monitor security events like ransomware, accidental deletion, malware and other cyber threats using their current tools."

XOPA AI partners with Raqmiyat for cloud based, AI enabled hiring solutions

XOPA AI announces the strategic partnership with Raqmiyat, a system integrator and digital transformation provider in the UAE and Saudi Arabia region. With this partnership, XOPA will help differentiate the recruitment process for joint end customers by providing hiring solutions that leverage ethical and explainable AI for more accurate, efficient, and objective hiring.

XOPA AI offers AI-enabled, Software as a Service solutions that aims to save significant time and cost in hiring while ensuring accuracy of choices. XOPA uses AI and Machine Learning to score and rank talent to identify the best-fit candidates for each company and role. XOPA also enhances efficiencies in hiring by automating the entire hiring process, bringing it together with a consolidated, easy-to-use platform for all hiring needs.

Raqmiyat's core areas of expertise include Digital Banking, AI Chatbot, Digital



Workforce, Automation & Analytics, Integration & Data management, IT Technology Staffing, Microsoft Services, Business Applications & Mobility, and Cybersecurity & Infrastructure.

"We are excited to be a strategic GTM partner with XOPA AI. We believe that this partnership will benefit enterprises in streamline their hiring process using data-driven insights," said Bahaa Eddine Al

Indary, Acting General Manager & VP of Sales at Raqmiyat.

Commenting on this partnership, Abhijeet Sanyal, Vice President Technology Support Services at Raqmiyat said, "Our partnership with XOPA AI will empower our customers to experience the AI powered human resource management platform that will help them source and hire the best candidates in a scientific way.

ExaGrid and StorIT announce strategic partnership

ExaGrid has begun a new strategic partnership with StorIT Distribution, the leading Value-Added Distributor in the Middle East and North Africa for Enterprise IT Products and Solutions.

“We firmly believe this relationship with ExaGrid will open a large market opportunity for our partners to address pain points of organizations around the modern era data backup & recovery needs in the region,” said Mr. Subi Antony, Senior Director at StorIT Distribution.

StorIT in partnership with ExaGrid will help organizations to have a comprehensively secure data backup that enables fast ransomware recovery, through its Tiered Backup Storage solution. Together, we are committed to equipping organizations with cutting-edge technologies that safeguard their critical data assets against evolving cyber threats.

“ExaGrid is pleased to partner with StorIT, further expanding the availability of ExaGrid Tiered Backup Storage in the Middle East. We look forward to working with StorIT and its network of partners to offer organizations in



Andy Walsky, Vice President of EMEA & APAC Sales at ExaGrid

the region with our unique solution that solves all the challenges of backup storage and offers fast performance, comprehensive security, ransomware recovery, a scale-out architecture,

and industry-leading support, all at a low cost up front and over time,” said Andy Walsky, Vice President of EMEA & APAC Sales at ExaGrid.

SANS Institute to host SANS Riyadh cyber leaders August 2024

SANS Institute is returning to Saudi Arabia with SANS Riyadh Cyber Leaders August 2024 (August 18-22) at the Hyatt Regency Riyadh Olaya, a comprehensive training event designed for security managers and SOC leaders who are committed to enhancing their leadership and technical skills, through both in-person training and simultaneous live online sessions.

Saudi Arabia recently achieved the highest global ranking in the cybersecurity indicator, as reported in the 2024 World Competitiveness Yearbook by IMD. This reaffirms the Kingdom's leading role in international cybersecurity and is also a testament to its commitment towards Saudi Vision 2030. However, despite this significant growth, cyber-attacks remain relentless, necessitating that governments, organizations, and individuals stay vigilant.

“This emphasizes the importance of not only maintaining technical proficiency but also developing leadership skills to combat ongoing



Ned Baltagi, Managing Director, Middle East, Africa, and Turkey, at SANS Institute

security threats proactively,” said Ned Baltagi, Managing Director, Middle East, Africa, and Turkey, at SANS Institute. “And for security professionals to effectively plan, manage and execute security programs and initiatives, they require both technical expertise and strong leadership abilities.”

LDR512: Security Leadership Essentials for Managers will equip security leaders with essential technical knowledge and leadership skills to effectively manage security projects and high-performing teams, covering a multitude of key cybersecurity topics including

security frameworks, architecture, engineering, application security, DevSecOps, GenAI security, cryptography, and more.

Additionally, the LDR551: Building and Leading Security Operations Centers course empowers SOC managers to develop proactive, intelligence-driven defenses against emerging threats. With hands-on exercises and Cyber42 interactive leadership simulations, these courses will help cybersecurity professionals align security activities with organizational goals and build forward-looking, fast-paced cyber defense capabilities.

Axis unveils ultra-reliable intercom with crystal-clear audio in any noise

Axis Communications has introduced an extremely robust, outdoor-ready network intercom that delivers crystal clear audio with echo cancellation and noise reduction. Featuring an anti-ligature design, this easy-to-install intercom is ideal for installation in high security environments.

AXIS I7010-VE offers 92db SPL to deliver great audio quality that allows operators to clearly hear and communicate. It's ideal in the most demanding situations and features echo cancellation and noise reduction to ensure voices are audible regardless of background noise.

This device offers seamless integration with Axis and third-party VMS systems. It also supports Session Initiation Protocol (SIP) as well as open programming interfaces, including VAPIX and ONVIF. It also supports secure remote access, and a downloadable mobile app is included making it possible to communicate and grant access from your mobile device.

Key features include:

- SPL 92db, echo cancellation, and noise



- reduction
- Anti-ligature, vandal-resistant IK10-rated
- Compatible with 2-gang installation boxes
- Open platform for easy integration
- Built-in cybersecurity with Axis Edge Vault

This extremely robust, IP66/IP69-rated

network intercom includes a vandal-resistant IK10-rated casing and offers flexible installation in both indoor and outdoor applications. It fits into 2-gang installation boxes, and benefits from no visible screws—the casing simply snaps on. Plus, it's possible to switch the I/O ports to a reader port for tighter integration with access control solutions.

Salesforce Report: 75% of sales teams in the UAE are using Artificial Intelligence (AI)

Salesforce released the new State of Sales report, sharing insights from 5,500 sales professionals across 27 countries — including 100 from UAE.

The report highlights how sales teams are balancing technological advancements and building trusted customer relationships as they seek growth in a crowded marketplace.

Key insights from the research include:

- Reps Struggle Finding Time to Meet Customer Expectations. Changing customer expectations is the #1 sales challenge worldwide, but it's hard finding the time to connect.
- Sales reps in the UAE spend an average of just 27% of the workweek connecting with customers.
- 54% of sales professionals in the UAE say changing customer expectations are more of a challenge than last year; only 13% say it's less of a challenge.
- AI Adoption Surges, But Trust and Data



Thierry Nicault, Area Vice President and General Manager, Middle East, Salesforce

Gaps Linger. Sales adoption of AI is climbing as teams push for productivity and personalization, but concern regarding integration, security, and customer distrust mean the technology's

full potential for the profession has yet to be seen.

- 75% of sales teams in the UAE have fully implemented or are experimenting with AI. An additional 22% of teams are evaluating the technology.
- The top sales benefit from AI in the UAE is forecasting accuracy.
- Top obstacle sales teams in the UAE encounter while implementing AI is insufficient human oversight.
- Employee Retention Is Rising Globally. As labour markets tighten, sales employees are largely staying put. Globally, teams report 18% average staff turnover over the last 12 months — down from 25% in 2022. However, employee retention trends vary by region.
- 23% is the average estimated staff turnover rate in the UAE over the past year.
- 4% of sales professionals in the UAE are currently looking to change jobs.

Radix and Cognite partner to leverage AI for enhanced data management and asset performance

Radix has formed a strategic partnership with Cognite to fast-track the application of Artificial Intelligence (AI) for optimizing data management and asset performance. This collaboration targets industries such as oil and gas, energy, petrochemicals, and manufacturing, aiming to enhance efficiency and contextualize data.

The partnership pairs Cognite's leading Industrial DataOps platform, Cognite Data Fusion*, with Radix's unrivaled expertise in engineering, data and software technology, and operations to allow customers to intelligently analyze and extract critical information from their data, driving improvements in operational efficiency, uptime optimization, and cost reductions.

Transforming operations using Hybrid Intelligence with AI

Radix and Cognite have partnered for years to leverage their strengths and offer innovative solutions to a key customer. Their combined expertise—Cognite Data Fusion's



Flavio Guimarães, Global Head of Alliances & Practices at Radix

technology and Radix's engineering skills—addresses the challenge of extracting crucial information from large, unintegrated data pools. By applying Hybrid Intelligence with AI, companies can more effectively identify and address issues, improving energy optimization, production accounting, and inventory management. This approach also speeds up data access across systems, enhancing analysis and troubleshooting in industrial operations.

"Our partnership with Cognite has shown that we can bring our unique expertise together to empower companies with the hybrid intelligent tools they need to get to the data that becomes valuable and actionable information," said, Flavio Guimarães, Global Head of Alliances & Practices at Radix. "With Cognite Data Fusion, we help businesses streamline their data, thus helping to boost decision-making with real-time insights and drive cost reductions across the organization."

Streamline Hybrid Cloud for Tomorrow's Innovation

In IT, growth and change are constants. With 90% of organizations experiencing increased complexity over the past two years, managing applications and workloads efficiently has become increasingly crucial due to the explosive growth of applications and data. Additionally, concerns about predictable and stable infrastructure costs are frequently highlighted. These challenges underscore the need for organizations to make strategic decisions, emphasizing the importance of flexibility and choice.

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

Introducing Dell XC Plus

Dell XC Plus is a turnkey, HCI-based appliance



Travis Vigil, SVP Product Management, Dell Technologies (L) and **Thomas Cornely**, SVP Product Management, Nutanix (R)

designed to streamline the complexities of on-premises and hybrid cloud environments by integrating the Nutanix Cloud Platform software stack on Dell PowerEdge servers, offering customers more choice and control

to meet evolving IT requirements. Featuring a centralized control plane, robust automation, the integrated Nutanix AHV hypervisor, and a resilient distributed cloud architecture, this solution is engineered to enable enterprises to:

LEADING THE CHANGE




Ali Baghdadi, Senior Vice President and Chief Country Executive for MEA at Ingram Micro, traces the genesis of value-added distribution in the region and how his company is redefining industry standards with a strategic focus on advanced cybersecurity and AI-driven innovations.

Ali Baghdadi,
Senior Vice President and
Chief Country Executive
for MEA at Ingram Micro

Can you walk us through the evolution of the VAD model in our region?

My first visit to the UAE was nearly 45 years ago, coinciding with the very first GITEX. At that time, the concept of distribution didn't exist. There were some companies, but they were mainly extensions of large IT firms, acting as agents. Local firms aspired to be agents, and once an agent was appointed, it was very difficult to terminate the agreement.

We introduced a new concept, encouraging firms to become resellers, which laid the foundation for the distribution ecosystem. Aptec was established in the UK as a value-add distributor right from inception. Next year, Aptec will celebrate its 45th anniversary, mirroring Ingram Micro's recent milestone. Back then as a student, my goal was to build a business by creating software and hardware add-ons and plugins for existing vendors. For instance, we translated Microsoft DOS into Arabic for IBM, which facilitated my move to the region. This value-add approach continues today, focusing on

A person's hands are shown typing on a laptop keyboard. Overlaid on the scene is a vibrant digital visualization. On the left, a grid of glowing binary code (0s and 1s) in blue, green, and yellow. On the right, a series of colorful, flowing lines in shades of blue, green, and yellow, resembling a data stream or a network map, emanate from the keyboard area and curve upwards and to the right. The background is dark, making the glowing elements stand out.

enhancing systems with intelligent modules. Our direction of value-add and advanced solutions necessitates developing regional partners to understand, provide services, and sell these systems.

We always think like technologists, constantly looking ahead at emerging technologies and ensuring we adopt them before anyone else. For instance, we've been working with AI for nearly 10 years, and now everyone claims to be an AI expert. We have data scientists on our team and collaborate closely with vendors like IBM and Microsoft in the AI domain.

The evolution of distribution saw us acquiring companies that struggled to understand the region. I raised capital and acquired several global distributors, including Middle East operations of several global distributors. Additionally, I bought NIT (physical security), Armada in Turkey, and inherited other companies post-Ingram acquisition, expanding our footprint with operations in Senegal, Nigeria, Kenya, and South Africa. This strategic consolidation

has significantly enhanced our capabilities and market presence.

Do you think in today's world where we have public cloud and marketplaces, distributors are still relevant?

The role of distributors is undergoing significant transformation. With the rise of cloud computing, many vendors are shifting towards software as a service (SaaS) or platform as a service (PaaS) models. This shift brings complexities, particularly with

subscription billing models. It becomes challenging for partners or end users to manage multiple providers of such services. The optimal solution is to develop platforms that aggregate these service providers, offering consistent, consolidated billing and consumption measurement. This ensures customer satisfaction by simplifying the management of various services.

Cloud services essentially offer the same software previously used on local devices but now hosted and delivered from the cloud. This paradigm shift amplifies the

role of distributors. Distributors must adapt to facilitate multi-year deals and financial models that many vendors cannot manage independently. For instance, financing a five-year deal is a capability not many distributors possess, but it is increasingly necessary.

Vendors rely on distributors who have developed sophisticated platforms, such as our Xvantage platform, which integrates AI to intelligently collate data and provide comprehensive information to users.

What are the leadership skills that are important to drive the distribution business?

Certainly, the concept of leadership within the realm of distribution can be examined from two primary perspectives: people management and organizational oversight.

From a people management standpoint, effective leadership necessitates the ability to delegate authority to a competent team, empowering them to make decisions within established parameters. This includes decisions related to discount structures, strategic planning, and operational execution. Moreover, fostering a motivated workforce is essential; employees must feel integral to the team and driven to deliver optimal results. Collaborating closely with human resources, we ensure that each team member has a clear career trajectory. This focus on skill development and product knowledge not only enhances our own team's capabilities but also prepares them for senior roles in other organizations, as evidenced by the career progression of many of our former employees.

On the organizational front, maintaining well-managed working capital is critical, given the narrower margins in distribution compared to software sales. Efficient financial management is paramount, particularly when engaging in multi-year deals. Accurate and transparent reporting, encompassing financial performance, marketing effectiveness, and return on investment, is crucial for maintaining organizational alignment and informed decision-making. Automation plays a key role in this process, facilitating precise and consistent reporting through interconnected systems such as CRMs and other tools.

Furthermore, it is imperative to inculcate a culture of ethical behavior, compliance, and adherence to core values. This ethical foundation underpins all aspects of our operations, ensuring that our business



practices meet the highest standards of integrity and responsibility.

What are the trends that you see shaping the tech landscape?

The integration of Generative AI (Gen AI) has become increasingly pivotal across various domains, and we have been at the forefront of this advancement for nearly a decade. Our team includes data scientists and solution architects who specialize in AI. The evolution of AI now enables more natural interactions between humans and machines, transcending traditional robotics.

AI is now permeating areas where we already have substantial expertise, such as physical security. For instance, we have implemented AI-driven solutions where cameras in public spaces to capture and analyze unusual behaviors from thousands of feeds simultaneously—something impossible for a human operator to manage. Additionally, AI's role in cybersecurity is burgeoning. Advanced AI models, including large language models interacting with knowledge graphs provide deep insights into potential cyber threats and data security measures. This is crucial for preventing data leaks, which are prevalent even among prominent institutions like banks and government bodies.

Internally, we leverage AI to optimize various operations, including supply chain management. Our Xvantage platform exemplifies this by allowing seamless interactions, such as generating quotes, suggesting complementary products, and creating documents for RFIs. This platform integrates AI across cloud, hardware, services, and financial services, enhancing our offerings as a distributor.

We have also embraced a recurring revenue model. This shift began with our cloud marketplace and continues to expand.

Regarding relationships, we prioritize competence and alignment with our strategic goals. Our vendor onboarding process is rigorous. We evaluate potential vendors based on their technology, compatibility with our existing vendors, local presence, and product competency. This comprehensive approach ensures that our vendor selection aligns with market needs and regulatory requirements.

However, challenges do arise. Occasionally, vendors may not succeed due to market misalignment or regulatory constraints, such as local cloud operation restrictions

in certain regions. Despite these challenges, our vendor selection process generally yields positive outcomes, with many small vendors growing into prominent names under our guidance.

Profitability is crucial for our partners. We advise them to specialize and invest in services, supplemented by our extensive services team with certifications in AI, cybersecurity, networking, and data centers. We provide pre-sales support and L1/L2 support, enabling partners to offer comprehensive solutions without excessive investment. By ensuring sensible margins and advising on proper financial management, we help them maintain profitability and business viability. While some may struggle due to mismanagement, our support structure aims to mitigate such risks.

Is cybersecurity a big focus area of Ingram Micro?

Cybersecurity is a major focus area, with global predictions from IDC and Gartner indicating an 11.5% compound annual growth rate (CAGR). This growth trajectory, fuelled by increasingly sophisticated attack scenarios, is costing companies trillions of dollars. The global spend on cybersecurity is projected to reach \$240 billion this year alone.

As a result, we continuously onboard new cybersecurity firms to address emerging threats and capitalize on industry consolidation. Innovations such as Continuous Threat Exposure Management (CTM) and Data Security Posture Management are gaining traction, often leveraging AI to enhance their effectiveness.

I support Ingram Micro's global cybersecurity strategy through SecureX, a specialized team I established. We have set up Centers of Excellence in the United States, Mexico, Dubai, the Netherlands, and Singapore to support our partners worldwide.

How do you see the VAD model evolving in the near future?

Distributors are increasingly becoming managed service providers (MSPs) and aggregators of cloud services. Distributors serve as extensions of vendors, enabling scale by reaching vast numbers of end users. Ingram Micro, for instance, can reach 90% of the world's population. This aggregation of

technology—combining hardware, software, and services—ensures the continued relevance of the distribution model, albeit in an evolving form.

This year we have several key areas of focus:


- **Data Centers:** We continue to invest in and upgrade our data centers, ensuring they meet the latest technological and cybersecurity standards.
- **Xvantage Platform:** This AI-driven platform accelerates business development for our partners, enhancing our service offerings.
- **Professional Services:** Growing professional services supports our partners by acting as a managed service provider.
- **Financial Services:** We collaborate with banks and invest our own capital to finance large deals, ensuring our financial services are robust and supportive of our partners' needs.

By focusing on these areas, we aim to bolster our infrastructure, enhance our service delivery, and ensure comprehensive cybersecurity measures are in place for ourselves and those we work with.

Are you focusing on any particular geographies for business growth?

We operate in the UAE, Qatar, Kuwait, Oman, Pakistan, Levant, Egypt, Morocco, and Saudi Arabia. While Saudi Arabia is a major market with extensive operations, including four locations covering smaller cities, other regions also present significant opportunities.

Other countries, such as Egypt and those in East Africa, have shown substantial growth due to pent-up demand. Despite challenges in Egypt related to currency availability, business opportunities continue to grow. When combining East Africa, Morocco, French-speaking West Africa, Levant, and Pakistan, the scope of our operations is indeed significant.

Regarding the in-country distribution model, it proves advantageous, particularly for hardware. In-country operations mitigate issues such as withholding tax, which can increase product costs when selling remotely. For cloud and software services, remote servicing is more feasible and efficient. Therefore, we maintain local presence in several countries to strengthen our market position, while remote operations are utilized where practical, especially for software and cloud services. 

Impact of the shift to the as-a-service model for channel partners

**Uday Shankar
Kizhepat**

Vice President & General
Manager MEA region at
WSO2



WSO2 spokesperson: Uday Shankar Kizhepat - Vice President & General Manager MEA region at WSO2

The adoption of cloud technologies has become imperative for organizations in the region, driven by strategic national visions aimed at technological advancements. This shift to the as-a-service model offers channel partners significant opportunities, including recurring revenue streams, broader market reach, and enhanced customer value through continuous updates. However, it also presents challenges such as adapting to new sales strategies and ensuring technical proficiency, while simultaneously opening additional cloud migration service opportunities. At WSO2, we support our partners through comprehensive training programs, resources, and tools, enabling us to deliver exceptional value to our customers and drive mutual growth in this dynamic landscape.

Leveraging Cloud Services in Core Offerings

Channel partners can enhance their core offerings by integrating scalable and flexible cloud-based solutions that meet diverse customer needs. Adopting cloud platforms allows partners to offer customers access to cutting-edge technologies, improved security, and regular updates without significant infrastructure investments. WSO2 provides partners with extensive resources and tools to effectively incorporate cloud services, ensuring exceptional value delivery and mutual growth in a rapidly evolving market.

Providing Added Value Beyond Basic Cloud Services

Channel partners can offer tailored solutions, advisory consulting, and managed support services to provide added value beyond basic cloud services. This includes developing customized integrations, optimizing cloud performance, and implementing advanced security measures to meet specific customer needs. Additionally, partners can offer training and additional managed services to help customers maximize their cloud investments. By leveraging WSO2's API management, integration, and identity & access management capabilities, partners can deliver exceptional digital experiences that enhance operational efficiency, driving sustained growth and competitive advantage.

Future Prospects for Channel Partners in the Cloud Space

The future for channel partners in the cloud space is promising, with growing demand for expertise in cloud migration, optimization, and management. Channel partners can capitalize on this by offering specialized migration services, advanced analytics, AI integration, and more. With WSO2's next-generation products, partners can help customers stay ahead of the industry curve, deliver innovative solutions, and expand their market reach. The evolving cloud landscape presents numerous opportunities for partners to drive growth, enhance customer value, and establish themselves as key players in the digital transformation journey. 🚀

Transforming cloud partnerships

Alvin Heib,
Sr. Director of
Alliance EMEA/
APAC at Cloudera



The landscape of cloud computing is rapidly evolving with significant implications for channel partners. Alvin Heib, Sr. Director of Alliances EMEA/APAC at Cloudera, sheds light on the transformative shift to the as-a-service model, the strategic integration of cloud services, and the promising future prospects for channel partners in this dynamic space.

The Impact of the As-a-Service Model

The transition to the as-a-service model marks a paradigm shift for channel partners, moving from a traditional one-time sale approach to a recurring revenue model.

This change necessitates a reevaluation of sales strategies and customer engagement models to accommodate subscription-based offerings. One notable challenge is managing cash flow differently while ensuring consistent customer satisfaction to mitigate churn rates. Heib suggests a balanced approach, leveraging Pre-Paid Credits to enjoy cloud flexibility while maintaining predictable cash flow with controlled fluctuations. This model not only offers steady revenue streams but also fosters deeper customer relationships through continuous engagement and value delivery.

Leveraging Cloud Services

Channel partners have a unique opportunity to leverage cloud services by integrating them into their core offerings. This approach addresses the evolving demands of customers seeking flexible, scalable, and cost-effective solutions. Managed services, custom cloud solutions, and hybrid cloud environments tailored to specific client needs can significantly enhance a partner's portfolio. Furthermore, offering services like disaster recovery, cybersecurity, and data analytics on cloud platforms can provide added value. For ephemeral platforms, such as development environments, a best practice is to create them only during working hours, encouraging teams to commit daily work. Proficiency in cloud technologies and relevant certifications position partners as trusted advisors and strategic allies to their clients.

Providing Added Value Beyond Essential Services

Channel partners can distinguish themselves by offering more than just essential cloud services. Comprehensive customer lifecycle management, personalized support, and tailored

solutions addressing specific business challenges are key differentiators. Co-innovation with cloud providers to develop unique solutions and leveraging advanced technologies like AI and automation can create seamless, end-to-end customer experiences. Additionally, providing educational resources, training, and ongoing support helps clients maximize the benefits of cloud adoption. In a competitive market, focusing on customer success and satisfaction, innovating quickly with security control, and supporting customers' time to market are crucial strategies.

Future Prospects in the Cloud Space

The future for channel partners in the cloud space is bright, with numerous growth opportunities driven by the increasing demand for cloud-based solutions and services. As businesses become more complex, the migration to cloud, on-prem security, and multi-cloud sourcing are pushing towards a hybrid-multi-cloud environment. Flexibility in consumption models, such as subscription, pre-paid, and as-a-service, will be essential. The rise of hybrid-multi-cloud environments and the need for integrated, tailored solutions will expand the role of channel partners. Those investing in skill-building and co-innovation with cloud providers will be well-positioned to capitalize on emerging technologies and evolving customer needs.

In summary, Alvin Heib emphasizes that the shift to the as-a-service model, strategic integration of cloud services, and focus on providing added value are critical for channel partners to thrive in the cloud space. The future holds promising prospects for those who adapt, innovate, and remain committed to customer success. ➡

Comprehensive system integration and emerging technology solutions

Serijos Hage, Founder of EMWme, outlines the landscape of System Integrators and highlights how their company leads the way, continuously innovating to meet the evolving needs of enterprise customers

What are the core services and solutions that your company specializes in?

We consistently lead in deploying new technologies for enterprise customers, introducing Trapeze Networks, MobileIron, Mist Systems, and Webex for BroadWorks—the first in the Middle East. As a top systems integrator with 28 awards, we excel in hospitality, education, and customer experience. Our data centers support major enterprises like Dubai Holding, Jumeirah Group, Meraas, Accor, and Radisson. Founded in 2004, we serve over 250 enterprises as smart convergence experts. With 20 years of proven business maturity, we hold the highest technical certifications, with a minimum of two disciplines per asset.

We enhance operational efficiencies with success-measuring software and reduce costs by employing subject matter experts.

What methodologies and frameworks do you use for system integration projects?

For system integration projects, we follow a structured approach starting with thoroughly understanding and documenting the requirements. We then break down the system into manageable modules and integrate them incrementally. This is followed by validating the configuration and implementing rigorous testing to ensure each integration point functions correctly. Throughout the process, we maintain comprehensive documentation of the integration steps

and the system architecture. To ensure ongoing performance and reliability, we use monitoring tools to track the health of the integrated system and log significant events for troubleshooting. Additionally, we implement robust security measures to protect data integrity and privacy during the integration.

How do you customize your solutions to meet the specific needs of your clients?

To customize our solutions for each client, we start by talking with them to understand their goals, challenges, and specific needs. We then analyse their current systems to identify what needs to be changed or added. After that, we design a solution tailored to their requirements and create prototypes to get their feedback. We make sure the final solution integrates smoothly with their existing systems and conduct thorough testing to ensure everything works properly. Once we implement the solution, we train their team to use it effectively. We provide ongoing support and regularly update the solution based on their feedback and any new needs that arise. This way, our solutions are always aligned with what the client needs and help them achieve their business goals.

What emerging technologies are you currently exploring or implementing in your projects?

EMW built Harmony the first Cloud Communication platform to support end-to-end Unified Communications and Hospitality services including Call

Center, Telephony Management System and many other value-added services. Hosted in Oracle Cloud Infrastructure (OCI) resilient data centers. Harmony By EMW has been designed from the ground up for Hospitality, Enterprises and Service Providers with innovations that are all driven by our customers and our passion to deliver the very best solution to every customer no matter what size or what location from a small budget hotel to some of the world's largest enterprises. We constantly innovate to help our customers serve their customers better, quicker and more efficiently.

Currently we have 27,567+ voice extensions and 8,027+ Keys under direct support in Hospitality alone

What do you see as the major trends in system integration over the next few years?

EMW started 20 years ago as the Smart Convergence Experts combining voice and data with security at the heart of it serving local, regional and global clients. Over the years we brought new technologies to the region that were a game changer in WiFi (Trapeze Networks and Mist Systems both acquired by Juniper), MDM (MobileIron acquired by Ivanti) and most recently our flagship cloud service Harmony by EMW revolutionizing the traditional voice and unified communications landscape taking our view of system integration to the next level.

How is your company preparing to address these trends and

Serijos Hage,
Founder, EMWme



challenges?

EMW's focus for the last 15+ years had been in the traditional system integration selling hardware and more hardware but for the last 5 years our focus shifted to the Cloud, Cloud and more Cloud moving some on premise components starting with WiFi from Mist Systems and Meraki. Next natural progression to move to the Cloud is the PABX and therefore Harmony by EMW built from the ground up from Cisco's Webex for Broadworks collaboration platform based on OPEX model with the aim of replacing all existing and future on premise PABXs anywhere.

How do you manage projects to ensure they are delivered on time and within budget?

EMW follows Project Management methodologies to ensure that Projects are delivered within defined timeframe and budget. EMW team consists of Technical project Managers with diverse experience of more than 20 years managing large scale green field and migration projects.

Defining objectives and scope is first step to manage a project, EMW team closely coordinate with customers and conduct workshops to define clear objectives and scope for the projects.

What kind of support do you provide post-implementation?

We Provide Annual Maintenance contracts (AMC) and a service level Agreement. This Service Level Agreement, henceforth also known as "SLA" is between EMW (as Service Provider) and Service Owner (as The Owner) of the provisioning of IT support services required to support and sustain the productivity and business continuity of the Service Owner Network. This Agreement outlines the technology support and services level commitment offered by EMW with regards to the hardware and software associated within the banded Annual Maintenance Contract. EMW AMC are simple to understand focused on enhancing the efficiency of the network, and help businesses achieve key objectives and gain a competitive advantage. The purpose of this SLA is to set the expectation for the provision of the Service with regards to:

Represent the capabilities of the services that will be provided by EMW. drive sustained growth and success for both the company and its partners. 📈

Digital transformation solutions and support by Finesse

Eljo J P, CBO and Director, Finesse, discusses providing holistic digital transformation solutions, and enabling businesses to navigate the complexities of digital change with confidence.

What are the core services and solutions that your company specializes in?

At Finesse, we are dedicated to providing holistic digital transformation solutions that empower businesses to thrive in the digital age. With a team of over 450 experts and a proven track record with more than 350 enterprise clients, our mission is to deliver comprehensive solutions that address every aspect of digital change.

Our core services and solutions are built around three key pillars:

ICXO - Digital Strategy Consulting and Advisory Services: We believe that a clear strategic approach is essential for successful digital transformation. Our ICXO service offers comprehensive guidance across critical domains, including Environmental, Social, Governance (ESG), Customer Experience, Digital Transformation, Corporate Services, Information Management, Data Privacy, and Information Security.

Finesse - Enabling Digital Transformation: Our flagship offering is designed to empower businesses in their seamless transition into the digital era. We provide technology implementation, systems integration, and ongoing support, tailored to each organization's unique goals and challenges.

Cyberhub - Securing Digital Transformation: In today's digital landscape, cybersecurity is paramount. Our cybersecurity solutions include Cloud and Application Assurance, Compliance and digital risk solutions, Zero Trust Security modeled solutions, Digital Identity management, and Managed Security Services. Our state-of-the-art Cognitive

By providing these holistic digital transformation solutions, we enable businesses to navigate the complexities of digital change with confidence, knowing they have a reliable partner in Finesse.

What emerging technologies are you currently exploring or implementing in your projects?

At Finesse, we're passionate about harnessing the power of emerging technologies to drive business success. Our focus areas include:

Artificial Intelligence (AI) and Machine Learning (ML): We're leveraging AI and ML to automate repetitive tasks, predict trends, and personalize customer experiences. Our AI-powered solutions enable businesses to:

Internet of Things (IoT): We're revolutionizing industries with IoT solutions that enable real-time monitoring, automation, and data-driven insights.

Natural Language Processing (NLP): We're delivering personalized customer support and actionable insights with NLP-powered chatbots, voice assistants, and sentiment analysis. Our NLP expertise includes:

Cyberhub 24/7 Cognitive SOC, we take pride in providing a holistic approach to cybersecurity, bolstered by cutting-edge artificial intelligence and machine learning technologies. Here's a glimpse into our major cybersecurity offerings

How is your company preparing to address these trends and challenges?

At Finesse, we are committed to navigating and leading in a rapidly evolving digital landscape. To effectively address emerging trends and challenges, we are implementing a proactive strategy that includes:

- **Investing in Emerging Technologies:** We are prioritizing resources to build deep expertise in key areas such as AI, ML, RPA, IoT, Blockchain, NLP, and Computer Vision.
- **Developing Future-Ready Solutions:** Our innovation team is dedicated to creating

pioneering solutions that leverage these technologies to solve complex industry-specific challenges, thereby delivering impactful business outcomes.

- **Upskilling and Reskilling:** We are committed to continuously enhancing our team's capabilities through comprehensive training programs. This approach equips our professionals with the latest skills and knowledge needed to effectively harness emerging technologies and achieve exceptional results.
- **Strategic Partnerships:** We are actively cultivating partnerships with industry thought leaders and experts. These collaborations keep us aligned with the latest trends and insights, ensuring that we stay ahead of the curve and effectively address new challenges and opportunities.
- **Client-Centric Approach:** Our focus is on deeply understanding our clients' unique needs. We develop tailored solutions that address their specific challenges, ensuring we provide bespoke support that drives sustained success.

These initiatives position Finesse to not only adapt to but also lead in the face of evolving technological and market trends.

How do you manage projects to ensure they are delivered on time and within budget?

In today's fast-paced business landscape, delivering projects on time, within budget, and with exceptional quality is crucial for success. At Finesse, we've developed a battle-tested framework that guarantees results. Our six-point approach has been refined through years of experience and is now a cornerstone of our project management strategy.

Eljo J PCBO & Director,
Finesse

- Strategic Planning
- Resource Optimization
- Agile Iteration
- Real-Time Monitoring
- Financial Discipline
- Quality Assurance

By applying this framework, we've consistently delivered projects that exceed expectations. Learn from our expertise to transform your project delivery.

What kind of support do you provide post-implementation?

At Finesse, we understand that successful implementation is just the beginning. Our comprehensive post-implementation support services ensure the continued success and smooth operation of your solutions. Here's what you can expect:

- Technical Support and Help Desk Services
- 24/7 Support for prompt issue resolution
- Multi-Tiered Support for efficient issue escalation
- Incident Management for swift problem resolution
- Maintenance and Upgrades
- Regular Maintenance for optimal system performance
- Upgrades for latest features and security enhancements
- Monitoring and Performance Management
- System Monitoring for proactive issue detection
- Performance Tuning for optimized efficiency
- Backup and Disaster Recovery
- Data Backup for data integrity and availability
- Disaster Recovery Planning for swift system restoration
- Service Level Agreements (SLAs)
- Clear SLAs for defined support quality and scope
- Regular SLA Reviews for evolving business needs
- Continuous Improvement
- Feedback Loops for user input
- Enhancement Requests for system improvements

Our comprehensive post-implementation support services ensure your solutions continue to drive business success, now and in the future. With Finesse, you can focus on growing your business, knowing your technology solutions are in good hands. 🏡

Intertec's breakthrough technology promises unprecedented client success

Intertec, with a strong commitment to sustainability and innovation, is employing various frameworks and methodologies that deliver high-quality, timely solutions while significantly minimizing environmental impact.

What are the core services and solutions that your company specializes in?

Intertec Systems is a technology company started in 1991. We serve customers in 13+ countries and have practices around Infrastructure & Cloud Services, Cybersecurity, Data Management, Managed Services, Business Applications, Process Automation, Digital Applications, Enterprise Asset Management, IOT & Sustainability solutions. Today, we proud ourselves to have one of the largest solution & practice onsite competency team in UAE and Middle East.

What methodologies and frameworks do you use for system integration projects?

Intertec systems has invested in building many time tested and proven frameworks which are not only reusable but also deliver value to customer in terms of faster GTM, Quality control and Standardization. Our unique frameworks around Managed Services & Process Automation are probably the best in the Industry and have received many accolades from our customer and industry for the same.

How do you customize your solutions to meet the specific needs of your clients?

Intertec Systems believes in Customer Success and 'word of mouth' and existing repeat customers has been our greatest advocates over the years. This is primarily because of our flexibility and focus on customer service for which customization as per customer needs has been a key ingredient. We customize our solutions, use-cases in view of customer requirement

and not only give the code to customer but also help them identify further use cases to benefit from this customization. Our model of deliveries are also customized to suite specific customer needs.

What emerging technologies are you currently exploring or implementing in your projects?

Intertec is heavily invested in New Age initiatives which is driven top to bottom in our organization. With the advent of Gen AI, we had a 100 member leadership workshop only to ensure that our leadership is well versed with Gen AI and is defining use cases which can make a difference. We are invested in New Age technologies like IOT, Sustainability, AI & Advance Analytics, Copilot Adoption, AI Based Contact Center Solutions, Telehealth solutions, GPRC, Zero Trust, IAM, Blockchain based CyberSecurity Use cases, Hybrid Cloud, DevSecOps and many more.

What do you see as the major trends in system integration over the next few years?

The System Integration industry is in constant evolution, propelled by evolving business requirements and advancements in technology. Looking ahead, we foresee that AI adoption, integrated ecosystems, and sustainability will emerge as the primary drivers shaping the industry in the coming years.

- AI and Machine Learning– Businesses are increasingly harnessing AI and machine learning to extract insights, automate operations, and enhance decision-making processes. In virtually every industry, there

is a drive to implement practical AI and large language models that promise significant business benefits. Following the .com era, AI stands out as the pivotal innovation poised to profoundly influence industries in the upcoming years. However, indiscriminate application of AI may not yield optimal results. It is crucial to carefully assess and identify suitable scenarios where AI can effectively enhance organizational performance.

- Business Process Automation – Business processes will increasingly leverage Low Code/No Code solutions and automation to streamline processes, automate workflows, and enhance operational efficiency. This includes AI-driven data mapping, automated testing, and intelligent decision support systems integrated into enterprise workflows.
- Connected Intelligence & IOT – The integration of diverse ecosystems is pivotal in the modern digital landscape, emphasizing the importance of seamless connectivity and collaboration. Connected Intelligence refers to the integration and interconnectivity of various devices, systems, and data sources through advanced technologies such as the IoT, AI and ML. Single View of all the Assets is primary motivator propelling Asset Intelligence and Enterprise Asset management solutions in the region. It enables devices and systems to communicate, share data, and collaborate in real-time, leading to enhanced functionality, efficiency, and insights across different domains.

Vijay Jethani
Director Client
Engagement – GHR,
Intertech systems



How is your company preparing to address these trends and challenges?

Intertec Systems is making significant investments in cutting-edge solutions such as IoT and Asset Intelligence, AI, Cloud computing, Sustainability solutions, Business Process Automation, Low Code offerings, and Cybersecurity. A distinguishing feature at Intertec is our emphasis on identifying optimal use cases that deliver substantial value to our customers while complementing our suite of solutions effectively. These innovations are also integrated into our IP's, setting Intertec apart from competitors and solidifying our position as the preferred partner for our clients.

How do you manage projects to ensure they are delivered on time and within budget?

At Intertec Systems, achieving high-quality, on-time delivery is a fundamental KPI we closely monitor. We employ a robust project management approach to ensure timely delivery and adherence to budgetary constraints. We align our project delivery with our customers' business objectives, ensuring our programs are delivered within agreed timelines and outcomes. Our projects adhere strictly to rigorous testing and QA methodologies to ensure "First Time Right" delivery. Even when timelines are tight, we uphold stringent quality standards and best practices without compromise, ensuring that every deliverable meets our high-quality benchmarks as governed by Intertec.

Our methodology centers on key practices such as detailed planning, risk management, regular monitoring and reporting, Change Management, Quality Assurance, Communication plan and strong Governance.

What kind of support do you provide post-implementation?

Intertec Systems has established a distinctive shared services support ecosystem, delivering SLA-driven support across more than 50 technologies to over 300 customers. We operate a 24/7 Helpdesk dedicated to providing post-implementation support for both infrastructure and application clients. This Helpdesk is complemented by a certified, mature NOC (ISO 9000, 20000 & 27001 Certified) for proactive monitoring, further supported by a shared field engineering team offering L3/L4 expertise on-site.

Our support services cater to critical scenarios such as P1 incidents, VIP support, complex issues, DR drills, and more. Additionally, our offshore NOC in India further enhances our service capabilities. ➡

GBM pioneering next-gen solutions

Bassam Rached, General Manager of Technology, GBM talks about offering a blend of industry-leading technology solutions, comprehensive security frameworks, and efficient managed services.

What are the core services and solutions that your company specializes in?

Gulf Business Machines (GBM) is a leading end-to-end digital solutions provider in the Gulf region, renowned for offering the region's broadest portfolio. We have three key pillars for our offerings:

First is Industry-Leading Technology Solutions:

We partner with trusted vendors like IBM and Cisco to provide cutting-edge hybrid Cloud Infrastructure Solutions, Automation, Data and AI Software, Sustainability, and Cyber Risk Management solutions.

Security Solutions:

GBM Shield, our security framework, provides comprehensive cybersecurity solutions to protect digital assets. With a decade-long experience, our Cyber Defense Program is strategic, holistic, and vendor-agnostic. We offer state-of-the-art solutions ecosystems to augment existing systems, maximize security investment returns, and improve overall security posture.

Managed Services:

As companies in the Middle East are finding empowerment and cost-efficiency in managed service partnerships, GBM combines extensive regional knowledge with a comprehensive portfolio covering design, build, run, and support needs.

What methodologies and frameworks do you use for system integration projects?

We believe in a client-centric approach, selecting or combining methodologies based on project complexity and client preferences. Our expertise includes:

Proven Methodologies:

Waterfall: We use the Waterfall methodology for structured, sequential planning and execution of complex projects. This approach ensures that each phase is completed before moving on to the next, providing clarity and structure.

Agile: For projects requiring flexibility

and rapid delivery, we employ the Agile methodology. This iterative approach allows us to adapt to changing requirements and deliver faster results.

Hybrid Approach: We also excel in blending methodologies to suit project needs. By combining elements of both Waterfall and Agile, we can achieve optimal results tailored to the specific requirements of each project.

How do you customize your solutions to meet the specific needs of your clients?

At GBM, we understand that every business has unique challenges and goals. Our client-centric approach ensures that we tailor our solutions to meet the specific needs of our clients through:

In-Depth Consultations:

Business Processes: We delve into how current systems operate, identifying bottlenecks or inefficiencies. Understanding the intricacies of our clients' workflows allows us to pinpoint areas for improvement.

Technical Environment: We assess existing hardware, software, and infrastructure to understand the landscape for integration. This comprehensive assessment ensures compatibility and optimal performance.

Tailored Solutions:

Integrating Best-of-Breed Solutions: Leveraging our partnerships with leading technology vendors, we select the perfect hardware, software, and security solutions to meet specific needs.

Proof of Concept (POC) and Proof of Value (PoV):

In some cases, we recommend POC development, allowing customers to experience the proposed solution firsthand and assess its effectiveness before full implementation.

What emerging technologies are you currently exploring or implementing in your projects?

We are constantly exploring and innovating with emerging technologies to provide our customers

with a competitive advantage.

Hybrid IT & Cloud:

We offer secure and scalable cloud-based solutions to meet diverse needs, allowing for greater flexibility and cost-efficiency. With years of experience in delivering infrastructure solutions, GBM is the ideal partner for organizations on their transformation journey.

Security:

GBM has honed a unique understanding of the region's evolving information security landscape. Building on our stellar reputation, GBM Shield is more than just a cyber defense program; it's a next-generation solution crafted to combat complex digital threats.

Artificial Intelligence (AI):

We're harnessing the power of AI to automate tasks, improve data analysis, and provide valuable business process insights. GBM is the region's only provider of complete, guided solutions that help organizations advance their use of artificial intelligence and analytics.

AIOps (Artificial Intelligence for IT Operations):

We are pioneering the use of AIOps to enhance IT operations through AI and machine learning. By automating and optimizing IT processes, AIOps helps in predictive analysis, proactive issue resolution, and improving overall IT efficiency.

What do you see as the major trends in system integration over the next few years?

AI and Data-Driven Decision Making:

The integration of AI into systems is becoming increasingly important. AI enhances automation, predictive analytics, and decision-making processes.

Cybersecurity Focus:

As cybersecurity threats constantly evolve, a proactive approach to security is crucial. We integrate robust security measures

Bassam Rached,
General Manager of
Technology at Gulf
Business Machines
(GBM)



throughout the entire system integration process to safeguard data.

Hybrid and Multi-Cloud Environments:

Hybrid and multi-cloud environments are becoming increasingly popular for system integration. These approaches offer greater flexibility, scalability, and cost-efficiency by allowing businesses to leverage the best of both private and public cloud services.

How is your company preparing to address these trends and challenges?

At GBM, we recognize that staying ahead requires continually investing in our team and technology. Here's how we're preparing for the future:

Strategic Partnerships:

We forge strategic partnerships with leading technology vendors, expanding our capabilities and offering our customers access to cutting-edge solutions.

Investment in Infrastructure, Tools, and Business Processes:

We continuously invest in our infrastructure, advanced tools, and optimized business processes to support cloud-based solutions and robust security protocols.

How do you manage projects to ensure they are delivered on time and within budget?

Proven Project Management Expertise:

We utilize established project management methodologies to ensure efficient planning, execution, and risk management.

Culture of Innovation, Continuous Improvement, and Adaptability:

We foster a mindset of continuous learning and openness to change, ensuring that our organization remains agile and can quickly adapt to new challenges and opportunities.

What kind of support do you provide post-implementation?

Our team proactively monitors and maintains integrated systems to ensure optimal performance and prevent downtime. Additionally, **Adoption Programs:** We develop tailored adoption programs to help customers fully utilize the new technology and we have established feedback mechanisms to gather user insights and continuously improve the technology adoption process. 🏹

Kyndryl's innovations transform traditional system integration

Nidal Azba, Chief Technology Officer, Kyndryl MEA talks about leveraging cutting-edge technologies and strategic partnerships to optimize operations and drive innovation for enterprises globally.

What are the core services and solutions that your company specializes in?

Kyndryl is the world's largest IT infrastructure services provider, serving thousands of enterprise customers in over 60 countries. Our solutions are designed to help organizations navigate complex IT landscapes, optimize operations, and drive digital transformation. Our key core practices cover Cloud Services, Applications, Data, & AI Services, Security & Resiliency, Network & Edge Solutions, Digital Workplace Services, Core Enterprise & zCloud

Kyndryl's advantages with more than 30 years of experience running the world's essential IT infrastructures, as well as applied Intellectual Property with more than 3,000 patents, differentiated insights generated by a vast quantity of IT operational data, deep domain expertise in operating mission-critical systems, and the credibility that comes from being an industry leader. That's why customers trust us with their most sensitive data.

What methodologies and frameworks do you use for system integration projects?

Kyndryl specializes in providing IT infrastructure services with a focus on modernization and management. Our key capabilities, including methodologies and approaches cover:

- Kyndryl Consult - a strategic advisory service, focusing on helping organizations navigate their digital transformation journeys. It provides expert guidance and tailored solutions to address complex IT challenges and optimize business operations.
- Kyndryl Bridge - an open integration platform giving organizations real

time insights into their complex IT estates and unprecedented control over customizing and automating their mission-critical operations.

- Kyndryl Vital - a collaborative innovation platform focused on co-creating solutions with customers to address their unique IT challenges.

How do you customize your solutions to meet the specific needs of your clients?

We customize our solutions by thoroughly understanding each client's business needs and IT environment. We engage customers in collaborative workshops to co-create tailored solutions, and adapt to changing requirements using Agile and DevOps methodologies. By integrating advanced technologies such as AI and data analytics, we design architectures and services that seamlessly integrate with existing systems and are ready for new applications. Leveraging industry-specific expertise and global experience, we ensure compliance with unique regulatory and operational requirements, providing end-to-end support and effective change management for successful digital transformation.

For example, recently we announced that Alinma Bank selected Kyndryl's advanced resilience orchestration and automation service for robust management of mission-critical operations.

What emerging technologies are you currently exploring or implementing in your projects?

Leveraging our deep knowledge of the regional market, we empower local organizations with cutting-edge technology solutions such as cloud, AI, security, network, and edge. We provide consultancy and expertise

to seamlessly integrate these technologies into their operations. A recent example of our innovation is the expansion of our strategic alliance with SAP, where Kyndryl will leverage the RISE with SAP solution to accelerate its cloud journey and help customers solve complex digital transformation challenges. These innovations enable us to deliver efficient, future-ready solutions to our customers.

What do you see as the major trends in system integration over the next few years?

Emerging technologies will significantly impact system integration over the next few years. Hybrid and multi-cloud integration will become essential as organizations seek flexible and scalable solutions, while AI and machine learning will drive automation and help people enhance decision-making. At Kyndryl, we see a growing demand for shifting focus from cybersecurity to cyber resilience due to the expanding digital landscape, IoT growth, increased hybrid cloud use, generative AI, and heightened interconnectivity, which make organizations more vulnerable to cyber threats. As many major industries—from transport to banking and retail—rely on legacy mainframes, mainframe modernization is crucial. It emphasizes hybrid environments, improved efficiency, and integration with cloud and AI technologies to enhance performance and reduce operational costs.

How is your company preparing to address these trends and challenges?

Customers turn to and rely upon Kyndryl as a trusted partner. Kyndryl's industry experts work with clients' business leaders to identify and address their most pressing

Nidal Azba,
Chief Technology
Officer, Kyndryl MEA



and strategic challenges and opportunities. These experts apply their skills across Kyndryl's platforms and practices. Leveraging technologies from a robust ecosystem of partners such as Microsoft, Google Cloud, AWS and SAP, Kyndryl designs, deploys and operates customised IT environments tailored to each client's mission. Kyndryl's advanced security and resilience solutions provide business leaders with the confidence that their critical operations will remain secure and resilient. At the heart of Kyndryl's mission is a commitment to creating a sustainable and inclusive future.

How do you manage projects to ensure they are delivered on time and within budget?

Kyndryl is unique in its ability to combine business insight with technology expertise, creating tailor-made solutions to achieve each client's mission. With over 30 years of experience in running critical IT infrastructure, Kyndryl brings unparalleled independence and innovation to solving problems and driving business growth. Our advantages include applied intellectual property with more than 3,000 patents, differentiated insights from extensive IT operational data, and deep domain expertise in the operation of mission-critical systems.

We ensure projects are delivered on time and on budget through a blend of innovative methodologies, advanced tools, expert management practices and strategic partnerships. This proven approach is why customers trust us. For example, in the MEA region, Fintech Saudi Arabia has chosen Kyndryl as its digital enablement partner.

What kind of support do you provide post-implementation?

Kyndryl provides comprehensive post-implementation support to ensure the ongoing success and optimization of its service solutions. This support, tailored to specific customer projects, may include 24/7 technical support and backup services; consulting; proactive monitoring and management; modernization and performance optimization; and training and skills transfer. Post implementation we leverage Kyndryl Bridge to manage the hybrid cloud IT estate. Kyndryl Bridge through its AI driven actionable insights can predict future trends and issues. These insights help organizations optimize their operations, improve efficiency, and enhance IT and business outcomes. 🏠

Leading the way in cloud solutions, and innovative IT services

S. M. Hussaini, CEO of Almoayyed Computers, delves into company's core services and solutions, their methodologies for system integration, and how they customize solutions to meet specific client needs.

What are the core services and solutions that your company specializes in?

ACME has a proven track record as a leading System Integrator. We resell and integrate multitudes of solutions covering complex and demanding customer needs, representing major global IT players in the industry. Our application arm offers horizontal solutions such as ERP, HRMS, and more, as well as partner solutions tailored to various market verticals.

We have achieved significant success as a Cloud and Managed Services provider, specializing in multi-cloud and Hybrid IT. We offer transformational and modernization services, taking full ownership of managing these workloads for our customers.

What methodologies and frameworks do you use for system integration projects?

We are predominantly involved in Infrastructure integration. With a strong portfolio of offerings and a large team of qualified resources, we excel at integrating hardware and network

components, whether on a LAN or a WAN, with a host of software applications ensuring a seamless and secure data processing experience across the enterprise. Our methodologies, vary from Point-to-point or Vertical to Horizontal integration depending upon the type and number of applications deployed at the customer organization. Further dependency is on the data flow and data/functionality sharing requirements of the customer business.

How do you customize your solutions to meet the specific needs of your clients?

With decades of experience, we have a proven track record of delivering high-quality and cost-effective solutions that align with our customers' business objectives and outcome expectations. Operating across multiple market verticals, we are mindful of the specific needs of each vertical. We work in both greenfield and existing customer environments, tailoring our approach to meet customer objectives. Our team of experts plans and designs suitable architectures, selecting the most optimal solu-

tion with the right components from our best of breed partner solutions. Further, we agree on a deployment schedule with the customer, ensuring the least possible disruption to their existing operations, backed by a robust project monitoring and control process.

What emerging technologies are you currently exploring or implementing in your projects?

Cloud has driven the need to modernize applications using microservice architecture, low-code platforms, and integration of tools that serve a niche across multiple hyper-scalar platforms. Additionally, the adoption of AI and process automation is steadily increasing. We continuously explore and select best suited technologies to enhance our offerings and provide more and more innovative solutions to our customers.

What do you see as the major trends in system integration over the next few years?

Hybrid and multi-cloud environments are rapidly becoming the norm, with AI and automation set to tackle many challenges in integration projects. However, the complexity of real-time data integration and collaboration demands will continue to grow. Concurrently, I see a surge in security requirements, with challenges emerging frequently. Key considerations including performance, reliability, availability, and security will drive the adoption of advanced tools to enhance these areas.

How is your company preparing to address these trends and challenges?

ACME has remained a System Integrator of repute for many decades. However, we never stopped in our pursuit to stay current and aligned with changing technology landscape.



S. M Hussaini,
CEO, Almoayyed
Computers , Middle
East



With a pedigree of a turnkey solution vendor we were the first in introducing a number of best practices, covering both technology and business solutions, to the region. We embarked on Hybrid IT and Cloud business preparations almost a decade ago. To begin with, we invested in people with a continuous process of learning and adopting to changes. Our holistic approach towards staying relevant in the digital economy required us to redefine our knowledge base, our approach and overall business model at a regular pace. And as a result, we continue to be a leader in delivering meaningful and integrated solutions, with a host of awards and recognitions we won year on year.

How do you manage projects to ensure they are delivered on time and within budget?

Our project management approach is customer centric. While we stay focused on the desired outcomes, delivering on time and within budget is of prime importance to us. With a formidable team of qualified project managers, having specializations in infrastructure and application deployment as well as integration, we see to it the best practices are followed to ensure a successful project delivery. We scale up to take responsibility of program management in multiple vendor projects to ensure our customers get the maximum value from our expert skill sets. We celebrate project success with incentivising our project managers with recognition and bonuses, when they conform to the required methodologies and adhere to the timelines and budgets.

What kind of support do you provide post-implementation?

After a successful project delivery, we conduct a satisfaction survey and, if necessary, implement a corrective action plan based on the feedback. Our commitment extends beyond knowledge transfer and training to include quarterly Workshops and Technology Update sessions for customers with long-term contracts. These sessions provide regular advisory on cost reduction strategies, such as minimizing cloud utility expenses and optimizing resource utilization. We also offer software asset management advisory services and conduct periodic reviews of the adopted architecture to stay current and leverage new technologies, particularly in the cloud. Additionally, we provide annual support options and managed services, both remote and on-premise, to ensure a continuous relationship with our customers while consistently delivering value. 🏹

Creating value through tech and transformation

Murali Konasani, CEO of Teksalah, shares insights into the company's core services and solutions, methodologies for system integration projects, and their approach to customizing solutions to meet client-specific needs.

What are the core services and solutions that your company specializes in?

At TEKSALAH we work towards creating value through tech and transformation. For the last 17+ years focusing UAE and gulf, we have been delivering cutting-edge technology solutions to a diverse clientele across large corporates to mid enterprises including governments and public sector entities.

With our proven consulting, system integration and managed services practices we have been delivering expert solutions and services in the areas of enterprise cyber security, enterprise data management, cloud security, secure privilege identity & access management, and high-performance data center converged systems. In addition to these core areas, we also have a separate business unit focused on delivering intelligent software solutions like RPA and business process consulting bringing a true end to end perspective when addressing technology for business transformation.

What methodologies and frameworks do you use for system integration projects?

We say it is our strong customer centric culture, core values, and a continuous pursuit of improvement at the core drive all our engagements. In every engagement, every team member at TEK SALAH considers each project a chance to build a long-standing relationship with our clients.

At the process level, in our service delivery, we employ proven industry-standard methodologies of Agile and PMBOK frameworks as must to ensure the success of

our system integration projects and ITIL for managed services post deployment support engagements. For specialized projects, with our dedicated customer success team we also develop custom frameworks tailored to the unique needs of our clients, ensuring optimal integration and performance.

How do you customize your solutions to meet the specific needs of your clients?

Almost always, we begin with a thorough consultation with the customer's team to understand their unique challenges, goals, and requirements. This involves engaging with key stakeholders to gather insights and define project objectives and success criteria upfront. Based on the insights gained, we adopt a consultative approach, working closely with the customer to design solutions tailored to their specific needs and objectives. This includes selecting the most appropriate design, technology components, roadmap, delivery model, and support process. Our goal is to ensure that our solutions are not only customized to meet our clients' specific needs but also deliver maximum value and drive long-term success.

What emerging technologies are you currently exploring or implementing in your projects?

We have a process that is focused in sustained innovation and there by the goal is to make our solutions more relevant to the customers and the market. We are deeply passionate about integrating emerging technologies to enhance our solutions with innovation, resilience, performance, and simplicity. We have prioritized Cybersecu-

rity and resilience, employing cutting-edge measures to protect digital assets and ensure robust, secure operations.

Additionally, we are leveraging Cloud and Edge Computing to deliver scalable, flexible, and low-latency solutions tailored to modern business needs. Moreover, we are actively exploring the potential of Artificial Intelligence (AI) and Deep Learning to drive advanced data analytics and automation, allowing our clients to make informed decisions and streamline operations. Our Zero Trust, Secure edge, Internet of Things (IoT) initiatives connect devices and systems for real-time monitoring, data collection, and enhanced operational efficiency.

What do you see as the major trends in system integration over the next few years?

Triggered by COVID-19, the last four years have been largely different in so many ways compared to the previous decade. We believe we are entering another trend-setting period over the next 2-3 years, driven by rapid advancements in AI. I strongly believe, this is a watershed moment where businesses are prioritizing the integration of applied AI into their operations, innovation strategies, and overall way of doing business. The widespread adoption of AI is already creating a massive trend towards its application in various business functions. Companies are leveraging AI to enhance decision-making, automate processes, and gain deeper insights from data. This shift is not only transforming how businesses operate but also driving competitive advantages in terms of efficiency, innovation, and

Murali Konasani,
CEO,
Teksalah



customer engagement.

How is your company preparing to address these trends and challenges?

As a forward-thinking team we understand that embracing innovation and adapting to emerging trends are critical to our business's success and relevance. In our portfolio and capabilities, we are integrating AI-driven solutions across our operations to boost efficiency and innovation. We are also ensuring robust data protection through advanced security measures. Additionally, we are adopting agile methodologies and developing custom frameworks to stay adaptable to rapidly changing technological landscapes. By focusing on continuous improvement, ethical AI use, and fostering a culture of innovation, we aim to meet the evolving needs of our clients and maintain our competitive edge in the industry.

How do you manage projects to ensure they are delivered on time and within budget?

It is addressed through our people, processes, and technology approach. To ensure projects are delivered on time and within budget, we employ a combination of proven project management methodologies, such as Agile and PMBOK, alongside rigorous planning and continuous monitoring. We begin by setting clear objectives and detailed timelines, followed by allocating the right resources and expertise to each task. Regular progress reviews, stakeholder communication, and risk management strategies are integral to our approach.

What kind of support do you provide post-implementation?

We have an elaborate post-implementation support model in place that covers round-the-clock proactive and reactive support needs. This includes ongoing remote and on-site technical assistance, hybrid managed services to oversee daily operations, and a comprehensive handover process to ensure smooth adoption. Our support approach involves actively seeking feedback and implementing continuous improvements, this allows us to ensure that our engagements remain effective and aligned with our customers' objectives. This commitment has helped us achieve a 98%+ customer satisfaction rate in our CSAT surveys. 📈



What's trending





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Nutanix appoints Philippe Dosset as leader of EMEA OEM & Alliances team



Philippe Dosset - Leader of EMEA OEM & Alliances, Nutanix

Nutanix has appointed Philippe Dosset to lead the EMEA OEM & Alliances team. In his new role, effective August 1st, he will be responsible for driving new business opportunities through alliances and OEM partnerships. Philippe is based in Paris.

"In this new role, I look forward to collaborating with the sales and marketing teams to leverage partner relationships in the EUC, Cloud Native, AI, Tech Alliances, and OEM ecosystem that generate incremental revenue, while ensuring that these partnerships are successfully implemented in the field," commented Philippe.

Philippe joined Nutanix last year as Channel Director France, EMEA South and North West Africa. Prior to joining Nutanix, he spent most of his career at Dell holding

various executive roles in Sales and Partner Management covering EMEA, Enterprise Customers, GSI and Partners. He has an engineering background with 27 years of experience in IT; 20 of which are in sales management. He is married with a 21-year-old son and an 18-year-old daughter. In his spare time, he enjoys travelling with family, skiing and riding his motorbike.

Gregory Lehrer, Vice President, Business Development Ecosystem, Nutanix, said: "I'm delighted to welcome Philippe who will join my team starting August 1st. He brings to the role a deep knowledge of Nutanix, Executive sales background and the rich experience from successfully leading the Channel teams for France, Northwest Africa and Southern EMEA."

DUBAL Extrusion Investment appoints new CEO for OSE Industries



Faisal Sarhan,
Chief Executive Officer, OSE
Industries

DUBAL Extrusion Investment has appointed Faisal Sarhan as the new Chief Executive Officer (CEO) of OSE Industries, a local aluminium extrusion company, wholly owned by DEI.

Sarhan is set to assume the role of CEO at OSE following Magdy Samoul's tenure since 2012. Magdy Samoul will now be transitioning to DEI, where he will serve as an advisor focusing on the strategy development and implementation of projects.

Sarhan brings a wealth of experience in leading strategic initiatives and implementing various innovative solutions to enhance productivity and profitability in the field. He joined OSE as its Deputy CEO in Nov 2023 and played a vital role in reinforcing the company's strategic leadership and operational excellence to drive its success. Prior to joining OSE Industries, he was with Emirates Global Aluminium (EGA), where he served various key roles over a period of 18 years.

Commenting on his new appointment, Sarhan said: "I am delighted to assume the new role of CEO at OSE Industries and anticipate collaborating with our skilled team to further strengthen the company's solid foundation and drive sustainable growth. My primary objective is to ensure maximum value for our stakeholders and establish OSE Industries as a leader in the extrusion industry."

The leadership transition comes at a pivotal time as the aluminium extrusion industry is witnessing substantial growth investments. In this new position, he will oversee all aspects of operations, drive business strategies and cultivate a culture of innovation and excellence to efficiently navigate and capitalise on industry developments.

Could cyber insurance be your business's safety net?



Sehrish Tariq
Assistant Editor
GEC Media Group

Recently, CrowdStrike made headlines, leaving many tech enthusiasts and business owners asking: Could this have been prevented? While there are many lessons to be learned, one thought keeps surfacing—what about the end users? What about the shareholders? Yes, everything will stabilize over time, but the financial impact could have been minimized, especially for those with cyber insurance.

As cyberattacks become more sophisticated, business owners need to ask themselves: Are we doing enough to protect ourselves? Cyber resilience is crucial, but have you considered adding an extra layer of protection with a cyber insurance policy?

Why Cyber Insurance?

Cyber insurance isn't just about having a backup plan—it's about protecting your business from potentially devastating financial losses. When most traditional property or liability policies fall short in covering cyber risks, a stand-alone cyber policy can fill in the gaps. Here's what cyber insurance can help cover:

- **Data and Network Restoration:** If your network systems or electronic data get corrupted due to a breach, ransomware, or a denial-of-service attack, cyber insurance can cover the costs of restoring them.
- **Security Breach Remediation:** In the event of a security breach, notifying affected customers and mitigating potential harm is crucial. This can include offering credit monitoring services to those impacted.
- **Forensic Investigation:** Determining the root cause and extent of a data breach often requires a thorough investigation. Cyber insurance can help cover the costs of hiring experts to do this.
- **Legal Costs and Civil Damages:** In the unfortunate event of a privacy or network security breach, legal representation and potential civil damages can be expensive. A cyber insurance policy can help manage these costs.

Whether you're a small business owner or managing a large enterprise, avoiding a cyberattack should always be your top priority. However, this task can seem overwhelming, especially for smaller businesses without a dedicated IT team.

Prevention First, But Don't Overlook Protection

Preventing cyberattacks should always be your first line of defense. However, as businesses increasingly rely on online platforms, ensuring you have the appropriate insurance coverage becomes essential. Cyber insurance isn't a replacement for cyber resilience but rather a critical part of an overall strategy to reduce financial risks and liabilities.

Being prepared could make all the difference.

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