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ENTERPRISE SOLUTIONS ADVISORY FOR CHANNEL PARTNERS

JOURNEY TO THE CENTRE OF A **'SMART CITY'**

According to IDC insights on smart city, the use of emerging technologies in cities as well as disruptive service models such as the sharing economy and crowdsourced services will be the touchstone for 'Smart City Maturity Model'. /24



SECURITY AND CONVENIENCE: STRIKING THE RIGHT EQUILIBRIUM /31



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Be Prepared for the Opportunity



SANJAY MOHAPATRA
SANJAY@ACCENTINFOMEDIA.COM

After long holidays and slowdown in the business momentum from Mid of December to end of January, February brings back the action and would certainly set the tone for the rest of the year. 2015 saw an unprecedented emphasis on digitization, connected devices, smart government and security. 2016 is expected to follow the same graph and probably people would be doubling their investments in these areas.

The 'SMB Leadership Circle' by Etisalat and Harvard Business School had a debate on 'Go Digital or Face Extinction'; while the theme was meant for the SMEs only but it is applicable for all the organisations – irrespective of their size and turnover. So the call for action is huge, which involves multi-tenet applications and decision making. One has to go by the global trend not only to be smart and agile but also to be qualified to do business with the global agencies.

I was in Las Vegas this winter to participate in CES and I realized that 'the world would be connected very soon'. All the applications or devices being created now are having elements to connect with other devices. So the objective at the end is far more predictability and convenience. And, for the IT industry there would humongous data to be churned out to create an actionable plan.

The importance of sensors along with storage and BI solutions will be far more significant now – keeping aside the compute and networking pieces, which come by default. The connected devices would have enough scope for the bad guys to peep in and inject elements which can steal data or cause malfunctioning of the devices. So this would drive the demand for wider implementation of advanced security solutions.

Here the question that arises is, what would be the cost of operations? Can organizations afford the pile of solutions required to run the applications swiftly? The answer will be yes, but they would have to bank upon the trusted advisers and these people would be the Channel Partners. Partners have to create a balanced portfolio of products and give it as a solution / service to them. But if the clients take their own decisions, that may not be a good approach as they may not be rightly informed about all the available solutions.

Again, the challenges around data sovereignty and privacy would be of prime importance for the customers and only the partners can understand how to address these issues. Therefore, it would become a 'Partner only' IT landscape going forward. So be prepared for this! ➡

Enterprise CHANNELS MEA

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COVER STORY

JOURNEY TO THE CENTRE OF A 'SMART CITY'

According to IDC insights on smart city, the use of emerging technologies in cities as well as disruptive service models such as the sharing economy and crowdsourced services will be the touchstone for 'Smart City Maturity Model'. /24



CIOS SPEAK /21

EMPOWERING
ENTERPRISES FOR
THE 'DIGITAL MESH'

SEBASTIAN T SAMUEL,
CHIEF INFORMATION OFFICER,
GROUP INFORMATION
TECHNOLOGY,
AW ROSTAMANI



GUEST TALK /23

FIVE SECURITY
MUST-DO'S FOR
FIRST TIME CLOUD
USERS

**ALAIN PENEL, REGIONAL
VICE PRESIDENT - MIDDLE
EAST, FORTINET**



MY VIEWS /31

SECURITY AND
CONVENIENCE:
STRIKING THE
RIGHT EQUILIBRIUM

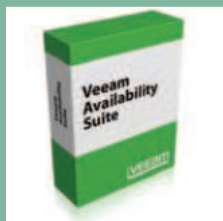
VOLKER KUNZ,
SALES DIRECTOR, EMEA,
HID GLOBAL



INNOVATIONS /49

VEEAM AVAILABILITY SUITE VERSION 9

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SPECIAL STORY

The World at your Fingertips...
indeed /46



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IS YOUR 'SHADOW'(IT) HAUNTING YOU?

To help CIOs manage their shadow IT issues, Cisco is launching Cloud Consumption as a Service—a new software-as-a-service product that discovers and monitors public cloud services an organization is using. There are significant business risks associated with uncontrolled adoption of public cloud services. These range from regulatory compliance and data protection, to business continuity, cost and service performance. “Cisco’s Cloud Consumption as a Service offering gives CIOs better visibility and insight into what services are being used and what they can do to control them. It helps our customers mitigate cloud risks, uncover redundant services to reduce costs, and compare providers and benchmark usage. Ultimately, it helps organizations strategically manage their cloud use and gain insight into their cloud roadmap”, said Rabih Dabboussi, General Manager, Cisco UAE.

NOKIA GAINS CONTROL OF ALCATEL-LUCENT

On 14 Jan 2016, Nokia and Alcatel-Lucent celebrated their first day of combined operations, marking the completion of Nokia’s latest transformation and the creation of a global leader in technology and services for an IP connected world. “We have a powerful guiding vision of the Programmable World, an extremely capable management team and a strong ambition to innovate and lead.” said Risto Siilasmaa, Chairman of the Nokia Board of Directors. Nokia President and CEO, Rajeev Suri, continued: “Combining with Alcatel-Lucent comes at just the right time: we can align our product and technology roadmaps for the next generation of network technology at the outset, allowing us to take full advantage of the coming opportunities and better serve customers.”



WISAM YAGHMOUR,
REGIONAL SALES DIRECTOR
MEA, HID GLOBAL

Access Control Solutions Climb Demand Ladder

HID Global has completed a survey that found that secure access solutions are a concern for many organizations’ across the Middle East. A region-wide HID Global survey revealed that 52 percent of the respondents have already deployed basic secure access solutions to protect their interests, with almost 50 per cent of organizations planning to upgrade their access within the next 12 months. This indicates a strong upward trend for deploying advanced secure access control solutions. The most commonly relied on solutions for 29 percent of respondents were found to be basic access card solutions, while 26 percent still used photo identification. 39 percent of respondents felt the addition of biometrics would enhance their secure access solution, while 34 percent desired mobile access features for future upgrades. The survey polled company owners/directors, security managers, facility managers, consultants, IT/technical staff, and other individuals involved

in the roll out of access control security solutions within the organisation. Those polled were mainly from the banking & finance sector, healthcare, oil & gas and government sectors.

“It’s very encouraging to see that most of the organisations surveyed appreciate the importance of secure access solutions, and have already undertaken steps to protect their assets,” said Wisam Yaghmour, Regional Sales Director MEA, with HID Global. “However, the findings show that there is still work to be done as a lot of organisations are either not protecting themselves entirely or are using antiquated secure access solutions that can be bypassed by skilled intruders.” “With security there’s no finish line, as threats evolve so must the technology you deploy to protect yourself from unscrupulous individuals. This is the reason HID Global constantly develops advanced solutions and innovates with new, cutting edge technology such as HID Mobile Access,” explained Yaghmour.



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Retail Experience Redefined with Aruba

Yas Mall in Abu Dhabi has deployed a fully integrated wireless networking solution from Aruba including Access Points (APs), mobility controllers, guest management and reporting and monitoring tools to provide visitors secure, seamless, high-speed, wireless internet connectivity across 2.5 million square feet of the mall. The implementation that was carried out by MDS Systems Integration, a UAE-based system integration partner of Aruba, has set up a platform for future deployment of new mobile engagement solutions.



FERAS AL ATARI, IT MANAGER, YAS MALL

"Yas Mall is proud to welcome thousands of visitors every day and so consequentially it's crucial that our bandwidth capacity can tender to all of the guests without disruptions. Through our advanced wireless services, Yas Mall delivers to its customers the ability to maintain seamless communications and share their experiences with their friends and family, and they can remain connected at all times," said Feras Al Atari, IT Manager, Yas Mall. To support the high-density of simultaneous connections, Aruba's ultra-fast 220-series 802.11ac APs were selected.

WALKING THE DIGITAL TIGHTROPE

In a recent survey by Fujitsu, Fujitsu uncovered an overwhelming level of confidence from respondents in their own capabilities and progress in digital transformation projects. However, below the surface, there's a great deal of uncertainty. Three quarters of organizations are hungry to move faster towards digital adoption. Transformation is still seen as a gamble by 70% of respondents. However, C-level executives also agree that the process faces a number of roadblocks, such as how to integrate with existing infrastructure and processes, and the perceived lack of relevant ICT skills. Four key benefits from successful digital transformation cited were – the attraction and retention of a talented workforce, business responsiveness to the market, customer retention and loyalty and increasing workforce productivity. Just as the rewards are crystal clear, so are the downsides of not digitalizing fast enough – the four main reasons being a reduction in productivity, a decrease in overall revenue, the inability to attract and retain talent, and an increase in costs. Also, a failure to prioritize digitalization projects and the lack of skills to do so are amongst the biggest threats to success. There's no single business area responsible for managing digitalization. However, mostly, the emphasis is placed on IT teams, suggesting that digitalization may be regarded as a technology challenge.

APC BY SCHNEIDER ELECTRIC JOINS THE 'GLOBAL' PORTFOLIO

Global Solutions Network FZCO has signed a Distribution Agreement with APC by Schneider Electric under which it will cover APC by Schneider Electric's entire Single-Phase Smart UPS Product Range to be distributed in the entire East Africa Region, which comprises of Kenya, Uganda, Tanzania, Ethiopia, Djibouti, Eritrea, South Sudan, Rwanda and Burundi. "Through Global, we would continue our growth and empower the channel with the adequate tools and training to cover a wider geography across the East African region says", says Rajashri Kumar - MEA Transactional Director, APC by Schneider Electric.

"Global made a successful entry into Africa with its Solutions Portfolio early last year. It's a proud moment for us to add APC by Schneider Electric to our Product Portfolio in East Africa," said Parvez Ahmed, Executive Director – Global Distribution Group. "Partnering with APC by Schneider Electric, with its world class Single-Phase Smart UPS products, is a great step forward in our mission in East Africa," added Mario M. Veljovic, VP Solutions MEA at Global Solutions Network. "APC by Schneider Electric jointly with Global's local team in Africa, which has more than 20 years of experience in the local market, will ensure our Partners are empowered and enjoy "Uninterruptible Partner Support", concluded Suneet Sahai, Managing Director, Global Africa.

"I AM LOVIN' IT" SAYS MCD TO R&M

Riyadh International Catering Corp, the developmental licensee for the McDonald's Corporation in the Central, Eastern, and Northern regions of Saudi Arabia has invested in a new data center fitted with state-of-the-art connectivity infrastructure from R&M. This data center will serve as the IT operations hub for over 130 food outlets across the Kingdom and will

host applications that are vital to services offered to the quick service restaurant giant's customers and employees in the country. Waleed Naseer F. Al Saud, VP, Business Support, at Riyadh International Catering Corp (RICC) said, "To maintain the highest quality in our food and service, we have to ensure that our back-end operations and applications are also of the highest



WALEED NASEER F. AL SAUD, VP, BUSINESS SUPPORT, AT RIYADH INTERNATIONAL CATERING CORP (RICC)

quality. We therefore needed a connectivity infrastructure that was very high-performance, reliable, and capable of scaling to support the rapid growth that we have been enjoying in Saudi Arabia." The R&MinteliPhy system was designed to allow full infrastructure management of McDonald's data center and office cabling cabinets at their Head Office in Riyadh.



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DR CHAKIB BOUHDARY, DIGITAL TRANSFORMATION OFFICER AT SAP



Heading the VAD Leaderboard

StarLink is continuing its high-performance growth with a target of AED 534 Million this year. This was revealed during StarLink's 2016 Annual Sales Kick-Off in January. Nidal Othman, Managing Director at StarLink, commented "The last decade has been truly exciting but a lot of hard work went into the journey. We attribute the success to



NIDAL OTHMAN, MANAGING DIRECTOR AT STARLINK

3 Ps: People, Product and Process," He added, "We have been diligent in identifying the best-of-breed vendor technologies to tell our story. And we have invested heavily in back-office tools and implemented best practices to ensure that our operations are fully optimized. We are humbled to have reached this prestigious milestone."

The Force of Two Reckons

SAP and Accenture are joining forces in the core and industry development and go-to-market of SAP Business Suite 4 SAP HANA (SAP S/4HANA). This unprecedented collaboration intends to accelerate development of SAP S/4HANA with a view to simplifying and fast-tracking customers' journeys to digital businesses.

"This strategic agreement to further advance our collaboration and integration builds on the success of the existing Accenture and SAP Business Solutions Group," said Paul Daugherty, CTO of Accenture. "Accenture developers and industry experts are now working side by side

with SAP, providing us with unique input, insight and development opportunities with SAP S/4HANA."

"We look forward to working with Accenture to drive digital transformation for businesses with even simpler solutions that accelerate time to value. Our comprehensive portfolio allows companies to successfully tackle the diverse challenges of the digital economy across the whole value chain, today and beyond, and make them ready for the future," said Bernd Leukert, Member of the Executive Board, Products & Innovation, SAP.

BT BOOSTS CLOUD OF CLOUDS

BT will provide its corporate customers with the ability to connect directly to Salesforce through BT Cloud Connect, BT's high-performance connectivity to cloud services. The agreement marks an important milestone in the delivery of BT's 'Cloud of Clouds' vision. Establishing a managed connection to Salesforce's industry-leading Customer Success Platform enables BT customers to benefit from the highly predictable performance and reliability that come with dedicated connectivity.

Keith Langridge, Vice President, Network Services at BT Global Services, said, "Our vision for a 'Cloud of Clouds' makes it easier for organisations to embrace the cloud by providing direct, secure and high performance connectivity to the applications hosted in the cloud."

60 SECONDS

GULF AIR AWARDED AT MEET ICT 2016

Gulf Air was honoured, for the third consecutive year, at the sixth edition of the Information and Communication Technology (ICT) conference "MEET ICT" and the Bahrain International Technology Exhibition (BITECH). The airline's Director of Information Technology, Dr. Jassim Haji, was awarded the "ICT Personality Award – Private Sector". In previous years, Bahrain's national carrier has won for best Big Data project and best Mobile applications for Electronic Flight Bag.

CLIMBING UP THE SUCCESS CURVE

ESET has been crowned as a Top Player in the latest Radicati Group's "Endpoint Security – Market Quadrant 2015." "ESET's Endpoint security solutions offer the optimum and latest next-generation endpoint protection, with extremely low computing resource utilization," said Neo Neophytou, Managing Director, ESET Middle East. He added: "This recognition builds on ESET's history of award-winning solutions that help protect over 100 million users they serve from the latest cyber threats."

CLX & ERICSSON SIGN GLOBAL LICENSING AGREEMENT

Ericsson and CLX Communications' operator division, Symsoft, have signed a global licensing agreement where Ericsson will license Symsoft SMS Software Solutions to mobile network operators. The exclusive framework agreement follows Ericsson's successful evaluation of Symsoft SMS solutions. The evaluation included technical evaluation of software and services as well as commercial, operational and financial evaluation to ensure best value for Ericsson's customers.

VERITAS CROWNED LEADER BY GARTNER

Veritas has been ranked as a "Leader" for Enterprise Information Archiving (EIA) for the 12th consecutive year. "This recognition is a reflection of our continued innovation and focus on addressing customers' toughest challenges with unstructured data and managing critical information assets. As we approach becoming an independent company, we are committed to anticipating emerging trends and offering solutions that empower our customers to gain new insights from their data assets," said Greg Muscarella, SVP, Information Intelligence, Veritas

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Re-aligning Focus on Enterprise Mobility

Help AG has revised its go-to-market strategy with Pulse Secure, to capitalize on the region's growing Bring Your Own Device (BYOD) and enterprise mobility market. By strengthening its ties with the vendor, Help AG aims to soon become the biggest partner for Pulse Secure in the UAE, Saudi Arabia and Qatar.

"We want our customers to leverage the benefits of BYOD while securing their data and mitigating the threat of data leakage and loss," said Nicolai Solling, Director of Technology Services at Help AG. "Pulse Secure has significantly refreshed its product line through

2015. The enhancements to its mobility solutions offer businesses the flexibility to deliver simple, seamless, and secure on-demand connectivity to mobile and remote workers."

"Help AG is a key partner for us within the region, they continue to provide significant value for the Pulse Secure brand through their market reach and technology strength, we look forward to accelerating our close working relationship and together taking innovative solutions into the market to help organizations overcome a growing range of security challenges," said John Mitchell, EMEA Partner Director at Pulse Secure.

F5 NETWORKS UNMASKS TINBAPORE MALWARE

F5 Networks has become the first company to publish a report on the Tinbapore malware, which was discovered by the company's Security Operations Center (SOC) late last year. "Detected by F5 WebSafe security solutions late last year, Tinbapore attacks have put millions of US dollars at risk," said Ilan Meller, Security Operations Manager, F5 Networks. "Its main functionality is hooking all the browsers on the infected machine so it can intercept HTTP requests and perform web injections." F5 Security experts' investigation revealed that Tinbapore is actually a new variant of the old Tinba Malware that so far was targeting financial institutions in the Europe, Middle East, and Africa (EMEA) region and the Americas. "Through our SOCs, F5 constantly monitors the fraud threat landscape, analyzing risks and trends that threaten online financial institutions," added Meller.

AN EMERGING WAVE OF FLASH ARRAYS

The Hitachi Flash Storage A series packs a powerful punch with industry-leading total cost of ownership (TCO), unmatched capacity density, dependable performance and efficient power in a small footprint. The simplified appliance package is easy to deploy and includes data optimization technologies, making it ideal for quickly boosting performance in multiple environments for fast business insights and services delivery. System performance can be efficiently shared between multiple applications through quality of service (QoS) software. HFS A is the ideal platform for customers who want unprecedented performance and TCO in all-flash arrays.

SOPHOS BLENDS EASE WITH SECURITY



DAN SCHIAPPA, SVP AND GM OF SOPHOS ENDUSER GROUP

Sophos has made available Sophos Mobile Control 6.0, which now includes Sophos Secure Email, a container solution that isolates and secures business data from personal information on devices. Also new to version 6.0 is Sophos Secure Workspace which includes Corporate Browser to facilitate safe access to frequently used business productivity sites and applications. Sophos Secure Workspace enables employees to seamlessly access and collaborates on the documents in a secure manner. Users also can control levels of access and publishing rights for various cloud storage providers. For additional protection, users now can securely move documents and data between mobile devices, cloud storage and corporate endpoints as Sophos SafeGuard file encryption is built in.

"Balancing the levels of productivity and access demanded by users today with the growing need for tighter data security requires the ability to manage and protect. Having an enterprise mobility management solution with integrated security is becoming a critical need to organizations of any size," said Dan Schiappa, SVP and GM of Sophos Enduser Group.

XEROX INVESTS IN THE POWER OF 2

In line with Xerox's review of the company's portfolio and capital allocation options as on October 2015, the Board of the company has unanimously approved the management's plan to separate Xerox into two independent publicly-traded companies, each of which will be a leader in its respective industry. The Document Technology

company will continue in document management and document outsourcing with approximately \$11 billion in 2015 revenue. The BPO company will be an industry leader that helps clients improve the flow of work by leveraging its expertise in managing transaction-intensive processes and applying innovations to automate and simplify business

processes.

"A core tenet of the strategic transformation we are embarking on today is changing and improving the way we operationalize our businesses. We have identified a plan to deliver cumulative reductions of \$2.4 billion over the next three years as part of this process," said Ursula Burns, Chairman and CEO of Xerox.



URSULA BURNS, CHAIRMAN AND CEO OF XEROX



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Are We Prepared for IoT?

More than half of major new business processes and systems will incorporate some element of the Internet of Things (IoT) by 2020, according to Gartner. The impact of the IoT on consumers' lives and corporate business models is rapidly increasing as the cost of "instrumenting" physical things with sensors and connecting them to other things — devices, systems and people — continues to drop.

W. Roy Schulte, Vice President and Distinguished Analyst at Gartner says, "The IoT is relevant in virtually every industry, although not in every application. There will be no purely 'IoT applications.' Rather, there will be many applications that leverage the IoT in some small or large

aspect of their work."

Predicting the future of IoT, Gartner says that, through 2018, 75 percent of IoT projects will take up to twice as long as planned. "Product-centered enterprises will be the worst affected," said Alfonso Velosa, Research VP at Gartner. Gartner also predicts that by 2020, a black market exceeding \$5 billion will exist to sell fake sensor and video data for enabling criminal activity and protecting personal privacy and by 2020, addressing compromises in IoT security will have increased security costs to 20 percent of annual security budgets, from less than one percent in 2015.

A WAKE UP CALL FOR BUSINESS LEADERS

A recent survey of more than 3,700 IT security practitioners from more than a dozen major industry sectors conducted by the Ponemon Institute on behalf of Gemalto shows a critical need for organizations to improve their payment data security practices. "Given what we've seen with traditional payment methods and data security, it's time that companies realize compliance is not enough and fully rethink their security practices," said Sébastien Pavie, Regional Sales Director, MEA at Gemalto. According to the study, acceptance of new payment methods such as mobile, contactless and e-wallets will double over the next two years and companies are likely to face even more difficulties in securing new payment methods.



WEB CLIPS

EPICOR RECOGNIZED AS A VISION-ARY FOR SINGLE-INSTANCE ERP

Vendors included in the 2015 MQ for Single-Instance ERP for Product-Centric Midmarket Companies have demonstrated the ability to provide ERP systems for global, multientity, midsize-to-large enterprise customers across a range of industries. "We believe our positioning in the visionaries' quadrant is testament to our customer-first focus, and our ability to deliver value through innovative software that frees businesses up to focus on growth," said Joe Cowan, president and chief executive officer of Epicor.

TRIAD TAKES SAGE SOLUTIONS TO QATAR

Triad's expansion coincides with increased Qatari interest in Sage's innovative ICT offerings for SMEs. "Triad is an experienced Sage partner that has won awards from our business, and has an excellent reputation in the market. Triad's move to the country will be beneficial to Sage clients there who will now be able to rely on a knowledgeable and committed partner on their doorstep," said Sage Middle East's Regional Director and Sage X3 Middle East's Vice President Reggie Fernandes.

F5 NETWORKS & CISCO LAUNCH DR DATA CENTER AT QU

Using technology from F5 Networks and Cisco, QU is now one of the first education institutions in the region to run a software-defined (SDN) DR data center that is centralized, rapidly configurable and scalable. The project will also serve a learning resource for SDN research and ICT student development.

STARLINK GETS DARKTRACE ON BOARD

StarLink will sell, install and support Darktrace products through its extensive network of Channel Partners to enterprise and government organizations throughout the MET regions. "Darktrace's Enterprise Immune System is a unique cyber intelligence platform and we are excited to take it to our partners and customers. The ability to self-learn the behavior of every device, user and network to stay ahead of external and insider attacks is truly cutting-edge," said Avinash Advani, VP Business Strategy at StarLink.



MOVEMENTS



GAMAL EMARA has been appointed by Aruba as its Country Sales Manager for the United Arab Emirates



VMware has appointed JEAN-PHILLIPE BAR-LEAZA as Vice President, Channel and Alliances and General Business in EMEA



DarkMatter has appointed MICHAEL PAK to the position of Senior Vice President – Secure Communications Engineering



Citrix has appointed KIRILL TATARINOV as President and CEO.



NUMBER GAME

0.6

percent
Worldwide IT spending is forecast to total \$3.54 trillion in 2016, just a 0.6 percent increase over 2015

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New Benchmarks in Physical Security



MR. JOSEPH NAJJAR, MANAGING DIRECTOR, RITTAL MIDDLE EAST.

With a key motive to 'Explore- Create- Win', Rittal Middle East showcased its cutting edge physical

security and data centre solutions at the Intersec 2016. Products that took centre stage this year was 'Micro Data Centre and IT Security rooms'. Also a preview on the Standardised Datacentre solution from Rittal - 'Rima-trix S' was a key highlight "Our participation at Intersec 2016, provided our regional customers a 'touch-and-feel' impact of our Physical IT Security Infrastructure solutions, which was very well received. Rittal's presence at this international further empowered our brand recognition across the regional market and helped us in bolstering a positive impact among our customers," said Mr. Joseph Najjar, MD, Rittal Middle East.

STME PUTS CLOUD MANAGED SERVICES ON 2016 MAP

STME is set to realign its competitive strategy, products, and services to focus more on cloud and managed services in 2016. In the UAE, and GCC region, the adoption of cloud solutions and managed services is increasing rapidly. "Economic diversification plans, and government policies have paved the way for smaller businesses to mushroom everywhere in the GCC. These smaller companies, whether they are start-ups or established SMEs are looking for agile and flexible IT solutions. These trends formed the crux of our decision to focus on this area," commented Mr. Ayman Al Bayaa, CEO of STME.

PAVING WAY FOR INTELLIGENT BUILDINGS & DATA CENTERS

Siemon recently conducted its Data Centres and Intelligent Buildings: Future Proof Your Infrastructure Investment seminar which saw technical experts from Siemon and its technology partners Philips, Avaya and Golden Tech examine data centre trends and how intelligent buildings are using converged network infrastructures to support innovation and smarter working practices. Siemon's EMEA Technical Manager, Lee Funnell spoke about Siemon's ConvergeIT expertise, and looked at how an ever-increasing portfolio of IP enabled applications are utilising structured cabling to create intelligent buildings and enable the Internet of Things (IoT).

CREATING A STRONGER SHIELD FOR DDOS ATTACKS

A10 Networks has collaborated with Verisign to enable hybrid DDoS mitigation strategies for customers. A10 Networks has made further enhancements to its market-leading multi-vector DDoS protection solution, Thunder TPS (Threat Protection System)—including the ability to send alerts to Verisign's cloud-based DDoS Protection Service using the Open-Hybrid API.

Thunder TPS 3.2 now enables more organizations to intelligently provide an always-on application experience.

"Devastating multi-vector DDoS attacks are on the rise and in everyday news. Organizations will inevitably become targets of these cyber-attacks, causing major disruptions to their business," said Sanjay Kapoor, Vice President Global Marketing at A10 Networks. "With the expanded capabilities of Thunder TPS 3.2 and integration with Verisign's OpenHybrid, organizations can enable the always-on application experience that their customers demand from them."

"In today's growing DDoS threat landscape, organizations must protect and ensure the availability of their critical applications. A10's Thunder TPS appliances ability to signal with Verisign cloud-based DDoS Protection Service enables customers to implement an effective hybrid DDoS protection strategy," said Ramakant Pandrangi, Vice President of Product Management for Verisign's Security Services.

EQUINIX ACQUIRES TELECITY

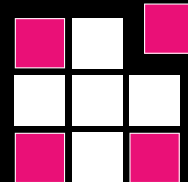
Equinix has acquired Telecity-Group in a transaction valued at approximately \$3.8 billion (£2.6 billion). The addition of Telecity-Group doubles Equinix's capacity in Europe, fortifying its position as the largest retail colocation provider in the region. The acquisition expands the company's interconnection platform in

key European markets while also adding critical network and cloud density to better serve enterprise customers who see interconnection as a core IT design principle and are increasingly moving to highly interconnected, global data centers for accelerated business performance and innovation. John Hughes, Outgoing Executive



JOHN HUGHES, OUTGOING EXECUTIVE CHAIRMAN, TELECITYGROUP, AND BOARD MEMBER, EQUINIX

Chairman, TelecityGroup, and Board Member, Equinix said, "The combination of Equinix and Telecity gives businesses more choice for interconnection, which is increasingly important in this highly digital age, when customers rely on connectivity to drive competitive advantage."



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Veritas Embarks on a New Journey

Veritas Technologies is all set to embark on a journey as a newly independent company. Led by new CEO Bill Coleman, Veritas is focused on solving organizations' exponentially growing data challenges. "We're in a unique position as the company that manages and protects the world's information, and I am honored to become part of the Veritas family to serve our customers and partners," said Bill Coleman.

The company pursues market segments that in aggregate represent a \$24B market opportunity by 2018. These markets include Backup and Recovery, Integrated Appliances, Information Availability and Archiving solutions. Partnering with the executive team is a seasoned board led

by Chairman Bill Krause, formerly President and CEO of 3Com and David Scott, former Chairman and CEO of 3Par who was until recently SVP and GM manager of the global HP storage business. "Successful IT organizations must not only identify simple and cost-effective solutions to manage their company's information but also support the use of information for their company's competitive advantage," said Laura DuBois, Group Vice President, Enterprise Storage, Server and Infrastructure Software, IDC. "As an established and trusted information management company, Veritas provides the critical solutions to help its customers gain that competitive advantage."

INNOVATION AND COLLABORATION JOIN HANDS TO CREATE A BETTER WORLD AT CES 2016

CES 2016 wrapped on 9 Jan 2016 as the most expansive CES, breaking records across the board and providing unparalleled opportunities for companies big and small to launch innovation to the world market. CES 2016 touched every major global industry and showcased the latest wave of products and technologies that are connecting the world, enhancing lives and solving global challenges.

"At CES 2016 everyone saw that tech is about more than single products and services, it is about improving our world and providing hope for our future. It was awe-inspiring to see traditional and non-traditional 'tech' industries meet to brainstorm, partner and collaborate on ways to do business and address global issues," said Gary Shapiro, president and CEO, Consumer Technology Association (CTA), formerly the Consumer Electronics Association (CEA). "Technology now touches every facet of our lives, from improving our workouts and the way we sleep, to keeping us safe on the roads and in our homes and even preventing or treating illnesses. CES has cemented its position as the global gathering place for all industries to be wowed by the tens of thousands of ways that technology is changing the world as we know it." From automotive technology and unmanned systems to wearables and 3D printing, the breadth and depth of innovation on display at CES is unmatched and growing. "You see so many important trends at CES," said David Hagan, chairman and CEO, Boingo Wireless. "This week we saw that devices are no longer just connecting to the Internet, they are increasingly connected to each other."

CES will return to Las Vegas Thursday, January 5 through Sunday, January 8, 2017. The success of CES 2016 builds excitement for the second annual CES Asia, which will run May 11-13, 2016 in Shanghai, China.

FUTURE OF MANUFACTURING - IOT

The transition to IoT is well underway for global manufacturers according to the findings of a recent survey by Infor. In fact, 10 percent of manufacturers claim they already have an established IoT project underway, with 22 percent either running a pilot or planning a project within the next 12 months. Well over a third (38 percent) claim to be investigating its potential.

"Manufacturers, challenged by the constant need to improve productivity, see the competitive advantage available to them through exploiting IoT technologies. This research confirms that over half of manufacturers recognize the potential and are either piloting projects or actively investigating use-cases," comments Andrew Kinder, VP Industry & Solution Strategy at Infor. "We expect more of these pilot projects to evolve into production-ready deployments over the next 18 months - which should send a warning message to the 43 percent of respondents who have yet to recognize the value." "But with only 10 percent claiming complete readiness - there is clearly an untapped opportunity ahead for companies with the right vision. Our advice would be to look at the device data you are already collecting - most plant equipment is already instrumented - and ask what questions could you answer if only you could collect it, apply analytics and distribute the insight quickly to the right decision maker? Even better, who outside your organization would want to purchase the information only you can provide? Then have this conversation with your technology provider."

A CLOSE LOOK AT COLLABORATION TECHNOLOGY 2016

Polycom has revealed its top seven collaboration technology predictions for 2016. After a transformative 2015, Polycom envisions that the Millennial Generation is shaping the Workplace of the Future. In a recent study commissioned by Polycom expects millennials to have a greater impact on shaping the workplace in 2016,

and companies who do not offer a stimulating work experience with a rich set of collaboration tools will be in danger of losing top talent.

Secondly, Polycom believes that Mobility is now about the collaboration of devices. The Workplace of the Future is not a location and work is now anywhere you are, not a place you go. It is centered on

being able to perform work tasks from any location, at any time, from any device, with the same level of productivity as can be achieved in the office.

Thirdly, Web technologies are maturing but interoperability remains a challenge, according to Polycom. Leveraging the web browser to access collaboration has

been an objective for the industry and WebRTC is emerging as a viable technical option.

Apart from that Polycom also believes that Workspaces are morphing to support new work styles. The value of the cloud will reach far beyond collaboration connectivity. Collective memory helps conquer time zones.



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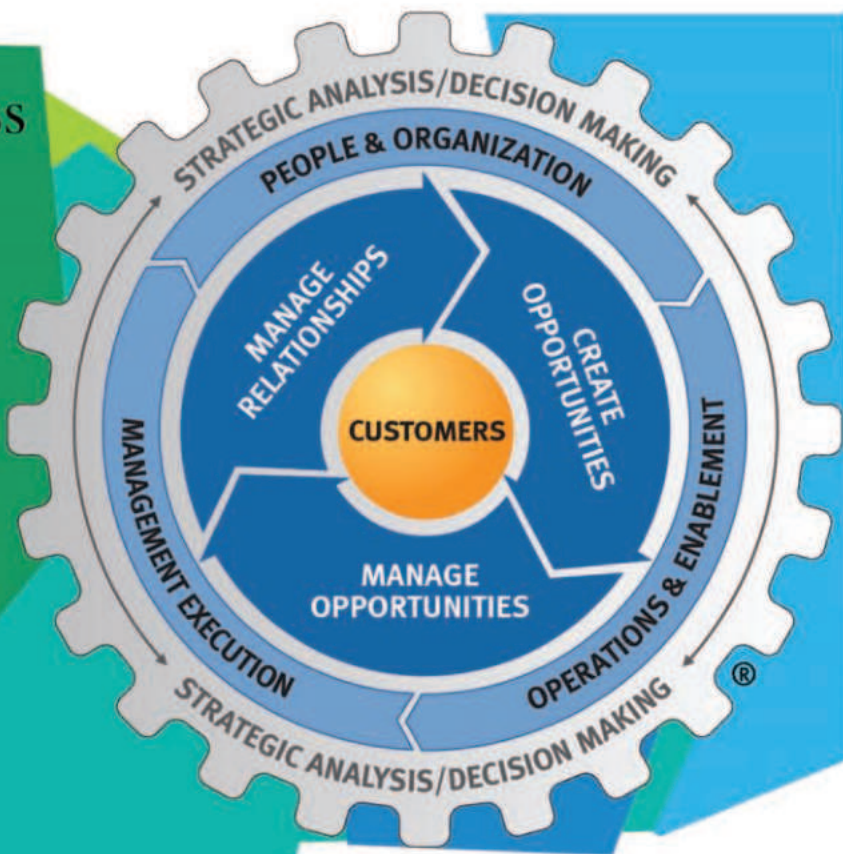
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VMWARE & INTEL SECURITY EMPOWER ENTERPRISE THREAT DEFENSE LIFECYCLE



NOAH WASMER, VP OF MOBILE ENGINEERING AND PRODUCT MANAGEMENT, END-USER COMPUTING, VMWARE

VMware has expanded its collaboration with Intel Security to include joint solutions for customers using the AirWatch by VMware Enterprise Mobility Management platform. The two companies have partnered on two initiatives to enable technology integrations that will help enterprises meet today's complex mobile security challenges more effectively and efficiently.

Additionally, Intel Security has joined the AirWatch Mobile Security Alliance (MSA). The alliance forged by Intel Security and VMware addresses three vital areas of enterprise security – data protection, threat detection and prevention and security management with integrated workflows. "This partnership with Intel Security will help deliver more a complete mobile security solution and affirms our commitment to making the shift to the mobile-cloud era seamless for our customers," said Noah Wasmer, Vice President of mobile engineering and product management, End-User Computing, VMware.

Ooredoo Shakes Hands with QU & TAMUQ

Ooredoo, Qatar University (QU) and Texas A&M University at Qatar (TAMUQ) have signed a new research agreement to support innovation and development in Qatar and across the wider region.

The agreement will support research in key areas, including fast deployable wireless communication systems for disaster and emergency response; innovations of green radio access technologies in wireless communications; tele-health and applications; wireless communications for next-generation power grids; and stadium communications.

Waleed Al-Sayed, Chief Executive Officer, Ooredoo Qatar, said: "By partnering with these globally respected institutions, we are helping place Qatari students at the cutting edge of research and development in the field of wireless communication."

Dr Hassan Rashid Al Derham, President of Qatar University, said: "It underlines the organization's ongoing efforts to promote a better understanding of network technology at a time when Qatar is aiming to become a hub for smart solutions and one of the best-connected countries in the world."

COGNITIVE COMPUTING ON A MISSION

The Consumer Technology Association (CTA) Foundation launched an initiative at the CES 2016 in collaboration with IBM that will research how cognitive computing can provide better information to help transform the lives of the world's growing aging population and persons with disabilities. Larry Richenstein, Chair of the CTA Foundation said, "By raising visibility about how technology can empower seniors and people with disabilities, we can help reduce social isolation, promote wellness and enhance independent living." Frances West, IBM's Chief Accessibility Officer said, "The CTA Foundation is ideal to engage on this project with their history of focusing on aging and disability issues, and their strong relationships and experience working with their technology industry members. Together, we can help broaden awareness of the ways cognitive computing will improve the interaction between humans and computers."

KOENIG SEES 100PERCENT GROWTH IN ME FOR 2015

Koenig Solutions has revealed that its Middle East operations grew by 100 per cent—achieving a gross revenue of around AED 15 million for FY 2015. The company's offshore training courses and certifications have enabled a paradigm shift in the cost of taking these IT training programs and undergoing certification. "There is a huge demand for IT training and skill development in the Middle East region. It is one of the essential ingredients for UAE's future economic growth as the country transforms into a diversified and internationally-competitive economy," said Subodh Chaudhary, GM – Koenig Solutions. "Skill development is going to be the defining element in UAE's growth story. We remain committed to empowering professionals in upskilling and help companies change the way business is conducted across sectors and deliver greater quality."

UAE GOVT LEADS IN CYBERSECURITY PREPAREDNESS

The UAE government has leapfrogged European countries in cybersecurity preparedness, protecting the country's critical national infrastructure in the face of growing cyber threats, industry experts have revealed.

"The UAE's impressive ranking demonstrates the effectiveness of

the National Electronic Security Authority's cybersecurity outreach, and that the UAE government is one of the most innovative countries in the world in prioritizing cybersecurity," said Savitha Bhaskar, COO of Condo Protego.

Confronting an increasing number of increasingly complex

cybersecurity attacks, in 2014, the UAE National Electronic Security Authority (NESA) announced the National Cyber Security Program, which requires government agencies to report on their cybersecurity infrastructure, as part of creating a secure national digital environment. As part of

the program, NESA can also audit government agencies' cybersecurity systems, commission cyber-security tests, and intervene to strengthen systems.

Now, the UAE's private sector organizations must catch up to federal standards, argued Condo Protego.



SEBASTIAN T SAMUEL,

CHIEF INFORMATION OFFICER, GROUP INFORMATION TECHNOLOGY,
AW ROSTAMANI GROUP

Empowering Enterprises for the 'Digital Mesh'

SEBASTIAN SAMUEL, CIO OF AW ROSTAMANI GROUP FIRMLY BELIEVES THAT IT IS TIME FOR CIOs AND IT HEADS TO MOVE CLOSER TO BUSINESS BY FAMILIARIZING WITH NON IT RESPONSIBILITIES AS WELL. THIS IS THE AGE OF MILLENNIAL AND GEN Z, HENCE GOING WITH THE FLOW IS NO MORE AN OPTION. CREATING A WAVE OF CHANGE IS THE ONLY WAY TO SURVIVAL.

On the technology forefront, how well did your organization perform in 2015?

On the technology front our major focus was enabling enterprise mobility and optimising our critical business processes by implementing various cutting edge technologies. We have also implemented many cloud solutions with integration to our on-premise applications.

Where do you see the IT market trending to in 2016?

The IT will have to deliver more with less. In

general there will be pressure on IT functions to reduce spending, but at the same time businesses will demand more from IT in terms of providing real-time analytics, enabling enterprise mobility and improving customer experience. In 2016 we may see a major shift in marketing spend towards the use of digital technologies.

What are the various hiccups that you wish to tackle?

We have modernised our ERP infrastructure recently. Keeping IT agile in a customer centric world and embracing disruptive digital technolo-

gies to improve customer experience are the key areas of focus.


Which technologies do you think will rule the floors of 2016? Which technologies would take a back seat?

- In 2016 and beyond we will see a lot of growth in the use of IoT. As a result of this a "digital mesh" will be evolving around us. New, continuous and ambient user experiences will be emerging to exploit the digital mesh.
- The development of 3D printing technology, materials and composites will open up new opportunities and affect an expanding list of industries.
- Machine-learning technology will combine the IoE, "information of everything" with smart machine algorithms to make an algorithmic business possible.
- Ever-increasing and relentless information security related threats and attacks will require adaptive security architectures that emphasize application self-protection and user and entity analytics.
- Introduction of connected cars may probably disrupt a lot of traditional automotive business models. This will also create a lot of pay as use kind of services.
- Smart machines, cognitive computing and digital business capabilities may become a new area of focus and it will reduce the dependency on manual labour.

In a nutshell— What is your 2016 resolution?

- Business : Keep IT Agile, Mobile and Analytic and Social
- Personal : Read and Learn something new, everyday.

2016- what Do's and Dont's will you suggest for your regional colleagues?

- Evaluate your businesses and the IT impact of the expanding set of end-user devices including "things" in the digital mesh.
- Challenge and rethink how materials are being created and used to enable their businesses, along with the products and services offered.
- Never believe that there is a one stop shop to manage your security. Improve Information Security with user and entity behavior analytics as well as application self-protection.
- Do not live in the glory of your past, be the architect of your future business in the age of millennial and GenZ customers. 

Leveraging the 'SPHERE' of Technology

As the world welcomed 2016, for Sphere 3D, the parent company of Overland Storage and Tandberg Data, it is not just a page on the calendar that has changed— they call it a 'Transformation.'

■ BY: ANUSHREE DIXIT <ANUSHREE@ACCENTINFOMEDIA.COM>

After taking significant steps towards broadening its enterprise hybrid Cloud infrastructure offerings to drive growth, Sphere 3D (NASDAQ: ANY) is poised for a successful 2016. Global Distribution FZE, which is one of the Top 5 channel partners of Sphere 3D, recently played host to the Sphere 3D team in Dubai, as they came in with some new offerings and plans for the Middle East region.

THE MEANINGFUL TRANSITION

Nilesh Patel, VP of Product Management and Marketing at Sphere 3D states that the company has pulled together four best of breed companies

into one and in a very short timeframe. V3 Systems was acquired by Sphere 3D in early 2014, and storage companies Overland Storage and Tandberg Data, joining in a merger less than one year later. "Sphere 3D is going through a meaningful transition," says Nilesh. "We have finished a major transformation as a company by putting together our virtualization and data management capabilities." Nilesh adds that the company's scrutinizing of market trends, IT investments and budgets, and the maturity of cloud solutions were prompting factors leading to the major acquisitions/mergers that followed.

COMPETING AGAINST THE BIGGIES

"We don't add a vendor just to add Logos to our portfolio but to make sure we complete our solutions addressing a specific vertical or a technology. Now we cover the entire spectrum of storage from flash arrays to Hyper converged infrastructure and more."



NILESH PATEL

VP OF WORLDWIDE MARKETING AT SPHERE 3D

A number of leading server and networking companies have been acquiring storage companies as they are seeking to acquire an entire stack of technology. "Sphere 3D's acquisition of Overland Storage and Tandberg Data, follows this model as it added a comprehensive suite of data management, backup and data retention solutions to its higher application layer of technology, such as its V3 virtualization and Glassware 2.0 containerization technology."

PARTNERSHIP WITH GLOBAL

The partnership with Global Distribution was established in August 2013. A major reason for selecting Global Distribution was its tremendous market coverage. As a Top 5 APAC and ME partner, it has helped Sphere 3D in covering a wide spectrum of the market in terms of partners and products and it also helped in expanding beyond UAE. This relationship has attributed to 15% growth each quarter, in this region

3 VIRTUES OF SPHERE 3D

- 1 **Innovative**
- 2 **Partner integrated**
- 3 **Agile**

MOVING AWAY FROM THE BOX PUSHING

Nilesh says that its spectrum of hybrid cloud solutions has been gaining traction. "The products that we deliver are hybrid-cloud ready and come with immense flexibility." The second aspect that makes them stand apart is that the solutions allow centrally-managed operations. "Our belief is that the Architecture has to be distributed in nature but centrally managed and locally deployed. All information that we deliver is mobile ready, accessible and manageable on ANY device." 🏠



MARIO M. VELJOVIC
VP SOLUTIONS MEA AT GLOBAL DISTRIBUTION FZE

FORTINET

Five security must-do's for first time cloud users

Cloud security risks are rising, with attacks growing at 45% year-on-year globally, according to cloud security firm Alert Logic. In the next five years, US\$2 billion will be spent by enterprises to shore up their cloud defences, according to Forrester Research.



■ WORDS: ALAIN PENEL, REGIONAL VICE PRESIDENT - MIDDLE EAST, FORTINET

Cloud security risks are rising, with attacks growing at 45% year-on-year globally, according to cloud security firm Alert Logic. First time cloud users can be most at risk, simply because of unfamiliarity with the new environment and the added burden of having to grapple with a new way of managing users, data and security.

Here are five security must-do's before taking the plunge.

1 KNOW THE CLOUDY AREAS

There are three main segments in any cloud deployment - the cloud vendor, network service provider and enterprise. During vendor selection, ask the cloud vendor what security services it provides and which security vendors it works with. How does the cloud vendor guard against new security exploits and zero-day vulnerabilities? Also find out where the boundaries are in the shared security models. Understand the extent of your cloud provider's responsibilities -

and your own.

2 NEW APPS, NEW FORTIFICATIONS

To fortify the access to your cloud application, you should have a granular data access scheme. You can do so by tying access privileges to roles, company positions and projects. This will add an additional layer of protection.

Account hijacking may sound basic but this age old breach has been flagged by Cloud Security Alliance as a continuing top threat for cloud users. To fortify your login process, consider implementing two-factor authentication, posture checking and the use of one-time passwords.

3 EMBRACE ENCRYPTION

Data encryption is one of your biggest security ally in the cloud, and it should be non-negotiable. While it may not prevent hacking attempts or data theft, it can protect your business and save an organization

from incurring hefty regulatory fines when the dreaded event happens. Ask your cloud vendor about their data encryption schemes. To understand what data should be encrypted, it helps to get a handle of where they reside.


4 WRESTLING WITH THE VIRTUAL

A virtualized environment can present challenges to data protection. The main issue has to do with managing the security and traffic in the realm of multi-tenancy and virtual machines.

Physical security appliances are typically not designed to handle the data that is in the cloud. This is where virtual security appliances come in - to secure traffic as it flows from virtual machine to virtual machine. Ask your cloud provider how it safeguards its virtual environment and find out what virtual security appliances it is using. If you are building your own cloud, consider getting virtual security products that

focus on granular control.

5 DON'T BE IN THE DARK ABOUT SHADOW IT

The uncontrolled nature of this poses a security threat and governance challenge. Your new cloud application will be at risk because of this. Consider the simple scenario in which your employees use their smartphones to open a file on their device. It is likely that the phone will make a copy of the file, which could then be sent to an unapproved online storage destination when the phone does its routine automatic backup. Your secure corporate data has just been moved to an insecure location. Preventing access to shadow IT is unlikely to stop its growth. It is more effective to educate your users and use technology to manage the issue. Encryption, network monitoring and security management tools can help defend your first cloud app against the risks of the shadow IT. 



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ENTERPRISE ON THE CLOUD
MYTH OR REALITY?

SMART CITIES

Journey to the Centre of a 'Smart City'

According to IDC insights on smart city, the use of emerging technologies in cities as well as disruptive service models such as the sharing economy and crowdsourced services will be the touchstone for 'Smart City Maturity Model'.

■ BY: ANUSHREE DIXIT <ANUSHREE@ACCENTINFOMEDIA.COM> ■ PHOTO: SHUTTERSTOCK

Smart City basics tell us that, the application of a wide range of electronic and digital technologies to communities and cities defines a smart city. Going by the facts and figures, according to recent figures from Gartner an estimated 1.6 billion connected things will be used by smart cities in 2016, which is a straight increase of 39% from 2015. Cisco predicts that nearly everything in a Smart City will be connected to intelligent networks – a staggering 212 billion connected objects by 2020, unlocking a value at stake of USD 19 trillion.

SMART CITY— THE LABELLING PHENOMENON

Every city has its own attributes and infrastruc-

ture to complement the smart city architecture. Some cities are rich in network and connectivity, while some in smart transportation; some cities are immensely mature in sensor technologies and connected buildings, while some cities are leading in disaster recovery and readiness.

Shams Hasan, Enterprise Product Manager, Dell Middle East, says "The phenomena behind the smart city movement have everything to do with the sheer number of possibilities that are in store if we invest into this promising trend." Smart Cities enhance quality of life; entrepreneurs and jobs; and economic, social, and environmental sustainability. "We are already witnessing an incredible global rise in Smart Cities – with cities of all sizes leveraging the power of fiber optic and Wi-Fi networks to

enhance daily life for residents and businesses, and promote sustainability," says Rabih Daboussi, GM – UAE, Cisco. According to Boby Joseph – VP, ComGuardET – Emerging Technologies, the City has become one large enterprise which has to be serviced, hence the ITSM which was only dealing with IT equipment's & services now deals with citywide citizen service management so, the finance, transport, health, communication, government services, municipal services, buildings, homes and law & order needs to cater to these needs, in a smarter, simple and adaptable way.

Habib Mahakian, VP, Gulf and Pakistan at EMC says that "The transformation of large cities towards a Smart Model will become a matter of survival to enable them to manage their chal-





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7 APRIL 2016

IOT

ALL SMOKE... OR FIRE TOO?





BOBY JOSEPH
VICE PRESIDENT,
COMGUARD ET - EMERGING
TECHNOLOGIES

“Communication or network becomes the key factor for Smart City ‘Seed’.”



SHAMS HASAN
ENTERPRISE PRODUCT
MANAGER,
DELL MIDDLE EAST

“As the sole end-to-end solutions provider, we are more than capable to assist the set-up of smart cities from drawing board to end users and continue supporting this trend moving forward”



HABIB MAHAKIAN
VICE PRESIDENT, GULF AND
PAKISTAN,
EMC

“EMC Federation Smart City Platform provides leading edge technologies which will enable cities to accelerate innovation, deliver superior, fast and personalized services, achieve agility and sustainability.”



allenges such as population growth, safety, traffic, pollution, commerce and economic growth.”

In definition form, a SMART CITY functions as an automation extension of the experience of a city. “Much like an airport is the first and last impression of a city, the modern SMART CITY can be extension of that experience for visitors as well as residents,” says Gregg Petersen, Regional Director, Middle East and SAARC, Veeam Software. According to Deepak Narain, Senior Manager, Systems Engineering at VMware (EMEA), the end goal is to improve citizens’ quality of life through increased responsiveness and sustainability by a better utilization of current resources.

THE JOURNEY SO FAR

As technology is the binding and decisive factor behind smart city, it is very clear that as technology evolves, smart city evolves. And as technology evolves, challenges evolve too. So how are the leading players in this field addressing the concerns?

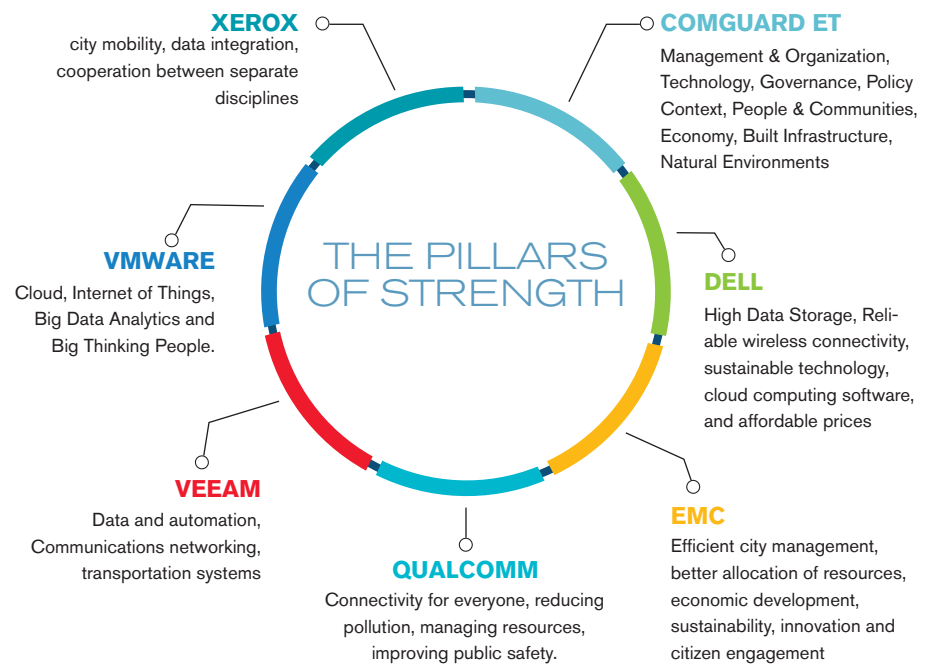
According to Bobby, we have arrived only at 20% in the journey of smarter city. “To make a whole city smart is a never ending process as the city will grow and the problems will increase. So, it is good to use a phased approach of service migration to Smarter city services. So it starts with first the government policies and then necessary communication



DEEPAK NARAIN
SENIOR MANAGER, SYSTEMS
ENGINEERING,
VMWARE (EMEA)

“A smart city is one where technology is woven into the fabric of governance. The end goal is to improve citizens’ quality of life through increased responsiveness and sustainability by a better utilization of current resources.”

and the connectivity.” “The transformational nature of Intelligent Transport Systems in the Smart City initiative is still in its early stages in the Middle East; however, it stands to play a significant role in improving its public services and the quality of people’s lives while creating smart cities in the region,” says Richard Harris, Solution Director, International Transportation and Government, Xerox. In Dell’s opinion, the biggest concern with the adoption of smart cities and IoT remains security. Shams says, “At Dell we believe designing IoT ecosystems must start with identifying potential vulnerabilities and developing a unified security approach to keep a



step ahead of threats and maintain a predictive, proactive security posture.”

Habib says that there is still a lot of ground to cover, various national initiatives have been launched which aim to improve the lives of citizens, and investments are increasing. In Saudi Arabia, cities such as Jeddah and Riyadh will see a great push towards modernization. Qatar eventually aims to transform itself into a smart country. When it comes to the UAE, Dubai has taken the lead in the implementation of smart services, with over a hundred already in operation.

The Executive Committee of Smart Dubai aims to implement 100 programs and 1,000 smart services by 2015. The value at stake in the public sector for Dubai is estimated at AED 4.3 billion (USD 1.2 billion) over the next five years.

RIISING UP TO THE CHALLENGES

Collaboration or security, mobility or connectivity, cabling or power solutions, the demand and challenges are going to be immense. The key players in smart city segment are gearing up with their weapons. According to Bobby, Comguard’s Competitive Advantage comes from the ‘Open Source’ adoption in integrating all services of

smart cities. Viz., Comguard integrates all the buildings into a micro datacentres using Tridium, an IoT Middleware for the Smart City, which allows to integrate IT (IT Objects) and OT (other Things) of a city in a framework of services and products provided by CISCO, IBM, BMC, Salesforce, Oracle, Microsoft, etc..

Dell believes Securing IoT ecosystems is complicated, “By being end-to-end, we have experience in every part of system creation, set-up, launch, and maintenance. This results in having foresight and a greater perspective into massive undertakings such as smart cities.” Qualcomm says that it is engaging with city CIOs/CTOs as well as SIs to help develop long term sustainable connectivity solutions that minimize TOC and enhance long term quality of communication. Hani also says that LTE-U, the provision of LTE in unlicensed 5 GHz spectrum, is a key technical solution that Qualcomm is advancing to enable cities to keep pace with the demands of our constantly connected society.

For Veeam, Availability is the biggest concern. Greg believes that the smart city will have to be on guard for security risks from a systems and data point of view. There will be no patience for downtime from these types of systems, further they will have strict 24/7 uptime requirements.



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RABIH DABBOUSSI
GENERAL MANAGER - UAE,
CISCO

"Only the smartest cities will survive, and they will achieve this by forging public-private partnerships, collaborating globally to develop localized regulations, and adopting global open standards."



HANI YASSIN
SENIOR DIRECTOR, TECHNOLOGY, QUALCOMM TECHNOLOGIES

"A successful journey toward smart cities require the current fragmented heterogeneous systems to work seamlessly to share intelligence for holistic monitoring and decision making at a city level."



GREGG PETERSEN
REGIONAL DIRECTOR, MIDDLE EAST AND SAARC, VEEAM SOFTWARE

"There is one challenge that the smart city has: Availability, and Veeam focuses on providing availability for the Always-On Enterprise specifically in the modern data centre."

Richard says "Integration offers many advantages but the organizational structure is a prerequisite to be able to capitalize on the IT services.

EMPOWERING THE CIO'S' DECISIONS

"The CIO needs to be armed with the right mandates to make sure that they can drive this sort of collaboration. Once the mandates are implemented, the CIO then needs to make sure that they have the right platforms to enable this collaboration - with all the appropriate security models built in. As a platform vendor, we specialize in creating such platforms," says Deepak. "New talents in integrating and delivering services to the internal and external clients will have to be developed. They are likely to have lesser Waterfall methodology in use and more Agile with continuous delivery models will be required," says Bobby.

Shams says that Dell solutions are designed from the beginning to be Future-Ready.

"They're based on open standards, and they're modular and easily scalable to give your organization the flexibility and agility it needs to capitalize on every opportunity - even the ones that don't exist yet." According to Greg, the CIO will focus on the smart city modern data centre as a hub to the experience. Availability, security and adaptive capabilities will define how the smart city will change.

HUMAN CAPITAL INVESTMENT

Though we are entering into a M2M world, we would like to believe that humans would definitely play a key role in building the foundations. The Youth Learning Program at Dell enables budding professionals to get the best, hands-on experience they need in order to succeed in their careers.

Comguard has enhanced its team to cater to the newer need of Smart City Products, Services by Engineering, Consultants, Technocrats, Financial Engineers & Data Scientists

RECENT PROJECTS CISCO

STC- 3 new data centers to accelerate and streamline cloud adoption in the KSA.

Du- partnering to deploy Cisco's Application Centric Infrastructure (ACI) Network

DED- launched '24/7,' an innovative round-the-clock service point

Dubai Design District's- Data Virtualization Platform for Dubai Design District's (d3) smart city project.

DEWA- Cisco Advanced Services to upgrade its technology infrastructure

Etisalat- Cisco Virtualization and Software Defined Networking (SDN) Proof of Concept

Omantel- integrated Cisco Universal Small Cell Solutions

The Jordan Healthcare Initiative Cisco HealthPresence, to link urban specialists with distant patients in underserved communities.

The Algonquin College in Kuwait- Implemented Cisco IP Telephony, Cisco WebEx and Cisco Jabber

The American University of Kuwait (AUK) is working with Cisco for its end-to-end network infrastructure and firewall upgrade



RICHARD HARRIS
SOLUTION DIRECTOR, INTERNATIONAL TRANSPORTATION AND GOVERNMENT, XEROX

“Xerox understands the combined power of computer processing, data management and modern communications to provide improved transportation services towards the building of smart cities.”

SOLUTIONS FOR A SMART CITY

Comguard ET: Comguard's solutions are designed for smarter city standards and are fast evolving, and we are some of the leading consultants and policy drivers in this field.

Dell: Dell has believed in a modular, scalable approach for a very long time. Every time we are asked to come up with solutions and services, one of the most important things that we take into consideration is how they fit into the future. It's one of the ways we differentiate ourselves from our competitors.

EMC: Smart City Platform has been specifically created with the Smart City of the future in mind. The platform offers best-in-breed solutions and services to facilitate the transition to a Smart City. Open and agile, with an emphasis on data analytics, the platform delivers the speed, performance and scalability needed for hyper-connected, data-driven cities. It leverages technologies from EMCII, VMware, VCE, Pivotal, RSA and Virtustream.

CISCO: Cisco's Smart City solutions, called Smart+Connected Communities, are being deployed across the Middle East's leading Smart City projects, including the Dubai Design District, Energy City Qatar in Lusail City, Qatar, and in the King Abdullah Economic City in the Kingdom of Saudi Arabia.

QUALCOMM: Qualcomm Technologies enables network connectivity and intelligent solutions that directly address many of these challenges and enable immediate improvements in resource management, public safety, CO2 emissions, and operational savings.

VEEAM: There is one challenge that the smart city has: Availability, and Veeam focuses on providing availability for the Always-On Enterprise specifically in the modern data centre.

VMWARE: While working with smart city CIOs, as the platform specialists, we are able to provide the assurance that regardless of whatever element of a smart city they are looking to develop, they can build on a resilient infrastructure that will guarantee an open and compatible platform.

XEROX: The Mobility Analytics Platform (MAP) uses data analysis and research technology from the Xerox Research Centre Europe to provide a city-wide representation of transportation operations. Important metrics such as commuter numbers and car park statistics can be analyzed, which can provide huge benefits.

on shore as well as off shore to cater to any Geography. While EMC, through the Academic Alliance program, works with leading universities in the region to provide “open” technology curricula to educate the next generation of IT and data analytics professionals, Qualcomm Technologies has partnered with Dubai Internet City (DIC), to create an ecosystem for entrepreneurs across the tech value chain, providing mentorship, networking, and access to funding and work space, in In5, an innovation center in Dubai.

LESSONS FROM COUNTERPARTS


Bringing in the statement once again, ‘Improvement precedes Excellence’. The GCC countries

have been leapfrogging legacies and have showcased some amazing strides in the smart government and smart city models, which the world has accredited. “Smarter cities can be only be built by people and corporate participation under a government policy and framework, wherein the government, the citizens and the corporates all together to reap the benefits,” says Bobby.

Shams says that being able to manage resources effectively and reduce environmental impact is what the world's top smart cities are noted for. He adds “These are two things that we would support in bringing to Dubai.” A growing younger demographic in the region also means that governments will have to move away from the traditional way of delivering services.

“The one piece of transportable advice that we at Veeam can share is that availability above all things is critical to a smart city,” says Greg.

FINALLY

Smart Cities are a conglomerate of ‘smarter communities’ that foster innovation, collaboration and open engagement between governments and citizens, visitors and businesses alike. It is a journey where improvement should precede excellence. Transport, communications, infrastructure, electricity, economic services and urban planning are the key pillars, hence it is a playground with immense opportunities and it is time to bring the best of all the worlds and beckon the future. 



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RECOGNIZING EXCELLENCE

**HONOURING
THE TRAILBLAZERS**
7 APRIL 2016



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SABY GILL,
EVP INTERNATIONAL, EPICOR

Reinforcing Leadership, Redefining Services

EPICOR IS EYEING FOR PIVOTAL GROWTH AND TRANSFORMATION IN 2016. WE TAKE A SNEAK PEEK INTO THE PLANS ON THE PLATTER AND THE LATEST PRODUCTS OF EPICOR THAT IMPRESS THE STAKEHOLDERS IN THE MARKET.

How has 2015 been for Epicor? What were the major highlights?

2015 was a busy year for us, giving Epicor plenty of reasons to celebrate. Our latest products have continued to impress key stakeholders in the market; from the launch of the latest version of our Epicor Mattec Manufacturing Execution System (MES), to the certification of Epicor ERP 10 by the Technology Evaluation Centre (TEC) and our new partnership with the experts at Simplified Solutions FZCO.

However, we are most proud of what our customers are able to achieve with our technology. We have been able to help organisations

such as Modern Information Systems; Abu Qafrah Holding Company (Abu Qafrah; METRADE International FZE (METRADE), United Piping Solutions (UPS); and Oryx Piping Associates use enterprise resource planning (ERP) technology to improve their business processes, integrate their systems and automate their production lines. Following their Epicor ERP deployments, we look forward to seeing these businesses continue to grow.

New Positions, New Responsibilities; How excited are you for the journey?

Based at our EMEA headquarters in the United Kingdom, I am focused on accelerating international growth for Epicor; overseeing operations in Europe, the Middle East and Africa (EMEA) as well as Asia Pacific (APAC). I am passionate about managing our sales, professional services, and field marketing in these regions to generate growth and work closely with Epicor President and Chief Executive Officer Joe Cowan to do so.

I have joined Epicor at a pivotal time and I am excited about building on the company's successes to date. We have market-leading technology that is truly transforming how our customers operate their businesses. Our ERP solutions are more collaborative and responsive than any other and, with our global presence we are in an excellent position to deliver increased value, service and support to customers across the world.

What would be your key target areas and how do you see yourself enriching the market value that Epicor has?

Using my 20 years of industry experience, I aim to reinforce Epicor's position as a market leader. My key focus is building on our customer-centric strategy to ensure that our customers are always at the heart of everything we do. This is attracting attention – in fact, we've recently been nominated for the Gulf Customer Experience Awards 2015 for our commitment to delivering outstanding customer services.

How is Epicor investing in cloud to do a global rollout?

Our customers like the fact that our cloud offering is identical to our on-premise deployment option, giving them the choice to migrate to the cloud on their own terms, and to change their deployment model as their business or technical needs change. It also means that the solutions are flexible to easily accommodate their expanding user base, product lines, and geographic range; however they want to grow their business.

The hospitality sector is set to gain traction with Expo 2020 just around the corner. How important a role would Epicor iScala play?

Epicor iScala is designed to support and meet the specific needs of enterprises in the region's growing hospitality sector. Approximately 70% of the world's top 20 hospitality chains, and over 300 hotels, in over 60 countries, have already benefited from using iScala and its wide range of features. ➤



VOLKER KUNZ,
SALES DIRECTOR, EMEA, HID GLOBAL

Security and Convenience: Striking the Right Equilibrium

HID GLOBAL, UNDER THE THEME "YOUR SECURITY CONNECTED", SHOWCASED AN INTERESTING ARRAY OF SECURE IDENTITY SOLUTIONS AT INTERSEC 2016.

What is HID's focus area in Intersec 2016?

At Intersec 2016 we are focusing on physical access security. We are focusing on 2 key areas; HID Mobile Access solution, powered by Seos and UHF (ultra high frequency) solution—the new long-range access control portfolio. We have combined UHF with our iClass SE plat-

form leveraging it to another level of security.

Tell us more about the Mobile Access solution.

The Mobile Access solution is something that will drive a lot of our future visions. The HID Mobile Access supports Bluetooth Smart and NFC to securely open doors with smartphones and other

smart devices, while enabling the future use of smart devices for a range of applications. Powered by Seos technology, the solution provides superior identity management. We recently conducted a survey in the Middle that found that secure access solutions are a concern for many organisations across the Middle East. The survey revealed that 52% of the respondents have already deployed basic secure access solutions to protect their interests, with almost 50% of organisations planning to upgrade their access within the next 12 months. This indicates a strong upward trend for deploying advanced secure access control solutions. So we are aligning our visions in accordance to what the customers want.

How has the reception of integrated security solutions been so far in the region?

The reception has been very well. The opportunities are immense. We lead with innovation and innovation is always an element of growth.


How is IoT crystalizing in with your business patterns?

IoT is also an excellent opportunity for us to differentiate ourselves from low cost commodities competition because we provide a system which has a high innovation level which others can't cope with. We are also the largest global player in secure identity so customers find it easy to rely on us for future investments as a strong partner.

How are you and your partners addressing the existing legacies?

This region does not have too much legacies. All we have to do is to train our partners to handle this new way of business. The HID Academy is an online training platform for our partners that enable our partners to implement the technology in the right way to satisfy our end users. We also have the Advanced partner program which qualifies and filters our partners on the basis of vision and direction and not just sales and numbers.

What are the 3 distinctive features of HID ?

- Innovation power
- Reliable for Long term partnership
- Customer centricity 



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AVAYA

Avaya Becoming Customer Centric through Partners

With the enterprise needs becoming more customer oriented, there is a strong need for the partners to be abreast with the market trend and that is precisely what Avaya Partner Forum 2015 at Hotel Atlantis, Dubai, tried to communicate.

■ BY: SANJAY MOHAPATRA <SANJAY@ACCENTINFOMEDIA.COM>

As organizations today face unprecedented challenges to digitally evolve in the era of Big Data, mobility, cloud and the Internet of Things, Avaya is transforming into a customer-centric, solutions and services-driven company, focusing on delivering innovative solutions that lead to better business outcomes. The Avaya Partner Forum 2015 highlighted Avaya's technology leadership and commitment to the partner community.

A two-day event involving more than 2,000+ Avaya Connect channel partners from World's Eastern Hemisphere engaged and leveraged their combined knowledge and expertise. Avaya also shared its strategic vision for FY 2016 at the event.

Avaya also highlighted its Cloud strategy at the Avaya Partner Forum 2016, including its partner-hosted solutions that enable technology partners to offer team engagement, customer engagement and video solutions as services. IDC, a keynote partner at Avaya's Partner Forum, highlighted how the worldwide spending on cloud IT infrastructure will grow at a CAGR of 15.1 per cent to reach \$53.1bn by 2019. Keynote presentations at the forum focused on cutting-edge technology developments from Avaya in areas including software defined networking, and communications-enabled application development.

Keynote addresses from Avaya leaders,

seminars and expert sessions enabled channel partners and customers to learn about key emerging industry trends, including mobility, Cloud, Big Data, and analytics, and the increased opportunities they represent.

Setting the tone of the event, Mohammed Areff - VP MEA, Avaya, highlighted the content lay out of the event and introduced the key executives of the company, and handed the mike to Nidal Abou-Ltaif, President, EU and AMEA, Avaya, to take through the journey of Avaya through 2015 and introduce the vision and strategy of a customer-focused engagement model for 2016.

Addressing the partners' community, Nidal said, "The Avaya Way is to put the customer first in everything we do and to work closely with our technology partners on delivering better collective outcomes for everybody. The Avaya partner community is central to our strategy and the Avaya Partner Forum 2016 is the perfect platform to drive digital transformation in our customers by bringing together our combined knowledge, expertise, and skills base to benefit all of us. Avaya is investing in and developing its partner community because we know that when we work together there are no limits to what we can achieve."

As per Nidal, "Customers are all the same. If you speak to the customers in their language, it is not a barrier to communicate with them.

Avaya has processes to hire the right people and they work towards the cause. For example, India as a market for Avaya was going down but the company created the organization with the set of people, even though the senior management resigned, other people could manage the organization and it started growing. The same theory is applicable to Russia, China and Africa. So there are right set of skilled people on ground and Avaya empowers them and supports them to grow the organization."

Nidal maintained, "I am more focussed on the customers. I love customers. I want to build whatever is required for the customers. If I am building an organization and if I stay away for a few weeks from the customers it is the most depressing part for me. I go back and get energy from the customers. If you listen to the customers and go with flexibility that is the most satisfying thing. For example, what works in Saudi does not fit to the customers in London so the mantra is to build whatever customers requires to work for them. That is what leads an organization to be successful."

He said, "Our CEO has clear focus on building technology that makes difference to the people. His focus was to go to the countries like China and India and fix the issues and build operation as per the local customers and culture. And that believe gave me a lot of fuel and of course I had his support and also the support of the board."



**NIDAL
ABOU-LTAIF,**
PRESIDENT, EU AND AMEA, AVAYA

“We are reinforcing the message with the partners that customer is the key.”

In the partner connect event, we selectively invited the decision makers of our partners so that they can hear the message and prepare themselves. Our Aura 7 is already changed and available now with a controller because we want to implement it in right manner. The customers if want to buy in pure software format they can buy it. They need not to buy the gateway.


How are you viewing SDN build up?

Software Defined Networks or Software Defined Enterprise whatever people call it; the train has left the station. People cannot stop it. We give the countries the faster access and ability to take quick decision to undertake any initiative to align with the development of the country. We have got more than 2000 people doing R&D for us in SDN, networking and voice space. If we want to go for any activity around IoT or smart government or digitization things, we do not have any challenge because we have got resources on the ground, in addition to the resources of the ecosystem. Most of our R&D is sitting in this geography – Israel, Italy, Russia, China and India.

We have also debated for a long time whether PC will remain or Mobile device will remain or both the things will remain. Avaya as a company will offer support to both the forms of devices and will bring out a device which will give people option.

Key Takeaways

We are reinforcing the message with the partners that customer is the key. We are upgrading the young talent to support us in our mission. We encourage high rank diversity. Half of our management team are female. Avaya is also relaunching its sales motion for the customers.

I am hopeful of double digit growth which is of course in paper but depending on the market condition it will be defined. 

What is your focus from the geography perspective?

We treat all geographies equally but yes we react to the trend of the geography. For example, India as a geo has vision and direction to growth. We cannot have different strategy but to go by the trend of the country. When you see that Africa is continuing to boom, we cannot ignore that. Similarly, when you see that Europe is trying to wake up from financial crisis you cannot actually ignore that.

I focus on what the country requires from me and we are after revenue.

As Europe comes up, we will keep on focusing on Germany and UK and continue to invest and bring in new talents to these countries. We focus based on the technology. Cloud is maturing in Europe, Australia and Japan, and slowly coming to the rest of the

world, so we are focusing on the technology not one place less than other.

Avaya is becoming a software company?

We are the software company for the real business communications. We used to depend so much on cards, gateway technologies on servers and make software to work with the servers but what we did now is that we moved all the software and operating system from the servers to a CD to offer the virtualized environment to the customers. It means we allowed the customers to buy our networking piece by putting our CD on the white level boxes to run the devices. And that is how we became a Software company. Would you see our logo on the phones and boxes, yes absolutely! But by April 2016, everything we manufacture will be available in software.



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TANYA LOBO,
DIRECTOR CHANNEL DISTRIBUTION
- AMEA, AVAYA

“What is nice in this programme is that once the partner comes to Avaya, they can make close to 15 thousand dollars by going through the whole step.”

external company to give a progress update of the partners and also constantly give them updates about the schemes to grow them.

What is the attraction point for the partners to get hooked to Roads?

What is nice about this programme is that once the partners go through this programme, they can make close to 15 thousand dollars by going through the whole step. The reason we are putting the money is that we want them invest this money back in training for themselves. Because they understand Avaya, opportunity in the market, technology available from us, so we want them to go into the bigger market. Then the distributors come in and co-invest with them to grow and give them the foundation, skills, ecosystem to build the market.”

Along with our trainings, the distributors keep on doing regular trainings in order to keep them abreast with our programmes. The distributors also have their own incentive programmes to push the sale. We put the distributors as the game planners as they need to bring some X dollars to Avaya through these partners and Avaya in return gives them back some Y dollars.”

How do the partners get money?

There are two phases. On the revenue of 1.5 million dollars they earn, they get 40k dollars and on 3 million dollars earning, they get 90k dollar. In addition to this, the sales people across the regions register their wins and the first twenty wins receive good incentive. And, any of the partners in this programme hits 200k dollar mark gets enrolled into Achievers' club.

The gist of the programme is that normally the distributors runs their business on three percent. In addition to that the distributors can achieve another three percent if they sell 3 million dollars, which is very strong motivator for the distributors. This is also applicable for the partners. Their regular business goes on, anything comes through this programme is on top of that. ➤

What is Avaya Roads Partner Program?

Avaya Roads caters to the reseller community – new and the existing ones. It supports the sales people within the reseller community and incentivises the distributors. Normally, the programmes are either designed for the partners or the distributors but this programme involves all the key stake holders of the partner ecosystem to drive and get incentivised.

What does it stand for?

ROADS stands for Recruited, On-Board, Authorise, Develop and Sustain partners. Avaya looks at recruiting partners in two folds. One is that the company looks at the gaps in the market from the coverage point of view and recruits the new partners and enables them to grow. Second part is that the company looks at the existing base and gives them opportunity with focus and dedication to help them grow. It is a handholding programme for three years with various phases. It is basically for those partners who clock turnover cap below 20k mark but Avaya also looks at the partners

who are under the cap of 100k and equips them to grow their business to half a million mark.

On the on-boarding part, Avaya develops skillsets of the partners and makes them acquainted with the value propositions of the solutions so that they become strong enough to address the market. And automatically these partners become Authorised Partner of Avaya and get empanelled with Avaya Connect, which enables them to access benefits in terms of pricing, marketing support, PR activities and back-end support as well.

Avaya then develops these partners through Blitz, which helps them close the deals. The company engages external coaches to help them develop customer-calling capability and closing skillsets. The key in this is that every time they attempt the customer-calls, Avaya people monitor them in order to guide them close the calls. That way Avaya develops their confidence, pipeline and reach to the market.

Finally, the company ensures the statuesque is maintain with the partners; therefore, ensures regular communication with them through tele-calling and telemarketing. We also engage an

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IoT- Fiction Gets Real

The recently concluded CES was abuzz with discussions around the growing trend of IoT. According to Mirum Senior Strategist, Andrew Begin, "If anything rang true at CES this year, it's that the Internet of Things (IoT) has caught fire in a big way." The world is all set for a revolutionary transformation to the era wherein everything will be connected and the data insights will revamp interactions of humans and machines like never before.

WORDS: SOUMYA <SOUMYA@ACCENTINFOMEDIA.COM>

It is clear that we are at the first phase of the IoT revolution, where some initial improvements are already changing industries. IoT is impacting business-to-business markets from manufacturing to oil and gas to retail. The oil and gas industry is probably one of the most advanced users of IoT technology with new production platforms containing more than 30,000 sensors, connected through a sophisticated central control and data management systems. Soon, the Internet of Everything era would dawn even without we realizing it. Connectivity will include human to machine, machine to machine, machine to infrastructure, machine to environment; the possibilities of smart connected things are endless.

IoT is also creeping into our everyday lives, with home security, thermostats and monitoring connected to data analytics and all controlled

through our smart phones. With an estimated 130 million consumers worldwide using fitness trackers today, the reality of more efficient, and personal effective health care is starting to become a reality.

Telecom companies have realized that the IoT revolution holds for them the promise of new found revenues in connecting the projected 50 billion things. The number of cellular machine-to-machine connections grew 28 percent in 2014 and is estimated to reach to 1 billion connections annually by 2020.

THE IOT WAVE SWEEPING ACROSS THE MEA

Today, the world is going through the Smart Transformation, driven by disruptive trends like mobility, social, cloud and data analytics. Middle East across have been embracing the IoT wave

and this can be seen with the many 'Smart City' initiatives that are being implemented in the region. It is important to note the role played by IOT & Big data and analytics in transforming the transport services in a city. IOT & Big data can offer solutions that can build intelligent transport frameworks for cities, and also can build predictive data modelling to assess future transportation needs.

Dubai also plans to host the World Expo in 2020, and Qatar plans to host the 2022 FIFA World Cup. These events will bring with it a deluge of information to the region. Apart from several Govt initiatives, IoT will be soon embraced by Financial Services, Telco, Retail and Healthcare segments as well.

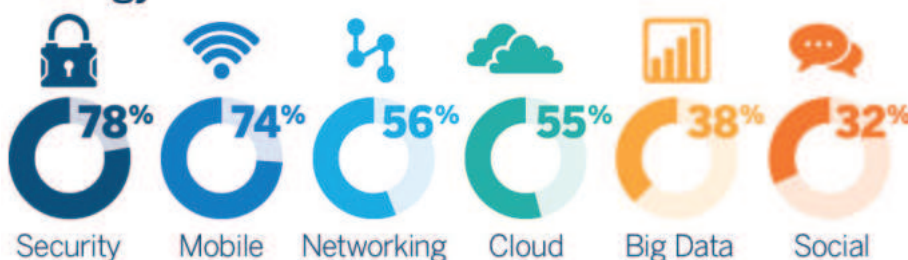
IOT- POTENTIAL FOR A DREAMY WORLD

The IoT will accelerate the next wave of business innovation, productivity, and customer engagement for years to come – with objects having advanced features such as contextual awareness, increased processing power, and greater sensing ability.

The Middle East is ideally placed to leverage this new era of connectivity, with the Middle East and Africa region set to post the world's fastest growth rates in mobile data traffic and cloud traffic to 2018, according to Cisco reports.

IoT is ultimately a revenue-generating opportunity for businesses throughout the

IoT integrates into many areas of business strategy. Which will be affected?



SOURCE- IDG ENTERPRISE



Middle East and will create new jobs, products and services, as well as markets and new types of customer experiences. Through IoT, enterprises will be able to capture new value created from technology innovation in a whole range of functional business areas.

According to Bobby Joseph – Vice President, ComGuardET – Emerging Technologies, “IoT is considered as a Competitive Advantage for the UAE and the federal and the local governments have embraced this in their policy matters and citizen, resident & visitor services. Government has also adopted a mandate on some matters and is constantly evolving its policies and thus driving adoption by all infrastructure, transport, municipal services, telecom, healthcare, Law & order machinery etc.”

Mohammed Areff, Vice President, Middle East, Africa and Turkey, Avaya draws attention to an interesting facet of IoT- “the key dimension of digital transformation, which only Dubai in the region is looking at- the green element of that eco-system, ensuring that the transformation ultimately delivers true happiness to people”. “When you look at the Dubai government’s grand goal – happiness of its residents and visitors – this has to be aligned with better health and judicious use of resources, ensuring their availability for future generations as well. Dubai’s ‘Green Economy for Sustainable Development’ vision aims for a total reduction in energy demand by 30 per cent by 2030. Dubai is leading this move globally, and we are fortunate to be one of the 10 best companies in the world in building and bringing innovative technologies that enable the creation of greener smart ecosystems,” he adds.

RIGHT STRATEGIES CAN MAKE ALL THE

DIFFERENCE

Cisco believes the network is at the center of the market transition and is the key to creating intelligent connections. “The Cisco IoT System is a comprehensive set of technologies and products for enterprises to help accelerate the transition to an intelligent, IoT-based infrastructure. This broad portfolio of infrastructure technologies and products can enable customers to connect, manage, and control previously unconnected devices. The system helps organizations gain deeper insights with analytics on IoT data, better security for their physical and digital assets and data and helps them innovate by creating and deploying IoT applications from the cloud to the fog”, says Mike Weston, Vice President for Cisco Middle East. IoT Services from Cisco help organizations accelerate the transformation of their operational network to an IP-based industrial network. This is accomplished through strategy development, architectural assessments, network architecture design, deployment assistance, and technical support. Mike continues, “Together with an ecosystem of partners, at Cisco we have created a powerful, integrated platform that incorporates top technology, applications and business models to help governments improve the way communities and cities are designed, built and run – from lighting to waste management, from parking and traffic services to safety and security.”

Bobby Joseph says, “ComGuard has invested heavily on IoT technology roll out for its partners and customers and has the complete eco-system and consortium of partner community to deliver these technologies. ComGuard has already successfully delivered solutions in few verticals in the IoT space and are partnering new ventures and consortiums for this purpose.” He further

adds, “ComGuard’s sister company Spectrum training is the only company currently offering Certified IoT training from Tridium for anybody who would like to work on IoT & Smart City technologies. Spectrum training also offers Cloud adoption in IoT and various IoT courses.”

ComGuard strongly recommends cloud, and Tridium Middleware and Tridium Certified Training from Spectrum Training for earlier adoption of M2M data explosion.

Finesse together with its partners is all set to play a lead role as the IoT domain is fast taking shape. Sunil Paul, Chief Operating Officer, Finesse says, “We will continue to be the pioneers in bringing innovative solutions, and the IoT space is no different. We have been investing heavily in learning, development and testing, and working closely with our partners to create the ecosystem of “connected world”. “With the increasing adoption of IoT initiatives, Big Data and analytics, enterprise mobility, social platforms, and cloud computing opportunities will also go up.”

Software defined networking (SDN) is growing in popularity as businesses recognise the value of simplifying and streamlining their network. “That journey has already been started by many organizations in the region and 2016 is the year when we see the acceleration in that”, comments Mohammed Areff, Vice President, Middle East, Africa and Turkey, Avaya. “Avaya SDN Fx offers unprecedented flexibility and ease of deployment. Independent research found the technology resulted in 100 percent fewer outages based on human error, 11 times faster implementation and 7 times faster configuration and troubleshooting time. Avaya SDN Fx is a true game changer.”

He further remarks, “Our strategy has and will always be delivering solutions and services that are open, fit for purpose and flexible, which means that based on businesses and govern-



MIKE WESTON
VICE PRESIDENT, CISCO MIDDLE EAST

"The Cisco IoT System is a comprehensive set of technologies and products for enterprises to help accelerate the transition to an intelligent, IoT-based infrastructure."



BOBY JOSEPH
VICE PRESIDENT, COMGUARD ET - EMERGING TECHNOLOGIES

"ComGuard's sister company Spectrum training is the only company currently offering Certified IoT training from Tridium on IoT & Smart City technologies."



SUNIL PAUL
CHIEF OPERATING OFFICER, FINESSE

"We have been investing heavily in learning, development and testing, and working closely with our partners to create the ecosystem of connected world."

IOT- TRANSLATING THE HYPE INTO ACTION

COMGUARD

- ComGuard has products & Services for LoRa a Smart City wireless product alliance.
- ComGuard also provides rugged wireless mesh, networks designed out of various IoT technologies for various needs.

AVAYA

- In partnership with Mashreq, they launched the UAE's first Smart Banking Anywhere platform, using their SmartConnect solutions to turn Mashreq into the most virtual and video-connected bank in the Middle East.
- In partnership with Dr. Suleiman Habib Medical Group, they implemented the first video-enabled Google glass in ambulances directly linked to the hospital call center.

FINESSE

Finesse is currently involved in more than half a dozen projects which are either at the Strategy design stage, Platform Deployment stage or at the Solution Implementation Stage.

CISCO

- Saudi Telecom Company (STC) and Cisco are in a strategic collaboration to build three new data centers to accelerate and streamline cloud adoption in the KSA.
- du and Cisco are partnering to deploy Cisco's Application Centric Infrastructure (ACI) Network to help the fastest growing telecommunications service provider to cope with the growing demand for IT application and hosting and cloud services for its next generation data center.
- Dubai Department of Economic Development (DED) launched '24/7,' an innovative round-the-clock service point developed on Cisco technology.
- Dubai Design District's Cisco has also been awarded the contract to provide advisory and consultancy-led services as well as a Data Virtualization Platform for Dubai Design District's (d3) smart city project.
- Dubai Electricity and Water Authority (DEWA) worked closely with Cisco Advanced Services to upgrade its technology infrastructure to support future expansion plans in line with Dubai Smart City goals.
- Etisalat, appointed Cisco for the supply, delivery and implementation of a Cisco Virtualization and Software Defined Networking (SDN) Proof of Concept in Etisalat's network to help shape their SDN and virtualization strategy and future business needs.
- Omantel integrated Cisco Universal Small Cell Solutions as part of a trial project to support a growing customer base across small, medium and large enterprise buildings to deliver enhanced mobile connectivity.

ments' desired outcomes, solutions are being built with simplicity and ease and not the other way around. In my opinion, building what customers need urgently and plan to have in the future is what is fueling innovation in the IOT space."

Gregg Petersen, Regional Director, Middle East and SAARC, Veeam Software believes that preparing for tomorrow starts with ensuring what we have today is correct. "For example, there is a serious risk that the data and systems in the

modern data centre today are not recoverable. Wouldn't it be great if we could verify the recoverability of those critical workloads? Automated recovery verification technology is a capability today", he remarks. He emphasizes the need of



BISWAJEET MAHAPATRA
RESEARCH DIRECTOR, GARTNER

“IoT has a lot of security implications and if not implemented properly with all the security, checks and balances in place it can be scary”



MOHAMMED AREFF
VICE PRESIDENT, MIDDLE EAST,
AFRICA AND TURKEY, AVAYA

“We create open, people-centric solutions that meet our customers’ unique purpose and overcome their challenges.”



GREGG PETERSEN
REGIONAL DIRECTOR, MIDDLE EAST
AND SAARC, VEEAM SOFTWARE

“The Veeam approach is to drive the critical data (which is part of the M2M flow) to a modern data centre.”

a future-ready data center that is equipped with modern storage systems, is virtualized and has an efficient cloud strategy. This very capable modern data centre will allow new applications and services to be added with ease; additionally, it's a great platform to ensure the highest availability levels; especially when things don't go as expected. “The Veeam approach is to drive the critical data (which is part of the M2M flow) to a modern data centre. There it can be properly protected and managed to ensure the availability levels that meet the expectations of the world today”, he explains.

THE ROAD ISN'T SMOOTH

Recent Cisco research of enterprise IT and business decision makers revealed that their top 3 challenges with implementing IoT initiatives in their businesses were: 1) security of business data; 2) standardization of IoT infrastructure and compatibility with business systems; and, 3) cost of implementation. The critical issues of security and data privacy are critical elements that are being addressed, but there still is a long way to go to allay these justified fears around IoT implementations. Equally, there are organizations and committees that are working hard on establishing IoT standards to ensure compatibility between all of the different IoT components.

As Sunil remarks, “Conceptualising, creating and maintaining a seamless ecosystem of interconnected devices, infrastructure required to transmit, receive, host, store and integrate the data is not going to be an easy task. Readiness and cost-effectiveness of the telecommunications infrastructure to communicate apart from the security issues as we start transmitting information from all facets of life will be a concern.”

With hundreds of exabytes of data that is expected to get generated, another challenge is of Data explosion.

DEMAND CURVE IS GOING TO BE STEEPER

From 2014 to 2019, Cisco anticipates that global mobile traffic growth will outpace global fixed traffic growth by a factor of three. As networks continue to grow and expand, new devices and applications with widely varying security postures are constantly connected. This growing trend greatly expands the attack surface and creates opportunities for attackers to compromise a non-critical asset and pivot from there to attack more critical assets and data.


TIME FOR CIOs TO BE STRATEGIC ENABLERS

The value to be gained through the IoT will

ensure a place for IT strategy within the boardroom, presenting a new level of opportunity for technology leadership. It is important for IT managers and IT heads to acknowledge the need for a more holistic approach in order to keep management costs in line while simultaneously providing optimal experiences and reaping savings.

CIOs who do not adopt cloud in their strategy for the coming years in for a trouble because IoT will challenge every dimension of their data centre and the budgets will not help them to resolve their business needs unless they adopt cloud into their IT policy.

FINALLY

The IoT markets are growing, and the UAE is no exception. With the vision of the government towards smart cities and beyond, the market is opening up. The future is going to be all about ‘everything’ being connected. This will require emphasis on data analytics to derive actionable insights. Businesses need to understand the need to shift to a smart next generation architecture now suitable to enable 1000's of smart services to better serve the community. The hunger of citizens and consumers to connect broadly and automate is going to drive the adoption of these things faster than we can ever imagine. 

CES 2016 Brought in Innovation to the World

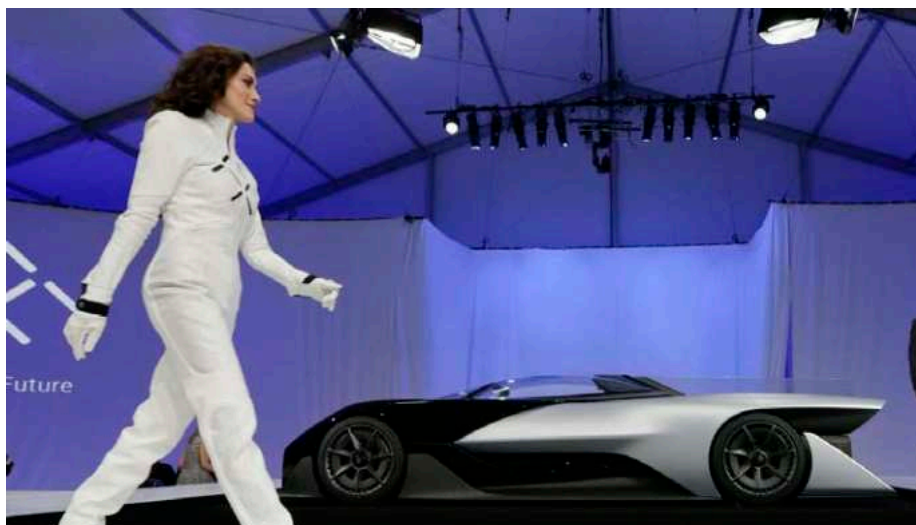
World's Largest Innovation Event Features Ground-Breaking Technologies, Global Tech Leaders and Entertainment Elite

■ BY: SANJIB MOHAPATRA <SANJIB@ACCENTINFOMEDIA.COM>



GARY SHAPIRO
PRESIDENT AND CEO, CONSUMER
TECHNOLOGY ASSOCIATION

"The products that debuted at CES will address many of the world's most pressing problems"



CES 2016 shined spotlight on innovation that will transform our world with 3,887 exhibiting companies showcasing ground-breaking technologies, and launching some 20,000 new products. CES 2016, the world's gathering place for all who thrive on the business of consumer technologies, brought together tech and other business leaders from around the world, policymakers and Hollywood's foremost influencers for a star-studded event that brought the next-generation of innovation to the global stage. Owned and produced by the Consumer Technology Association (CTA)™, formerly the Consumer Electronics Association (CEA), CES 2016 ran January 6-9 in Las Vegas,

Nevada.

"CES 2016 marked the largest unveiling of game-changing innovation in the world, with the largest show floor - more than 2.47 million net square feet - in CES history," said Gary Shapiro, President and CEO, Consumer Technology Association. "The products that debuted at CES will address many of the world's most pressing problems, making improvements in healthcare, agriculture, transportation, manufacturing, entertainment, retail and beyond, while creating new markets, new opportunities and new jobs."

"CES is the premier event underscoring the trend in consumers choosing experiences over products," said Bridget Karlin, MD, IoT, Intel. "CES brings innovations from every corner of

the world, made possible by both large and small companies. Intel is excited and pleased to be part of CES."

Top executives from major global brands took to the CES stage to introduce products, make company announcements and provide insight into the future of innovation, including keynotes from GM's Mary Barra, IBM's Ginni Rometty, Intel's Brian Krzanich, Netflix's Reed Hastings, Samsung's Dr. WP Hong, Volkswagen's Dr. Herbert Diess, YouTube's Robert Kyncl, NBCUniversal's Steve Burke and an all-star lineup of panelists, including Bosch's Dr. Volkmar Denner, U.S. Transportation Secretary Anthony Foxx, Qualcomm's Steve Mollenkopf and Mobileye's Prof. Amnon Shashua who discussed the future



of urban mobility. Additionally, the CES 2016 Conference Program featured more than 200 sessions with more than 800 speakers representing every major industry from automotive, retail, entertainment, engineering, software and more.


CES 2016 also was a must-attend event for policymakers and regulators to engage with the technology companies driving innovation and the global economy. Twenty-seven international, federal, state and local government officials delivered remarks or spoke on panels, including Transportation Secretary Anthony Foxx, Federal Aviation Administration (FAA) Administrator Michael Huerta, every member of the Federal Communications Commission (FCC), four members of the Federal Trade Commission (FTC), U.S. CTO

Megan Smith, Director of the U.S. Patent and Trademark Office Michelle Lee, Sens. Dean Heller (R-NV) and Mark Warner (D-VA), Rep. Darrell Issa (R-CA) and France's Minister of Economy, Industry and Digital Affairs, Emmanuel Macron. In total, more than 160 top policymakers, regulators and staff attended CES 2016.

"CES 2016 continues to be the premier showcase of innovation in the world, offering a multifaceted experience to the visitors," said Ximena Hartsock, founder and president, Phone2action. "It gets bigger and better every year."

Major Hollywood executives, top celebrities, sports legends, musicians and TV personalities attended CES 2016 to promote the latest innovations and witness the next generation of

technologies. Some of the hottest names on the show floor included TV/ radio host, producer and entrepreneur Ryan Seacrest; radio/ TV personality Nick Cannon; entrepreneur and Dallas Mavericks owner Mark Cuban; sportscaster Ernie Johnson; NBA legends Shaquille O'Neal, Kenny Smith, Scottie Pippen and Charles Barkley; MLB superstars Alex Rodriguez and Cal Ripken Jr.; Olympian Michael Phelps and TV stars Jenny McCarthy, Donnie Wahlberg, Chelsea Handler, Krysten Ritter and Will Arnett.

Technologies showcased spanned the entire tech ecosystem. The show floor featured more than 25 technology-specific Marketplaces, including Eureka Park, which featured a record-breaking 500 startups from 29 countries. 

FOCUS KSA

Beholding KSA's IT Silhouette

From steep decline in oil prices in 2014 and 2015 to a new leadership on the throne, the Kingdom of Saudi Arabia has been dynamically adapting to new environments and has been on the radar of low growth trajectory from the IT outlook according to reports. Amidst all these, the 3rd platform technologies are all set for some great market disruptions and enable the digital transformation goals, which will surely put Saudi as a catalyst market for ICT growth.

■ WORDS: ANUSHREE <ANUSHREE@ACCENTINFOMEDIA.COM>

Being the apple of the GCC's eye, the Kingdom of Saudi Arabia has always been a favourite among investors of all domains alike. Despite the macroeconomic shifts, the inclination of the kingdom towards more holistic technology implementation are signalling clear skies for the Saudi enterprises to achieve their digital transformation goals.

Emerging technologies have always found home in the soil of the kingdom and the latest buzzwords of IoT and smart city have also become an integral part of the kingdom's ICT and development roadmap.

IT LANDSCAPE OF THE KINGDOM

Help AG sees great potential for the uptake of Managed Security Services (MSS) offerings in particular. "Through our service, which can be deployed either on premise or from our Dubai-based Security Operations Center (SOC), we help customers combat the threat of cyber-attack, achieve IT compliance, and drastically reduce incident resolution time, without the significant overhead of a dedicated IT security department,"

says Stephan Berner, Managing Director of Help AG. From the Pulse Secure point of view, The Kingdom of Saudi Arabia is a key market in terms of ICT with government and financial institutions providing the benchmark for a lot of regional ICT trends. "I believe that this will continue in 2016, although not as aggressively as the past few years given the geo-political climate and slumping oil prices," says Abdul Rehman, Regional Manager at Pulse Secure.

OPEX based models have been gaining traction given the budget allocation crunches and oil price fluctuations. Organizations in the kingdom have been vying for low cost solutions, creating more room for virtualization and cloud computing platforms to gain deeper hold in the region. "There are considerable opportunities in different segment of the Saudi marketplace like Banking, O&G, Telecom and also Public to gradually outsource their IT operation to focused and specialized ICT providers. Also to start renovating their DC infrastructure adopting the latest IP based DC technologies as opposed to currently used legacy technology and services," says Mr. Ayman Al Bayaa, CEO at STME

As per data released by IDC last year, spending on IT services and products among health care providers in Saudi Arabia, South Africa, Turkey and the UAE are expected to grow at double digit, with healthcare being the second-fastest-growing sector after government, in terms of IT spending. Saudi Arabia is the fastest-growing healthcare IT market in the MEA region, forecast to expand by around 13.4% annually, followed by United Arab Emirates..

INFRASTRUCTURE CHALLENGES

As one of the early and biggest adopters of emerging technologies in the GCC region, Saudi Arabia has also dusted off a good amount of its legacy infrastructures. According to reports, Digital transformation initiatives adopted by organisations across Saudi Arabia to optimize costs and improve business process efficiencies will drive ICT spending in the kingdom to reach \$35.9 billion in 2016.

Despite of this, there are some micro situa-



tions in the kingdom that the leading players are struggling with. Kamal Mokrani, Global Vice President at InfiNet Wireless says, "Believe it or not, the biggest challenges we face in the Middle East are environmental ones - sandstorms and the ever moving dunes which over time tend to obstruct lines of site between the locations we connect. Similarly, we often deploy our wireless solutions in incredibly high temperatures in the desert, sometimes mixed with close to 100% humidity levels in coastal areas. Taking these conditions into account, we have ultimately developed a range of outdoor sealed units which not only perform faultlessly in these hot and humid environments, but as well in harsher and freezing conditions such as those one can find in the middle of Siberia.

Pulse Secure is looking at the next generation of Secure Access and Cloud based services as the platform to provide solutions. "I believe that we are well placed to guide the customers away from legacy infrastructure," says Abdul. STME feels that the main challenge is about availing the latest solid security measures on these infrastructure to be able to facilitate the adaptation of new technologies.

CLOUDS IN THE KINGDOM'S SKIES

PUBLIC CLOUD MARKET IN SAUDI

ARABIA WILL GROW 44.5 PERCENT YEAR ON YEAR IN 2016 TO TOTAL \$63 MILLION.

According to IDC, worldwide public cloud services spending totaled \$56.58 billion in 2014 and is forecast to reach \$127.53 billion in 2018, with a 22.5% compound annual growth rate (CAGR) anticipated over the four-year forecast period. One of the prime reasons for the immense opportunity has been the investment and trust bestowed by the leaderships and local service providers who have been pushing for regional data centres to augment the provision of cloud services. As one of the biggest spenders on IT services in the MEA region, Saudi Arabia offers considerable opportunities for cloud players. Stephan believes that large organisations and particularly government and semi-public enterprises will continue to invest in either hybrid or private cloud infrastructures so there will be a fairly even split in cloud spending between these flavours. "I think there is still a lot of education that needs to be done around Cloud; particularly security and data privacy. With the way some organizations are setup in Saudi, public cloud offerings just don't fit their business model as well as they would in other countries," says Abdul. Customer and Cloud providers are yet in the phase of defining the SLA as well as the proper business model

that will maintain the smooth adoption of this new computing era in a manner that will avail the strict security measures needed or their environment be it a Private or Public client. "We believe that the adoption will be more toward the Private Cloud concept with limited and conservative adoption for the Hybrid one," says Ayman.

THE CONNECTED WORLD

The Kingdom of Saudi Arabia had long before shed its sole popularity in relation to the crude and showcased several benchmarks in ICT developments. M2M has been the most popular advancement in the kingdom of late. Significant penetration of mobile devices and next gen networking solutions have been further fuelling the progression of IoT initiatives in the region.

As Stephan says, a good example of this is the King Abdullah Economic City where the developers intend to focus on four aspects of IoT for some of the properties being built. These are home automation platforms, smart lighting, security, and intelligent energy consumption.

ACCORDING TO IDC, SPENDING ON IT SECURITY SOFTWARE IN SAUDI ARABIA WILL GROW 12 PERCENT YEAR ON YEAR IN 2016 TO TOTAL \$96 MILLION

TOWARDS A SMART



STEPHAN BERNER
MANAGING DIRECTOR AT HELP AG

"In Saudi Arabia we have chosen to work with a tight knit set of solution orientated vendors. This enables Help AG to create genuine solutions to business challenges for customers in the country."



KAMAL MOKRANI
GLOBAL VICE PRESIDENT AT INFINET WIRELESS

"InfiNet has acquired a well-deserved reputation as a trusted supplier of complete and robust solutions that work without interruption for long periods of time even in the harsh desert environment of the kingdom."



ABDUL REHMAN
REGIONAL MANAGER AT PULSE SECURE

"At Pulse Secure, we look at the next generation of Secure Access and Cloud based services as the platform to provide our solutions, and I believe that we are well placed to guide the customers away from legacy infrastructure."

TECHS KITTY TO GO TO MARKET

HELP AG

In Saudi Arabia we have chosen to work with a tight knit set of solution orientated vendors. This enables Help AG to create genuine solutions to business challenges for customers in the country- something that we believe is not happening today in KSA. Working with a smaller portfolio helps us to become strategic partners with these vendors who then preference us over other resellers.

INFINET WIRELESS

We guarantee the delivery of all the data we are entrusted with to its destination. This is done through using different mechanisms such as dual-routing, setting up priorities for different traffic types and patterns, quality of service (QoS), checking of data integrity, etc., all achieved over the same wireless link.

PULSE SECURE

Pulse Secure is a market leader in next generation secure access, and there is a lot of demand for this solution in the Kingdom. There has been a general uptick in the number of remote users as well as BYOD, and at Pulse Secure, we have carved out a niche for ourselves in this space and have the capability to provide best-in-class solutions to both the customers and the channel partners in the kingdom in the coming years.

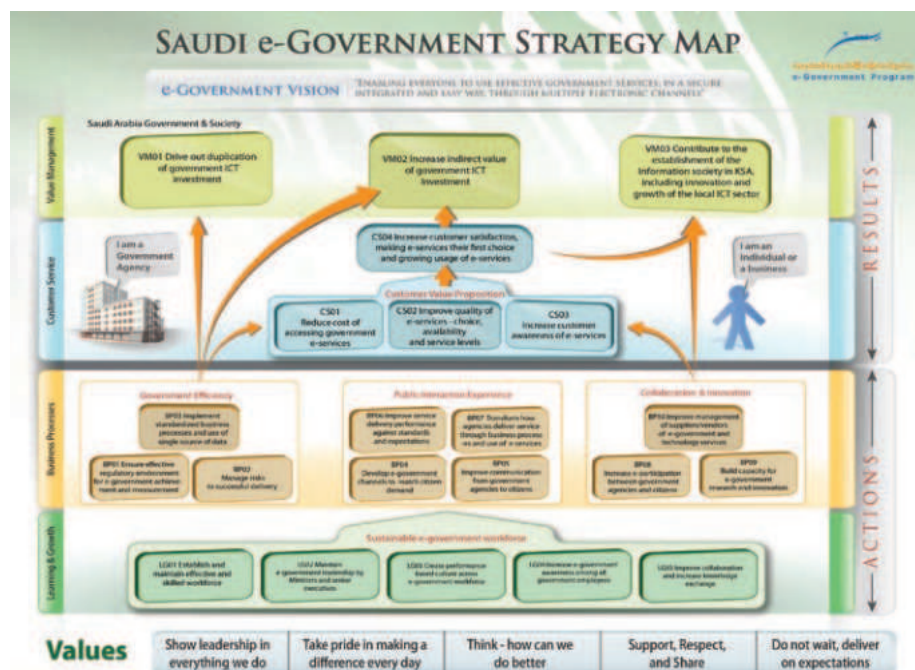
STME

We Go to Market mainly as end to end Data management and Data Security solution provider with focus on Cloud and Data Centre infrastructure and service offerings.



MR. AYMAN AL BAYAA
CEO AT STME

“The Saudi market is yet in the exploration phase of the different aspects controlling these new technologies. It will take 1-2 years down the road to start realizing real adoption for these technologies in the Saudi market.”



TOP PROJECTS EMBELLISHING THE KINGDOM'S LANDSCAPE

As the Kingdom of Saudi Arabia heads on the progressive roadmap of Smart City and ICT, we take a close look at the various projects that have been making news and enhancing the landscape of the kingdom in becoming smarter, greener and technically competitive.

- The Emaar Economic City (EEC) is all set to complete King Abdullah Economic City by 2035
- The Kingdom of Saudi Arabia (KSA) has announced the public launch of Project CODE, an international development effort designed to address three of the biggest challenges confronting the Middle East today: healthcare, food security and homeland security.
- Veolia Water Technologies has tied up with MOW, Saline Water Conversion Corporation (SWCC), Saudi Aramco, and Saudi Basic Industries Corporation (SABIC). Etc for various projects solving water crisis
- Saudi Aramco's first carbon capture and enhanced oil recovery pilot project is unveiled
- Riyadh approves \$5.6bn smart city projects: The High Commission for Riyadh Development (HCRD) approved projects worth \$5.6bn (SAR21bn), which are expected to create 8,000 jobs in Saudi Arabia.

LANDSCAPE

Worldwide, Smart Cities present a market opportunity of USD 1.6 trillion by 2020, according to Frost & Sullivan. Relatively, it can be stated that the Kingdom of Saudi Arabia has not been leading in the Smart City race, but it doesn't neglect the fact that an amazing roadmap has been put for crating model smart cities in the Kingdom that would surely go on the maps of economic development and global competitiveness as major contenders. Saudi Arabia has spearheaded four new 'economic cities' in line with its smart city planning. Under the patronage and guidance of Saudi Arabian General Investment Authority (SAGIA), a governmental agency established in 2000, these smart cities will open doors to foreign investments and further economic boosts of the region. King Abdullah Economic City (KAEC) is the first out of four intelligent cities to be developed in the KSA.

The foundations for a smart city has been laid almost a decade back with various vendors pioneering in various smart solutions for a smart city viz, networking, video surveillance etc. In 2004, InfiNet launched its solutions in the

Kingdom of Saudi Arabia, working closely with local partners and end users to connect their street-level Wi-Fi and Wimax access points back to their control centres, as well as to provide a reliable infrastructure for video surveillance and public safety. "InfiNet's solutions have also been implemented to provide communication over long distances with hundreds of oil and gas rigs in the Persian Gulf, and even more strategically to ensure the safety of pilgrims in the Holy Muslim city of Mecca Mukarama," says Kamal.

FINALLY

Saudi Arabia, principally an oil-based country, is on a roll out to transform and diversify itself as a

digital economy. ICT has been ruling the roost of Saudi government since few years now. According to reports, among the key drivers for ICT investment in Saudi Arabia are a strong economy, high political stability, a youthful population, and national policies that emphasize economic diversification. As the urbanization projects are also gaining momentum in the kingdom more and more consumers will be added to the landscape, thus boosting the demand for technologies to enrich lives and profession equally.

The tech soil is rich, the opportunities are immense, the infrastructure is ripe, the time is right!

The kingdom is all set for a digital ride! 🚀

WEARABLE TECHNOLOGY

The World at your Fingertips... indeed

According to the International Data Corporation (IDC), the global wearable device market is expected to reach 111.1 million units in 2016, and that smart watches will be the most popular wearables this year. Wearable technologies have definitely begun the journey to revolutionize information and lives at large. Market research firm Euromonitor forecasts wearables to become the world's best-selling consumer electronics product after smartphones.

■ WORDS: SOUMYA <SOUMYA@ACCENTINFOMEDIA.COM>

Wearables, today, represent a new and more human way to interact with everyday technologies. Abdo Chlala, Regional Head of IT & Mobile Division at Samsung Electronics Middle East & North Africa (MENA) believes that wearable technology is one of the most exciting developments in consumer electronics. He adds, "one of the pioneers of these technologies, we have seen a definite growth in the market since our very first venture into the space with the Samsung Gear". Wearables are gaining traction as becoming an indispensable extension of their wearer's life.

HYPE -VS- REALITY

According to MarketsandMarkets report in

December 2015, the overall market for wearable technology is expected to reach USD 31.27 Billion by 2020, at a CAGR of 17.8% between 2015 and 2020. Wearable industry globally is growing at a steady pace. The growth of wearable technology is mainly attributed to increasing demand for wearable scanners and computing devices for varied applications such as fitness and sports and entertainment. The dominant sector will remain the healthcare and wellness sector.

WHERE LIES THE LIMIT?

Wearable technology is the next tech frontier. At Samsung, they view wearables as a fundamental component to the full realization of IoT and we have already seen the nascent stages of this adoption through their own IoT ecosystem.

PEBBLES ALONG THE WAY

While the wearable devices are packed with potential, some of the prime challenges that remain to be addressed in a better manner include but are not limited to offline access, storage requirements, power options, privacy and security concerns.

TOWARDS A SMARTER GENERATION

At Samsung, they believe that wearables can facilitate the rapid decision making process in business by providing visual feedback about the working environment, delivering access to real-time data, and providing hands-free collaboration. Wearables are now more intuitive than ever and will continue to have a huge role



ANALYSTS' INSIGHTS

ANGELA MCINTYRE
RESEARCH DIRECTOR, GARTNER

- Wearable devices, such as smartwatches, headsets and fitness wearables, will continue to grow in the market. However, the penetration of wearables will be much smaller than for smartphones over the next five years.
- In 2016, 4% of worldwide smartphone owners will purchase a wearable electronic device for fitness, increasing to 7% in 2019.
- One major challenge is seamlessly integrating data in different formats from wearables across different platforms.
- Wearables are the human connection to the Internet of Things

to play in the development of IoT. The future is really unlimited for wearable technologies. There's consensus over the fact that all employees and customers want and should work the way the live. This involves being mobile and having information ready at their fingertips. So to that

end, wearables will be a key building block of SMART 'anything'; be it healthcare, hospitality, governments, logistics etc

FINALLY

The emerging wearables market is still in its

nascent stages, analysts agree that the industry will experience exponential growth over the next few years. The future of wearable devices is bright and we have only just started to scratch the surface of the opportunities and benefits this technology will bring. 

LEADING THE WAY

SAMSUNG



ABDO CHLALA

REGIONAL HEAD OF IT & MOBILE
DIVISION, SAMSUNG ELECTRONICS
MIDDLE EAST & NORTH AFRICA
(MENA)

"We launched the Gear S2 in 2015 and set a new standard in the smart wearable category, in fact we broke barriers to introduce one of Samsung's most progressive wearable devices to date.

This year, we also took virtual reality from a novel concept to widespread adoption with the introduction of Samsung Gear VR. At Samsung, we see virtual reality as the next computing platform, and we are setting the standard for mobile VR by bringing this revolutionary product to consumers."

EPSON

"Globally, Epson has watches with GPS monitoring system and heart rate tracking capabilities. In the Middle East, at the moment we only have the Moverio smart glasses, the latest version is the BT 200. These binocular, transparent smart glasses open up a whole new world in entertainment, manufacturing, medical science and more. With a front-facing camera and motion tracker, the BT-200 is a premier development platform for apps of the future and hands-free scenarios, delivering large, 2D or 3D images, front and center — virtually anywhere."

WALID ABDULMOTI

MARKETING MANAGER, EPSON
MIDDLE EAST



INFOR



MONZER TOHME

COUNTRY MANAGER - MIDDLE EAST,
INFOR

"Just this past year, we made Infor Ming.le and Infor BI applications available for the Apple Watch. Infor Ming.le provides a comprehensive platform for enterprise collaboration, and is equipped with contextual analytics to manage business process improvements. By providing wearable access to Infor Ming.le, users may now directly interact, accept requests and provide approvals, to drive enterprise business processes without the use of a computer or tablet. The Infor BI application will provide mobile users with the ability to process actionable insights in real-time, allowing for easier and more accurate decision-making."



ROHIT BACHANI

DIRECTOR, MERLIN DIGITAL

MERLIN DIGITAL

"When it comes to wearables, we have our ActiFit fitness tracker, Immersive 3D (VR glasses that use a smartphone's gyroscope and accelerometer to track head movements and allows you to watch 360-degree videos and pictures and even play VR games), and Android iTheater (a compact Android-based head-mounted display that lets you enjoy movies, videos, and games on a 90-inch virtual screen). One of our latest innovation is the patent-pending IntelliSense Coherence Kit, which is the world's first virtual reality-based rhythmic breathing trainer that also measures the body's Autonomic Nervous System (ANS). IntelliSense Coherence Kit was unveiled at the recently held CES 2016 in Las Vegas, and was well-received by the industry."



Veeam Availability Suite Version 9

Veeam Availability Suite combines the industry-leading backup, restore and replication capabilities of Veeam Backup & Replication with the advanced monitoring, reporting and capacity planning functionality of Veeam ONE for VMware vSphere and Microsoft Hyper-V.

Veeam Availability Suite helps to quickly recover the data needed to enable RTOs of < 15 minutes with tools like Instant VM Recovery,

Veeam Explorer for Microsoft Exchange, Active Directory, SharePoint, and SQL Server, Veeam Explorer for Oracle — and more. With features like 2-in-1: backup and replication, Built-in WAN acceleration, Backup from Storage Snapshots for EMC, HP and NetApp, Veeam Cloud Connect, Scale-out Backup Repository, EMC Data Domain Boost and HP StoreOnce Catalyst integration, native tape support and

more, one can avoid data loss and achieve RPOs of < 15 minutes. With SureBackup and SureReplica, one can be certain their files, applications, and virtual servers can be reliably restored when needed, and ensure business resiliency through automated backup and disaster recovery (DR) testing.

The Veeam Availability Suite provides organizations with capabilities that enable the Always-On Business.

KEY CAPABILITIES

- High-Speed Recovery - Rapid recovery of what you want, the way you want it
- Data Loss Avoidance - Low RPOs and streamlined disaster recovery
- Verified Recoverability - Guaranteed recovery of every file, application or virtual server, every time
- Leveraged Data - Using backup data and storage snapshots to create an exact copy of your production environment
- Complete Visibility - Proactive monitoring and alerting of issues before operational impact



PLEASE SEND YOUR
FEEDBACK AT [INFO@
ACCENTINFOMEDIA.COM](mailto:info@accentinfomedia.com)

HITACHI FLASH STORAGE (HFS) A SERIES

The Hitachi Flash Storage A series packs a powerful punch with industry-leading total cost of ownership (TCO), unmatched capacity density, dependable performance and efficient power in a small footprint. HFS A is the ideal platform for customers who want unprecedented performance and TCO in all-flash arrays.

Available in three models, HFS A series includes a pair of high-performance controllers and up to 60 SSDs in a single 2U-high tray. With up to 384TB of effective capacity and 1 million IOPS, customers can easily and quickly consolidate multiple applications to reduce data center footprint while alleviating management headaches. The HFS A series is ideal for customers seeking optimized solutions for a particular set of use cases like virtual desktop, virtual server real-time analytics and database environments.

Hitachi Flash Storage A series arrays also provide data protection in a number of ways. Customers can protect data with copy-on-write snapshots per logical volume and full clones of logical volumes can also be created and copied for redundancy. Finally, QoS controls can be set for maximum IOPS and bandwidth consumption per logical volume to enable consistent application performance.



KEY CAPABILITIES

- Easy to deploy appliance package
- Up to 384TB of effective capacity and 1 million IOPS
- Delivers flash solutions for multiple use case
- Full suite of user-selectable data services
- An average of 5:1 more effective capacity and optimized data reduction rates
- Includes data optimization technologies



Epson interactive projectors with SMART Notebook software

SMART Notebook collaborative learning software will now be included with Epson interactive projectors. Creating a powerful combination for interactive learning, it is now easier than ever for educators to obtain a world renowned learning software along with market-leading collaborative displays.

This winning combination allows educators around the world to use the number-one selling interactive projector with collaborative learning software to create visually compelling, engaging and interactive learning experiences. Epson's complete interactive projector line is tested and fully authorised by SMART for use with SMART Notebook software, and SMART Notebook fully supports Epson interactive features. Both Epson and SMART will provide customer support and training for their respective products, giving educators full confidence as they bring more collaboration.

KEY CAPABILITIES

- Creative power and flexibility to create and deliver lessons that are engaging and have immediate impact
- Access to high-quality resources available on the SMART Exchange website
- Adaptive toolbar to ensure the creative tools are always at one's fingertips
- Smart Notebook software included
- Dual Pen — simultaneous use of two pens for collaborative learning



Polycom RealPresenceClariti

Polycom RealPresenceClariti is powerful collaboration infrastructure software for businesses of all sizes that connects people with HD voice, content, video, and web collaboration. As a complete software solution, RealPresenceClariti delivers a comprehensive, industry-proven collaboration platform. Whether it's deployed in the cloud or on site, organizations can count on an excellent combination of user experience and ease of management. In addition, Polycom's hybrid cloud service provides seamless management of spikes in demand with additional capacity whenever needed. RealPresenceClariti includes desktop, mobile and soft web clients and lets you add standards-based endpoints as applicable, delivering a complete end-to-end collaboration solution. Rich integration with leading UC applications, such as Skype For Business, enables natural and familiar workflows for users, with click-to-join simplicity. Because flexibility is so critical in today's marketplace, RealPresenceClariti is designed to provide deployment options that meet priority initiatives such as Cloud and pay-as-you-go subscription models.

Built-in functions such as dynamic endpoint provisioning and powerful analytics, ease the administration burden of scaling the collaboration network for mobile BYOD and remote-based employees.

KEY CAPABILITIES

- High quality video conferencing and collaboration services
- Software for usage on personal BYOD devices
- Integration into 3rd-party applications and full developer's program
- Integration with leading UC solutions
- Reporting tools and analytics
- Easy to use and operate
- Seamless integration using existing workflows
- Automated creation and synchronization of virtual meeting rooms
- Secure firewall transversal for external communication
- Deployment models via private cloud; on-premise subscription or perpetual



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