

INSIDE Overview of supply chain and agility

Enterprise CHANNELS **MEA**

AUTOMATION • ARTIFICIAL INTELLIGENCE • CLOUD

PAGES 52
VOLUME 11 | ISSUE 07
FEBRUARY 2024
WWW.EC-MEA.COM

ENTERPRISE SOLUTIONS ADVISORY FOR CHANNEL PARTNERS

FUTURE READY SUPPLY CHAIN

TODAY's VISION

Overview of how emerging technologies, including big data analytics, automation, cloud computing, blockchain, robotics, and the Internet of Things (IoT), are reshaping traditional supply chain models



TOWARDS AN AI DRIVEN WORLD & ECONOMY



UAE, 19TH FEBRUARY 2024



KSA, 27TH FEBRUARY 2024



MUMBAI, 9TH MARCH 2024

BANGALORE, 11TH MARCH 2024



SINGAPORE, MARCH 2024



www.futureitsummit.com

UNVEILING THE FUTURE AT
#FUTUREITSUMMIT



Dear Readers,

Welcome aboard the February edition of the Enterprise Channel! This month, we're taking on a thrilling journey into the dynamic intersection of technology and supply chains. In this issue we will be talking about same with contributions from various giants including DHL Forwarding.

First things first The UAE is doing really well globally, ranking it No. 3 among emerging markets, just behind China and India. We'll chat about how technology is making this happen.

Now, let's zoom in on consumer – Consumer's preferences are like a moving target, influenced by various factors like market trends, financial situation, and technology. Companies are turning to sophisticated tools, including market research and behavior tracking, to stay ahead of the desires of consumers.

Here's the game-changer – Consumer's want things faster, personalized, and with a hassle-free return policy. The traditional supply chain models are facing a challenge to meet these demands. Being quick and adaptable is the new mantra, ensuring that businesses can navigate changes in consumer preferences and capitalize on opportunities.

Adapting supply chain strategies to cater to consumer's evolving needs is a critical play for companies looking to stay competitive. The ability to respond swiftly to market shifts, optimize operations, and enhance customer satisfaction is the secret sauce. It's not just about the buzzwords – agility and flexibility are becoming essential components of successful supply chain management.

Investing in technology is utmost important. Companies are embracing cutting-edge solutions to gain visibility, intelligence, and the capacity to respond promptly to market dynamics. Additionally, fostering collaboration and building resilient supply chains are becoming paramount to overcome the uncertainties of the business landscape successfully.

But that's not all – hold onto your hats because we've got an extra treat for you! The Future IT Summit series is making its way to various countries including UAE, Qatar, and Saudi Arabia. It's a hotspot for intriguing discussions, insightful perspectives, and everything IT. Don't miss out on this tech-filled extravaganza!

Beyond the tech chatter, we invite you to explore the diverse content in this issue. Our goal is to make this not just an informative read but a delightful one, offering you valuable insights into the ever-evolving world of supply chain management.

RONAK SAMANTARAY

ronak@gecmediagroup.com

PUBLISHER

TUSHAR SAHOO
tushar@gecmediagroup.com

CO-FOUNDER & CEO

RONAK SAMANTARAY
ronak@gecmediagroup.com

**GLOBAL HEAD, CONTENT
AND STRATEGIC ALLIANCES**

ANUSHREE DIXIT
anushree@gecmediagroup.com

ASSISTANT EDITORS

SEHRISH TARIQ
sehrish@gecmediagroup.com

GROUP SALES HEAD

RICHA S
richa@gecmediagroup.com

PROJECT LEAD

JENNEFER LORRAINE MENDOZA
jennefer@gecmediagroup.com

SALES AND ADVERTISING

RONAK SAMANTARAY
ronak@gecmediagroup.com
Phone: + 971 555 120 490

IT MANAGER

VIJAY BAKSHI

DESIGN TEAM

Creative Lead

AJAY ARYA

Senior Designer

MADAN SINGH

Graphic Designers

JITESH KUMAR
SEJAL SHUKLA

PRODUCTION, CIRCULATION, SUBSCRIPTIONS

info@gecmediagroup.com

DESIGNED BY



SUBSCRIPTIONS

info@gecmediagroup.com

PRINTED BY

Al Ghurair Printing & Publishing LLC.
Masafi Compound, Satwa, P.O.Box: 5613,
Dubai, UAE

**GEC
MEDIA
GROUP**

(UAE) Office No #115
First Floor , G2 Building
Dubai Production City
Dubai, United Arab Emirates
Phone : +971 4 564 8684

(USA) 31 FOXTAIL LAN,
MONMOUTH JUNCTION,
NJ - 08852
UNITED STATES OF AMERICA
Phone :+ 1 732 794 5918

A PUBLICATION LICENSED BY

International Media Production Zone, Dubai, UAE
©copyright 2013 Accent Infomedia. All rights reserved.
while the publishers have made every effort to ensure the
accuracy of all information in this magazine, they will not be
held responsible for any errors therein.



TRANSFORMATION IN
SECURITY

TRANSFORMATION IN
NETWORKING

TRANSFORMATION IN
BUSINESS APPLICATIONS

TRANSFORMATION IN
IT & COMPUTING

02 MAY - **UAE**

09 MAY - **KSA**

CONTENTS

32-34
COVER FEATURE

FUTURE READY SUPPLY CHAIN
**TODAY'S
VISION**



03
EDITORIAL

06-15
EVENTS

16-20
VIEWPOINT

21-25
CHANNEL

26-28
REAL LIFE

29-31
PRODUCTS

36-46
GUEST COLUMN

48-49
SOCALLY SPEAKING

50
EXECUTIVE MOVEMENTS



Enterprise Channel shines with comprehensive media coverage at Intersec 2024

The 25th edition of Intersec recently concluded at the Dubai World Trade Centre, leaving a lasting legacy of three days filled with innovation and collaboration in the realms of safety, security, and fire protection. This premier business event brought together key government leaders, agencies, and organizational heads alongside world-class speakers to explore cutting-edge solutions, groundbreaking technologies, and thought-

provoking discussions. Among the highlights were various conferences, live action-packed features, and an impressive 30% increase in exhibitor participation from the 2023 edition.

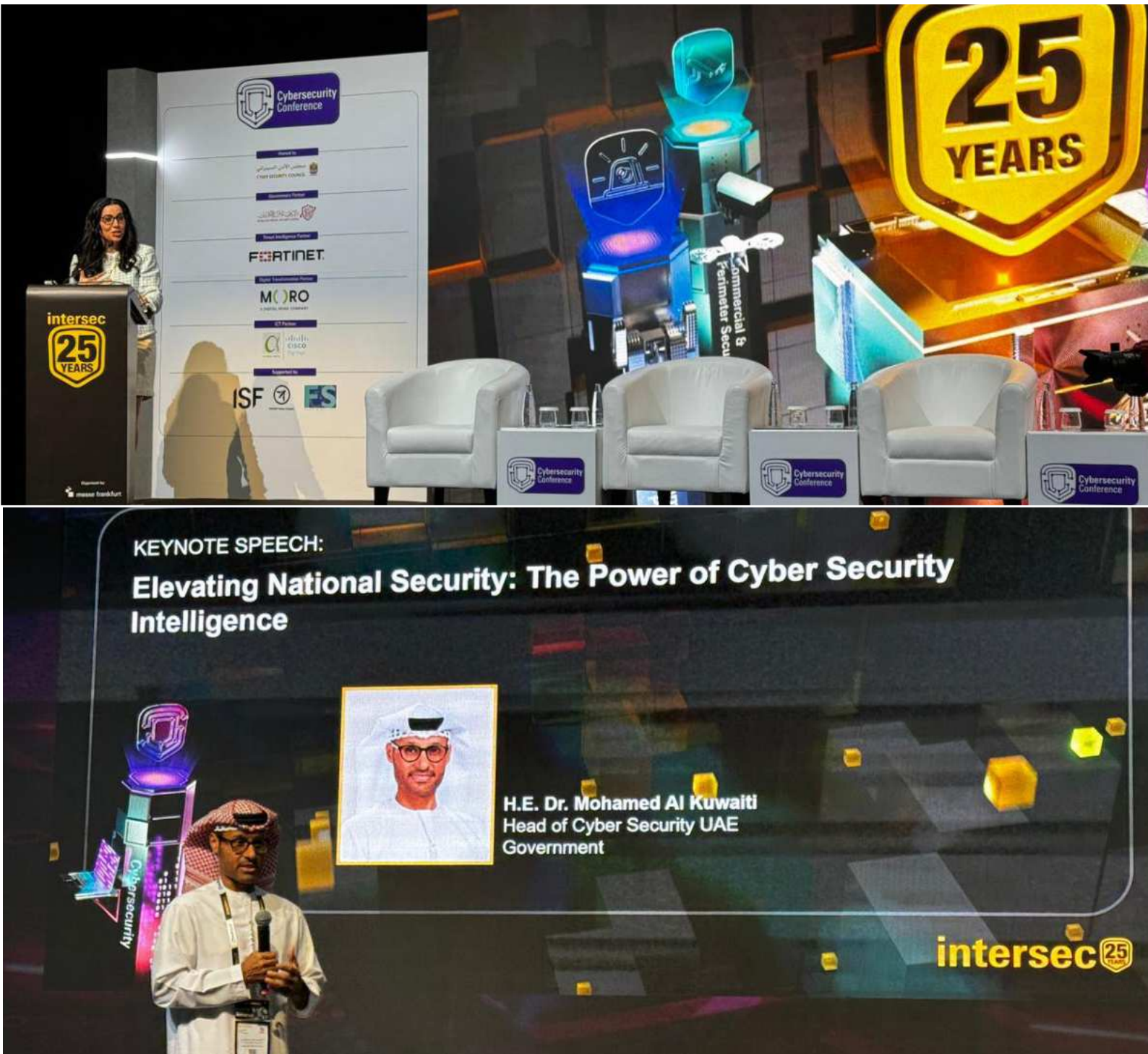
The Enterprise Channel at Intersec

On the inaugural day of Intersec, we as Enterprise Channel participated in all the major key note speeches and gatherings

happening, catch of the eye was the cybersecurity area which caught our moist f the attention.

Security Leaders Summit

One of the highlights of the Intersec this time was the Security Leaders Summit. This exclusive gathering brought together industry titans, government officials, and security experts to discuss the latest trends, challenges,



and solutions in the security domain. Visionary leaders shared insights into the future of security, emphasizing the role of technological advancements and collaborative strategies in mitigating evolving threats.

Fire & Rescue Conference

The Fire & Rescue Conference, discussed the intricacies of firefighting and rescue operations. Prominent experts shared their experiences and knowledge, addressing the latest

innovations in fire protection. This conference not only showcased state-of-the-art equipment but also emphasized the importance of well-coordinated rescue efforts in ensuring public safety.

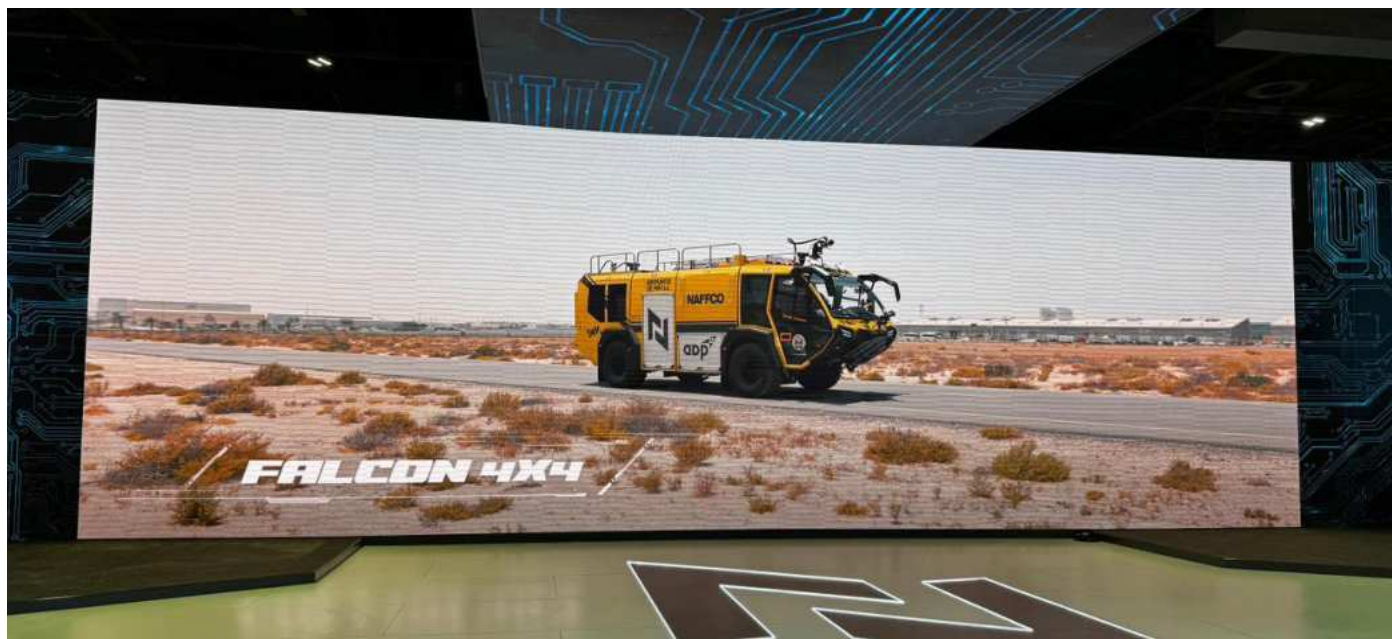
Safety & Health Conference

Safety and health are integral components of any robust security framework. The Safety & Health Conference organized by the Enterprise Channel provided a platform for discussing best

practices, emerging trends, and technological advancements in creating safer environments. Experts shared case studies and success stories, highlighting the critical intersection between safety, health, and overall security.

Cyber Security Conference:

The Cyber Security Conference covered by the Enterprise Channel took the lime light. His Highness Mohammed Al Kuwaiti, Head of the Cybersecurity Council, shared



invaluable insights into the evolving landscape of cybersecurity. Attendees gained a comprehensive understanding of the latest threats and strategies to fortify digital defenses.

SIRA Forum and ITU Sessions

The participation of the Enterprise Channel extended to the SIRA Forum and ITU Sessions, focusing on regulatory frameworks and international cooperation in ensuring global security standards. Government leaders and experts engaged in fruitful discussions, emphasizing the importance of collaboration in addressing security challenges that transcend borders.

Live Action-Packed Show Features

Intersec 2024 was not merely a series of conferences but a dynamic showcase of live action-packed features. The Enterprise Channel contributed significantly to these attractions, including the Live Attack Zone, Safety Walk, Innovators Arena, and Hack Arena. These features captivated attendees, providing hands-on experiences and insights into the practical applications of cutting-edge technologies in real-world scenarios.

Exhibitor Participation

The Enterprise Channel's presence at Intersec was complemented by a robust showing of

exhibitors, showcasing their products and services. With a remarkable 30% increase in exhibitor participation from the 2023 edition, Intersec 2024 featured offerings from over 1100 exhibitors. This surge in participation underscored the industry's commitment to pushing boundaries and exploring innovative solutions to address evolving security challenges. The event provided a glimpse into the future of security, where technology, collaboration, and thought leadership converge to create safer and more secure environments globally. Intersec 2024, with the Enterprise Channel at its forefront, has set a new standard for excellence in the safety, security, and fire protection industry. 🔥



DRIVING OPERATIONS AND PERFORMANCE EXCELLENCE

YOUR PARTNER FOR



Cloud & Digital
Transformation



Enterprise
Applications



Analytics &
Automation AI &
ML as a Service



Cyber
Security
Solutions



Management Consulting,
Advisory and Quality Assurance

An unit of



"Delivery centres in US, Middle East and India"



CloudWorld Tour Dubai was a whirlwind of learning and networking with Enterprise Channel fully focussing on the coverage, keynote speeches and much more.

In a groundbreaking announcement at the Oracle CloudWorld Tour event in Dubai, Oracle unveiled its fully managed OCI Generative AI service, signaling a major leap forward in the integration of generative AI across the technology stack. The event showcased Oracle's commitment to enabling enterprise AI adoption at scale, with a focus on making advancements in generative AI accessible and seamlessly integrated for businesses. This feature provides an in-depth exploration of Oracle's key announcements, the significance of generative AI, and the comprehensive initiatives driving technology evolution.

Enterprise Channel - Media Coverage

Adding to the event's significance was the presence of Enterprise Channel as a media participant, providing comprehensive coverage of the entire event. As an integral part of the media landscape, Enterprise Channel captured the essence of Oracle's announcements, initiatives, and the pulse of the technology discussions. Their coverage ensured that the broader audience, including industry professionals, tech enthusiasts, and businesses, could stay informed about

Insightful Sessions with Industry Leaders:

The Oracle CloudWorld Tour featured insightful sessions with prominent industry leaders who are actively shaping the future of

technology and customer success. Notable figures such as Nick Redshaw, Senior Vice President – Tech Cloud, and UAE Country Leader, shared insights into Oracle's Tech Cloud and its impact on Dubai's digital goals. His Excellency Matar AlHemeiri, Chief Executive, Digital Dubai Government, delved into Digital Dubai's vision for the future, emphasizing the role of technology in shaping government initiatives and delivering customer-centric services.

Mike Sicilia, Executive Vice President - Industries, Oracle, highlighted the pivotal role of industries in the tech ecosystem. He shed light on how Oracle contributes to the success of diverse sectors, underlining the significance of industry-specific solutions in enhancing customer experiences.

Khalid Murshed, Chief Technology and Information Officer, Etisalat UAE, explored the intersection of technology and energy, revealing insights into how Etisalat is leveraging innovative solutions to drive efficiency, sustainability, and customer satisfaction.

Mohammed Sater of Information Technology, Bapco Energies, provided valuable perspectives on the IT landscape in the energy sector. His discussion covered the challenges and opportunities in ensuring seamless information technology for Bapco Energies and its impact on customer success.

Women Empowerment

In a significant collaboration, the Dubai Business Women Council (DBWC) and Oracle announced the launch of the 'sAldaty' initiative,



a groundbreaking program designed to enhance Artificial Intelligence (AI) skills among women professionals and entrepreneurs in Dubai and the wider UAE. With a commitment to supporting the country's AI economy goals, the initiative, led by Oracle Women Leadership (OWL), aims to upskill 500 women members of the DBWC with AI expertise over the course of a year.

The 'sAIdaty' initiative is set to play a pivotal role in advancing women's participation in the tech landscape, offering a comprehensive training program facilitated by Oracle experts in collaboration with DBWC leaders. The training sessions will cover a range of topics, including the basics of Artificial Intelligence, cloud computing, Generative AI, Machine Learning, Internet of Things (IoT), Blockchain, and their practical applications

across diverse industries. The initiative seeks to empower women with the knowledge and skills necessary to integrate AI technology strategically within their businesses, workplaces, and other spheres.

Collaboration

Oracle announced a significant expansion of its collaboration with etisalat by e&. In a strategic move to enhance AI capabilities, etisalat by e& intends to deploy NVIDIA H100 GPU clusters within its Oracle Cloud Infrastructure (OCI) Dedicated Region, hosted at etisalat by e& Data Centers. This plan aims to facilitate the localization and development of cutting-edge AI services, elevating the standard of offerings across its product portfolio and business operations.

As part of its comprehensive

transformation initiative initiated last year, etisalat by e& selected OCI Dedicated Region as one of its primary cloud platforms. This decision aligns with the company's goals to streamline and modernize its operations and business support systems, fostering the growth of its digital services portfolio. With the plan of incorporating NVIDIA clusters into its dedicated Oracle cloud region, etisalat by e& will gain access to flexible, high-performance on-premises computing resources. These resources will be pivotal in the rapid development and integration of new generative AI services into its portfolio over the next two years. Additionally, etisalat by e& will leverage the Oracle cloud platform to infuse AI services into its business applications, enhancing the efficiency of its business and operational processes. 🔴



CAAS Research Unveils Visionary Insights with the Middle East IT Industry Foresights Survey 2024

UAE, January 29, 2024 – CAAS Research, a globally recognized research powerhouse, proudly presented the outcomes of its expansive survey, offering a panoramic view of the current state and future trajectory of the Middle East's IT industry. The readout event was held at the DIFC Academy in the presence of more than 50 Industry leaders, CIOs and technology strategists in the region.

The survey stands as a pivotal resource, providing deep insights into the intricate blend of economic landscapes and cultural diversity that defines the region.

The Middle East has firmly established itself as a dynamic nucleus for technological advancements, with nations harnessing IT as a catalyst for economic diversification, innovation, and societal progress. CAAS Research, through its latest survey, played a pivotal role in unraveling the ongoing IT evolution in Middle Eastern countries.

"At CaaS, leading change in the industry is not just a duty; it's a commitment. The Middle East IT Industry 2024 Foresight Survey is our pragmatic offering, a result of hands-on collaboration with CIOs. It's not about predictions; it's about practical insights for navigating the IT landscape. I welcome you to join us in making strategic decisions that shape success in the digital era – a journey we embark upon together, grounded in simplicity and industry leadership," Venki Mahadevan, Founding Board Member, IamCaaS.

Differentiating itself from conventional research methodologies, CAAS Research forged a unique alliance with Chief Information Officers (CIOs) globally. This collaborative effort not only enriched the understanding of the complex technological landscape but also provided a strategic edge in crafting insightful analyses. The partnership with CIOs allowed CAAS Research to delve into challenges and emerging trends, offering a depth of understanding and foresight unparalleled in the realm of research and analysis.

"Our goal with the Middle East IT Industry 2024 Foresight Survey was to provide organizations with a roadmap for navigating the rapidly evolving IT landscape in the region," stated Jayakumar Mohanachandran, Chief Research Officer at CAAS. "Our collaboration with CIOs gave us a distinctive advantage, ensuring that our clients received cutting-edge, well-informed insights for strategic decision-making."

Leveraging a comprehensive range of qualitative and quantitative data, including proprietary insights, CAAS Research's relentless pursuit of knowledge ensured trustworthy and unparalleled research. The firm upheld transparency and consistency through structured methodologies, publicly available and adhering to the highest standards of unbiased research.

This groundbreaking research not only benefited clients but also extended its value to partners, vendors, and end customers. The insights



Event Highlights

- Chi Ngwube, Director, KPMG Lower Gulf Limited, discussed “Crafting the Future: The Impact of Tech Leaders on Tomorrow’s Landscape.”
- An expert panel explored ICT industry trends and 2024 predictions, featuring esteemed panelists Basil Ayass (META Sales Lead, Public Sector at Google Cloud), Ali Kontar (Founder and CEO, Zero&One), Charbel Zreiby (Channel PreSales Director - MERT, DELL Technologies), Sandra Reivik (Head of AI Development), and Gopan Sivasankaran (General Manager, META SecureWorks).
- Dharshana Kosgalage, Senior Vice President – Redington, provided insights into the Technology Landscape in MEA.
- Jayakumar Mohanachandran, Chief Research Officer, introduced the RaaS Middle East IT Industry Foresight Survey.
- The event concluded with a fireside chat between Venkatesh Mahadevan, Founding Member, CAAS, and Sanjeev Walia, President, Spire Solutions.



generated empowered stakeholders across the board, facilitating well-informed decisions and strategic planning.

The survey covered a spectrum of topics, including the adoption of emerging technologies, the impact of IT on economic diversification, and the role of innovation in shaping the future of the Middle East. CAAS Research aimed to empower organizations seeking a competitive advantage by providing in-depth analyses and actionable foresight.

As the Middle East entered a new era of technological transformation, CAAS Research emerged as a trusted partner for organizations steering the evolving IT landscape. The Middle



East IT Industry 2024 Foresight Survey is now available, offering valuable insights and foresight for decision-makers in the region.

“Our collaboration with CAAS Research for a recent solution launch and market study marks a powerful synergy of innovation and insights,” says Sanjeev Walia, President, Spire Solutions. “As we embark on this transformative journey, we eagerly anticipate future collaborations. The CAAS Research team demonstrate radical prowess in getting the right audience for research, emerging as a powerhouse propelled by the very essence of our end customers. Together, we are shaping the future of disruptive solutions with an unwavering commitment to excellence.”

CAAS Research also unveiled the distinguished members of the 2024 Middle East IT Industry Research Council, a group comprising influential leaders in technology and innovation. These esteemed individuals

represent a diverse array of organizations and play pivotal roles in steering the course of IT development across the Middle East.

- Mohammed Mahnashi CIO/CTO Leading Educational Organization Saudi Arabia
- Dr. Salim Al-Suhaili Director, AI & Advanced Tech Government Oman
- Adnan Ahmed Lead, Business Continuity, Enterprise Risk Leading Mining Organization Saudi Arabia
- Chander Raina Head, IT&T Leading Hospitality Organization Qatar
- Jacob Mathew Head, IT Government UAE
- Aamir Khan Head, Platform Services Leading Manufacturing Organization United Kingdom
- Sheeba Hasnain Sr. PMO & Digital Transformation Specialist Government UAE
- Nagi Reddy Bomareddy IT Manager

Leading Manufacturing Organization Qatar

- Abdus Salam Head, Business Continuity Management Leading Banking Organization Qatar
- Aamir Khalid Pirzada CIO/CTO Leading Manufacturing Company Saudi Arabia
- Davender Manral CIO Leading Holding Company Saudi Arabia
- Qasim Nadeem Sr. IT Manager Leading Solution Provider Saudi Arabia
- Samit Jha Group Head, IT Leading Oil & Gas Organization UAE
- Tushar Vartak Director IT Risk, Fraud Prevention & Detection Leading Banking Organization UAE
- Ahmed Shawky Regional Director, IT (MEA) Leading Hospitality Organization UAE

Website

<https://www.iamcaas.com/foresightsurvey/>
<https://research.iamcaas.com/>

About CAAS Research: CAAS

Research is committed to providing unparalleled value through unbiased and technically informed insights. With a unique approach marked by collaboration with Chief Information Officers (CIOs) worldwide, CAAS Research stands as a trusted partner for organisations seeking a competitive advantage through cutting-edge decision-making. 

Intersec 2024 opens with 1,000 exhibitors from 60 countries, completing 25-year roll out

As a leading value-added distributor, Mindware recognizes the significance of digital transformation and the role of effective vendor partner programs in driving this transformative journey



Grant Tuchten, Portfolio Director, Intersec.

Building on a solid 25-year legacy, Intersec 2024 will return to Dubai World Trade Centre from 16-18 January, bringing together industry experts, government officials and exhibiting companies to discuss the latest developments in safety, security and fire protection.

The renowned international exhibition is held under the patronage of His Highness Sheikh Mansoor Bin Mohammed bin Rashid Al Maktoum, and this year will host 1,000 exhibitors from 60 countries. The show theme for 2024 is 'Innovating security for a quarter-century'.

Grant Tuchten, Portfolio Director at Intersec organiser Messe Frankfurt Middle East, said: "Intersec has established itself as a leading platform for innovation in the security industry over the past 25 years. The show's value goes beyond just the exhibition floors, offering an extensive conference programme that addresses the latest trends, challenges, and advancements across various security sectors."

Tuchten added: "We are delighted to host the

largest-ever edition for the silver jubilee and can report that 25% of exhibitors featured are new for this year."

Intersec 2024 comprises five key pillars – Fire & Rescue, Commercial and Perimeter Security, Homeland Security and Policing, Safety & Health and Cyber Security. Each pillar is represented by corresponding UAE government bodies, highlighting the country's commitment to these vital sectors.

The Fire & Rescue segment is supported by Dubai Civil Defence, while the Homeland Security & Policing pillar is backed by Dubai Police and the Security Industry Regulatory Authority (SIRA). Dubai Municipality has collaborated with Intersec 2024 on the Safety & Health section of the event, while the show's Cyber Security feature is held in association with the Cyber Security Council and Dubai Electronic Security Centre (DESC).

Attendees can explore a series of conferences and workshops that are at the forefront of global security, safety and fire protection. The Security Leader's Summit will feature a world-class lineup

of sessions and speakers, uncovering the topics and tactics to shape a safer, more secure world. Meanwhile, the Cyber Security Conference will discuss pressing concerns such as countering cyber-enabled terrorism and policing in the virtual realm.

Speaking ahead of Intersec 2024, Jeffrey Starr, Chief Marketing Officer at Intersec exhibitor D-Fend Solutions, said: "Since the end of the pandemic, the rogue drone threat has persisted and grown across regions and sectors. Security agencies have rushed to adopt new technologies which can confront the constantly changing threat. Intersec's focus on cutting-edge innovations for safety and security makes it the perfect setting to showcase Enforce Air, the ultimate next-generation RF-Cyber C-UAS."

Covering areas such as 'Fire Safety in High-Rise and Complex Structures' and 'Innovations in Fire Prevention and Detection' the Fire and Rescue Conference is a pivotal gathering point each year for global leaders in the fire and emergency services industries.

Also exhibiting at Intersec 2024, Gustavo Lopez, Vice President of Product Strategy and Pricing at MSA Safety, said: "Intersec is a unique opportunity for us in the region to work directly with decision-makers and key stakeholders on their challenges and needs. At the event, we will showcase our connected solutions, the Connected Firefighter Platform, and will show how data can play a big role in the Middle East region when it comes to firefighting."

The Safety and Health Conference explores the latest trends in workplace safety and well-being. Other conferences include the SIRA Forum which fosters collaboration in the commercial security community, and the Thought Leadership Pavilion, hosted by Access Control Security Brief. 🔴

Importance of vendor partner programmes in the age of digital transformation

As a leading value-added distributor, Mindware recognizes the significance of digital transformation and the role of effective vendor partner programs in driving this transformative journey



Nicholas Argyrides,
Vice President - Gulf at Mindware

In today's ever-changing business landscape, digital transformation has become a priority for organizations across various industry verticals. It is no longer about if whether the organizations should act, the question has rapidly turned into WHEN? It is no secret that embracing technology to enhance efficiency, productivity, and customer experience has become a necessity for staying competitive. As a leading value-added distributor, Mindware recognizes the significance of digital transformation and the role of effective vendor

partner programs in driving this transformative journey. Distributors can and should play a critical role in guiding and shaping vendor partner programs, acting as the vital link between vendors and partners. As market dynamics and macro-economic factors constantly evolve, especially in the Middle East & Africa regions, the role of distributors becomes increasingly significant in ensuring that vendor partner programs remain relevant, effective, and adaptable to the changing business landscape.

To enable the channel to tap into the trends of digital transformation and develop their capabilities, vendors need to incorporate numerous diverse elements in their partner programs.

To begin with, vendors need a comprehensive training and certification program that includes the most recent technologies and trends in fields such as cloud computing, cybersecurity, artificial intelligence (AI), and machine learning (ML). This allows channel partners to get the information and skills required to effectively sell, deploy, and maintain these cutting-edge solutions.

Collaborative selling and cooperative business planning can be powerful tools for driving digital transformation initiatives. Co-selling efforts with channel partners should be encouraged and facilitated by vendors. Reselling partners such as integrators, are typically motivated to focus on digital transformation trends through incentive packages. Vendors can, therefore, reward partners who excel in selling and promoting these transformational technologies with attractive incentives.

As a vendor, it is imperative to continuously provide assets on thought leadership and educational resources to keep their channel informed about the latest trends, market insights, and best practices in digital transformation so

that the partners have the right insights to make informed decisions.

Partner programs are essential for channel skill development and offer a structured approach in certifications which, in turn, help partners position themselves as subject matter and demonstrate credibility. The certifications also lay the groundwork for the partners' skill development and enable them to gain a fundamental understanding of the vendor's technology offerings. Certain vendors provide advanced partner programs, where partners can pursue specialization certifications focusing on specific product lines or technology domains. This deepens the partners' expertise enabling them to address specialized customer needs and allowing them to differentiate themselves in the market, attract new customers, and drive incremental revenue growth.

Channel partners can significantly increase their profitability and revenue by leveraging various elements of a vendor partner program such as discounts, rebates, lead generation support, and co-marketing initiatives. Vendors often offer discounts or special pricing incentives to channel partners based on sales performance, allowing them to offer competitive pricing and higher profit margins. Rebates and incentive programs provide partners with monetary benefits based on specific criteria, boosting their overall profitability. Lead generation support, co-marketing initiatives, and specialized certifications can help partners reach a broader audience and identify potential customers faster and more efficiently. Cross-selling and up-selling opportunities can be identified through a comprehensive understanding of the vendor's product portfolio, increasing revenue and customer loyalty. ➡

Generative AI and the Automation of Spear Phishing

As a leading value-added distributor, Mindware recognizes the significance of digital transformation and the role of effective vendor partner programs in driving this transformative journey



Jim Downey,
Senior Product Marketing Manager, F5

Not long ago, we could pick out phishing emails by their bad spelling, grammatical errors, and non-English syntax. We could spot widely used, generic ploys like the Nigerian prince scam. Most of us have not faced well-polished, targeted spear phishing because researching our background and crafting personalized messages has been too costly for criminals. With generative AI, that's rapidly changing, and as security professionals, we need to prepare for the consequences.

Generative AI enables end-to-end automation of spear phishing, lowering its cost and broadening its use. Think of the work that an attacker must go through to craft an effective spear phishing message for a business email compromise (BEC). The attacker picks a target, researches their social media, discovers their closest connections, and picks out the target's interests. With this information, the attacker crafts a personalized email in a tone of voice intended to avoid suspicion. This requires a thoughtful following of leads and psychological intuition.

Could this work be automated? Certainly. Attackers automate the scraping of social media content and use credential stuffing to take over accounts for information gathering. Similarly, through automation, attackers can build a knowledge graph about the life of a target.

With this knowledge graph, attackers can feed highly personal information into a ChatGPT-like service—one without ethical safeguards—to create targeted and effective spear phishing messages. The attacker could create entire sequences of messages that span multiple channels from email to social media with messages originating from multiple

fake accounts, each with a well-crafted persona generated based on the target's trust propensities.

There are signs that this threat is imminent. Reports of new attack tools for sale on the dark web, including WormGPT and FraudGPT, indicate criminals have begun to adapt generative AI to nefarious purposes, including phishing. While the use of this technology has not yet reached large scale end-to-end automation, the pieces are coming together, and the economic dynamics of cybercrime make the development nearly inevitable.

Within the economy of cybercrime, there is a specialization that drives innovation. The World Economic Forum (WEF) estimates that cybercrime is now the world's third-largest economy, coming in behind the United States and China, with costs expected to reach \$8 trillion in 2023 and \$10.5 trillion in 2025. The cybercrime economy includes vendors with specializations: there are vendors who sell stolen credentials, vendors who provide access to compromised accounts, and vendors offering IP address proxying over tens of millions of residential IP addresses.

Moreover, there are phishing-as-a-service providers offering complete toolkits from email templates to real-time phishing proxy sites. As vendors compete to win the business of criminals, the highest prizes will go to those organizations providing an end-to-end service at the lowest cost—a dynamic likely to drive forward the automation of spear phishing. We can imagine organizations that specialize in various types of data gathering around targets, data aggregation, and LLMs focused on specific industries or that excel at distinct types of fraud. 🔴

Proofpoint's data reveals a growing awareness among global business leaders

Protecting people and defending data will become ever more critical in maintaining the confidentiality, availability, and integrity of the data that governments and private organizations create and access.

The World Economic Forum (WEF) report underscores the imperative for business leaders to elevate cybersecurity as a top priority. In 2024, cyberattacks have surged to the fifth position among the concerns of both government and private-sector respondents, with 39% identifying it in their top three apprehensions – a recognition well-founded in the face of an ever-evolving cyber threat landscape fuelled by technologies like AI and the consistent threat that targeted phishing attacks pose to businesses and their people.

Proofpoint's data reveals a growing awareness among global business leaders, with 73% of board members surveyed feeling at risk of a major cyberattack in the next 12 months — a marked increase from the previous year's 65%. Interestingly, recent research from Proofpoint illustrates similar sentiments are shared by CISOs in the Middle East, with 55% of KSA CISOs and 75% of UAE CISOs admitting they feel at risk of experiencing a material cyber-attack in the next 12 months.

Phishing remains prevalent, with 86 % of UAE organizations falling victim to at least one successful phishing attack in 2022. But while conventional phishing is still effective, threat actors are adopting new tactics, such as telephone-oriented attacks and Adversary-in-the-middle (AitM) phishing proxies, bypassing multifactor authentication. These techniques, once confined to targeted attacks, are now being deployed at scale. Notably, there is a surge in sophisticated, multi-touch phishing campaigns, involving extended conversations across various personas, whether orchestrated by nation-state groups or business email compromise (BEC) actors playing the long game.

AI-generated misinformation is the second-highest concern on the global risk landscape



Adenike Cosgrove,
VP, of Cybersecurity Strategy, EMEA at Proofpoint

for 2024. The combination of generative AI and cyber threats increases the speed, volume, and credibility of attacks. AI tools empower cybercriminals to create convincing phishing emails, fraudulent phone calls, and fake imagery, eroding trust in social engineering attacks. Instances of AI deceiving high-profile figures have surfaced. Protecting people and defending data will become ever more critical in maintaining the confidentiality, availability, and integrity of the data that governments and private organizations create and access.

As threats evolve, relying solely on human capabilities and legacy controls will prove insufficient to secure against sophisticated attacks. From a defensive standpoint, AI, technology, and people must merge as indispensable components of a robust cybersecurity strategy. AI-based controls will deliver crucial analysis and threat identification at scale, enabling security professionals to minimize attack risks. Notably, their speed and adaptability surpass manual analysis, swiftly responding to new and evolving threats. 🔴

Less than 1% of vulnerabilities contributed the highest risk to organizations in 2023

Of the 206 high-risk vulnerabilities Qualys tracked, more than 50 percent were leveraged by threat actors, ransomware, or malware to compromise systems.

Qualys, Inc. has released new research from the Qualys Threat Research Unit (TRU), delving into some of the critical vulnerabilities in 2023 and their impact on organizations. 26,447 vulnerabilities were disclosed in 2023, eclipsing the total number of vulnerabilities disclosed in 2022 by over 1,500 CVEs.

“While this is alarming and continues the years-long trajectory of more vulnerabilities being found than the year before, it is important to note that not all vulnerabilities present a high risk; in fact, a small subset (less than 1%) contributes the highest risk. These particularly critical vulnerabilities are ones that have a weaponized exploit, are actively exploited by ransomware, threat actors, and malware, or have confirmed evidence of exploitation in the wild,” commented Saeed Abbasi, Product Manager - Threat Research Unit, Qualys.

The Qualys TRU analyzed the high-risk vulnerabilities to get more insights and discuss common trends. The TRU inspected which were most exploited, what attack methods and tactics were used, and what strategies can be used to fortify defenses against them. Some key takeaways from the research include:

Mean Time to Exploit Availability for High-Risk Vulnerabilities in 2023

The mean time to exploit vulnerabilities in 2023 stands at 44 days (about one-and-a-half months). However, this average mask the urgency of the situation. In numerous instances, vulnerabilities had exploit available on the very day they were published. This immediate action represents a shift in the modus operandi of attackers, highlighting their growing efficiency and the ever-decreasing window for response by defenders.



Saeed Abbasi, Product Manager, Qualys Threat Research

One-Third of High-Risk Vulnerabilities Found in Network Infrastructure & Web Applications

A substantial 32.5% of the 206 identified vulnerabilities reside within the networking infrastructure or web application domains — sectors traditionally difficult to safeguard through conventional means.

More Than 50 Percent of High-Risk Vulnerabilities Exploited by Threat Actors & Ransomware Groups

Of the 206 high-risk vulnerabilities Qualys tracked, more than 50 percent were leveraged by threat actors, ransomware, or malware to compromise systems. 115 were exploited by named threat actors; 20 were exploited by ransomware; and 15 were exploited by malware

and botnets.

The vulnerabilities identified span an extensive set of systems and applications, including, but not limited to, PaperCut NG, MOVEit Transfer, various Windows operating systems, Google Chrome, Atlassian Confluence, and Apache ActiveMQ. This breadth showcases that no application is beyond the reach of attackers, who are determined to exploit any vulnerability to compromise systems. Notably, many of these vulnerabilities, such as those found in MOVEit Transfer, Windows SmartScreen, and Google Chrome, are exploitable remotely, obviating the need for physical access to the targeted system.

Most Active Threat Actors of 2023

In 2023, the cyber landscape was shaken by TA505, also known as the CL0P Ransomware Gang. This group masterminded a high-profile cyberattack by exploiting zero-day vulnerabilities, and they notably exploited zero-day vulnerabilities in key platforms like GoAnywhere MFT, PaperCut, MOVEit, and SysAid. Their sophisticated use of diverse malware types for information gathering and attack facilitation marked them as a significant threat. The severity of their actions prompted advisories from the Cybersecurity and Infrastructure Security Agency (CISA) and the Federal Bureau of Investigation (FBI), highlighting the need for improved cybersecurity measures.

Most Active Malware of 2023

In 2023, LockBit and Cl0p were prominent in the ransomware arena. LockBit, using its advanced ransomware-as-a-service model, targeted a range of organizations, including in the IT and finance sectors. Cl0p, known for exploiting vulnerabilities, conducted extensive attacks on large enterprises, notably in the finance, IT, and healthcare sectors. 🔴

Revealing blueprint for supply chain success

The ability to adapt and innovate within the supply chain is crucial. Arkan Saleh, VP Finance & Operations at Mindware, shares invaluable insights on navigating the complexities of supply chain strategies to stay ahead in the market.

Adapting Supply Chain Strategies to Changing Market Conditions

Arkan Saleh emphasizes the importance of continuous monitoring of market trends, customer preferences, and competitors' activities. To enhance resilience, he suggests diversifying sourcing across multiple suppliers, utilizing automation for repetitive tasks, and leveraging technologies like AI and predictive analytics for informed decision-making.

The Pillars of a Well-Designed Supply Chain

Saleh highlights supplier selection as a key factor for flexibility and responsiveness. A well-coordinated and communicative relationship with suppliers fosters loyalty and enables faster responses to changes in demand. Identifying and managing potential risks, including geopolitical issues and natural disasters, further contributes to a robust supply chain.

The Role of Decision-Making Speed in Supply Chain Success

Speed in decision-making is paramount in a modern supply chain. Saleh emphasizes the importance of automated dashboards providing accurate data for forecasting. This timely decision-making capability allows businesses to capitalize on opportunities and build a supply chain positioned to meet challenges and client requirements.

Impact of emerging technologies on traditional supply chain models

Saleh discusses how emerging technologies are transforming traditional supply chain models. These innovations enable companies to create more flexible, efficient, and sustainable supply chains that respond effectively to changing demands and requirements.

Catalysts for informed decision-making

Real-time data and analytics, according to Saleh,



Arkan Saleh, VP Finance & Operations, Mindware



Continuous adaptation ensures resilience and relevance

form the foundation for agile and responsive decision-making in supply chain management. Leveraging these tools enhances operational efficiency, reduces costs, and adapts to the dynamic nature of the supply chain, ultimately improving overall performance.

Common challenges in enhancing supply chain flexibility

Saleh identifies challenges such as lack of visibility, complex supplier networks, inefficient inventory management, global supply chain risks, technology integration issues, cost considerations, and disruptions. He stresses the importance of a holistic and adaptive approach to address these challenges proactively.

The impact of a demand-driven approach on supply chain operations

A demand-driven approach, Saleh explains, transforms supply chain operations from reactive to proactive and customer-centric. By focusing on actual customer demand, businesses can significantly improve efficiency, effectiveness, and overall performance throughout the supply chain.

Balancing cost-efficiency with a responsive supply chain

Saleh suggests that data availability for market demand and proper cost analysis are essential for achieving optimal cost-efficiency. Integrating cost-efficiency and agility into the supply chain mindset allows organizations to create a responsive and efficient supply chain that meets customer demands while managing costs effectively.

Consequences of neglecting supply chain adaptation

Neglecting to adapt supply chain strategies to market demands can lead to decreased competitiveness, lower profitability, loss of market share, and increased vulnerability to disruptions. In today's dynamic market, agility and responsiveness are crucial for success, and continuous adaptation ensures business resilience and relevance.

Embracing change for supply chain success

Arkan Saleh's insights offer a comprehensive guide to navigating the intricate world of supply chain management. By embracing change, continuously adapting strategies, and prioritizing flexibility, organizations can thrive in the face of evolving market demands. As we journey through the dynamic landscape of modern business, Saleh's wisdom serves as a beacon for unlocking success in supply chain operations. 🔥

AWS, NVIDIA expand strategic collaboration to deliver advanced infrastructure to power GenAI

Amazon Web Services, and NVIDIA announced an expansion of their strategic collaboration to deliver the most advanced infrastructure, software, and services to power customers' generative artificial intelligence (AI) innovations.

The companies will bring together the best of NVIDIA and AWS technologies—from NVIDIA's newest multi-node systems featuring next-generation GPUs, CPUs, and AI software, to AWS Nitro System advanced virtualization and security, Elastic Fabric Adapter (EFA) interconnect, and UltraCluster scalability—that are ideal for training foundation models and building generative AI applications.

The expanded collaboration builds on a longstanding relationship that has fueled the generative AI era by offering early machine learning (ML) pioneers the compute performance required to advance the state of the art in these technologies.

"AWS and NVIDIA have collaborated for more than 13 years, beginning with the world's first GPU cloud instance. Today, we offer the widest range of NVIDIA GPU solutions for workloads including graphics, gaming, high



performance computing, machine learning, and now, generative AI," said Adam Selipsky, CEO at AWS. "We continue to innovate with NVIDIA to make AWS the best place to run GPUs, combining next-gen NVIDIA Grace Hopper Superchips with AWS's EFA powerful networking, EC2 UltraClusters' hyper-scale

clustering, and Nitro's advanced virtualization capabilities."

"Generative AI is transforming cloud workloads and putting accelerated computing at the foundation of diverse content generation," said Jensen Huang, founder and CEO of NVIDIA.

Matrix and channel partner Acix to showcase Access Control and Time-Attendance solutions at Intersec

Matrix and its channel partner Acix Middle East participated in Intersec 2024, held on 16th to 18th January 2024. This esteemed event served as a platform for Matrix to showcase its extensive security offerings, spanning IP Video Surveillance, Access Control, Time-Attendance, and solutions.

Driven by a commitment to cutting-edge technology and customer satisfaction, Matrix places significant investments in the research, design, and manufacture of top-tier enterprise solutions. With a remarkable 30-year presence in the industry, Matrix boasts a portfolio of over 60 products, a satisfied customer base exceeding 1 million, and a global network comprising more than 4000 partners.

At Intersec 2024, the spotlight was Matrix's Access Control and Time-Attendance

solutions. Matrix will introduce COSEC ARGO FACE, an intelligent door controller featuring high-speed face recognition technology. With cutting-edge features such as Adaptive Face Recognition, Face Liveness Detection, and Mask Compulsion, this device addresses evolving security threats. Its deep learning algorithm ensures swift identification in under 0.5 seconds, with a user capacity of 50,000, providing organizations with top-tier security. Matrix will also showcase the versatile Matrix COSEC PANEL200P, a multifunctional site controller overseeing up to 255 COSEC door controllers and managing 25,000 users. These products not only showcase technological marvels but are also certified to meet global quality standards, being GDPR-compliant and NDAA-compliant.



Kaushal Kadakia, Marketing Head at Matrix Comsec, expresses

LinkShadow announces accomplishment of HQ status as part of Project HQ in Saudi Arabia

LinkShadow, a global leader in intelligent Network Detection and Response (iNDR) announced accomplishment of HQ status as part of Project HQ, Saudi Arabia. This strategic move reflects LinkShadow's commitment to fostering innovation, strengthening regional partnerships, and empowering enterprises in KSA to navigate the ever-evolving cybersecurity landscape.

Following the establishment of a local office in KSA in 2021, the creation of a regional base signifies a strategic advantage for LinkShadow's strong presence in the region. This ensures adherence to regulations, fosters enhanced credibility, opens doors to new business opportunities, and fortifies relationships within the local business ecosystem. Moreover, it marks a noteworthy step in LinkShadow's



Fadi Sharaf, Regional Sales Director at LinkShadow

future expansion, improved operational capabilities, and contributes to its overarching growth and success plans.

Fadi Sharaf, Regional Sales Director at LinkShadow, expressed his delight over the announcement: "This marks a significant milestone for LinkShadow, and is an opportunity for us to enhance our investment in KSA and capitalize on the increased cooperation extended by The Kingdom to businesses. We are well positioned to align with Saudi Arabia's digital transformation efforts which is a strategic part of Saudi Vision 2030 and look forward to showcasing our groundbreaking iNDR solutions."

With KSA undertaking numerous giga projects, it is emerging as one of the major hubs in the Middle East.

Accenture selected as strategic partner by e& to embed sustainability into procurement function

Accenture has been selected as the strategic partner for e&'s responsible sourcing initiative that aims to embed sustainability into the procurement function and align with its net zero targets and sustainability commitments. Accenture will play a crucial role in advancing e&'s responsible sourcing strategy by developing a three-year roadmap and a robust supplier engagement framework designed to embed sustainability principles across e&'s entire supply chain. This accelerates e&'s journey to achieve a reduction of emissions for all scopes and aligns with the UAE's sustainability goals. Accenture will also work with e& to define the value proposition for investing in responsible sourcing and shape e&'s future technology architecture with sustainability embedded at the core, not bolted on. Saeed Al Zarooni, Group Chief Procurement Officer at e&, said, "This collaboration with Accenture represents a significant milestone in our dedication to responsible sourcing and sustainability. This strategic relationship will play a crucial role in reshaping our procurement function



and driving positive change throughout our supply chain." "By fostering innovation, resilience, and sustainability, we intend to set new industry standards and inspire others to join us on this transformational journey

towards a greener, more sustainable future for the telecom and technology industries in the Middle East," added Al Zarooni. The initiative is set to benefit a wide spectrum of stakeholders, including ecosystem partners.

OPSWAT Academy Bootcamp, three-day instructor-led training programme, to launch in April 2024

OPSWAT, a global leader in cybersecurity solutions for critical environments, announced it will be launching OPSWAT Academy Bootcamp, a three-day instructor-led training program starting in April 2024. The OPSWAT Academy Bootcamp is an extension of OPSWAT Academy, an interactive and comprehensive cybersecurity training platform designed to educate and certify cybersecurity professionals responsible for safeguarding critical environments. With over 50,000 certified professionals to date, OPSWAT Academy has consistently set the standard for excellence in CIP cybersecurity training. The inaugural in-person trainings will be conducted globally, commencing in Dubai, followed in Romania, the U.S., Singapore, U.K. and Australia. This strategic global approach aims to provide accessibility to cybersecurity professionals worldwide, fostering a collaborative learning environment and



Irfan Shakeel, Vice President of Training and Certification Services at OPSWAT

further solidifying OPSWAT's commitment to enhancing CIP cybersecurity skills globally. "The goal of OPSWAT Academy Bootcamp is to empower our customers and the cybersecurity community to unlock the full potential of OPSWAT products through immersive, lab-based training programs," stated Irfan Shakeel, Vice President of Training and Certification Services at OPSWAT. "By expanding our offerings to include live, instructor-led training, we are taking a significant step towards equipping cybersecurity professionals with the practical skills and knowledge required to safeguard critical infrastructure effectively." OPSWAT Academy Bootcamp training will cover a comprehensive range of topics, including policy and product configurations, deployments and configurations, and customizations – ensuring participants gain a deep understanding of OPSWAT products and their applications in real-world scenarios.

DP World and Transworld Group to construct 50,000+ sqm, distribution centre in Jafza

DP World's Jebel Ali Free Zone and Transworld Group announced the signing of an agreement for the construction of a 50,000+ square metre, dry and temperature-controlled distribution centre in Jafza. The facility, which will be developed by Jafza, represents a significant expansion for Transworld that will nearly double its capacity in the region while expanding the logistics infrastructure in the Free Zone.

Abdullah Bin Damithan, CEO and Managing Director of DP World GCC, said: "We are delighted to continue our longstanding relationship with Transworld Group by partnering on this project. This agreement reflects our commitment to providing state-of-the-art solutions that cater to the diverse needs of our clients and foster business growth in Jafza, while solidifying our position as a leader in the logistics sector."

The warehouse construction is scheduled to begin in early 2024 and is expected to be



completed by 2025, with the expansion coming on the heels of Transworld Group opening its new Cold Chain Distribution Centre in Jafza earlier this year.

Ramesh S. Ramakrishnan, Chairman of Transworld Group, said: "This is a momentous occasion for Transworld Group and a reflection of our faith in DP World, Jafza and the UAE. This mega distribution centre will

be a landmark for Transworld, symbolising our growth and expansion over the last five decades. It will also complement our foray into the food processing sector. We are thankful to Jafza and DP World for facilitating this venture of Transworld and look forward to many more milestones through this partnership as we continue serving our customers."

Canon opens customer experience centre in Riyadh for business community

Canon Middle East inaugurated its largest customer experience centre in Riyadh catering to the business community, offering an elevated customer experience. Since establishing its largest direct operations in the Kingdom of Saudi Arabia in 2018, Canon has remained steadfast in its commitment to driving innovation and contributing to the digital transformation outlined in the Kingdom's Vision 2030 strategy. This continuous development underscores Canon's unwavering dedication to the plans set forth in 2018, solidifying its position as a trusted partner in the country's evolving technological landscape. With a dedicated team on the ground, the Company's direct presence has not only facilitated a deep understanding of the local market but has also enabled Canon to establish close partnerships with businesses



seeking advanced digital and technology-based imaging services..

During the inauguration, Venkatasubramanian (Subbu) Hariharan, Managing Director of Canon Middle East and Turkey, stated, "Canon aims to add value to the Saudi economy by contributing to the development of a well-defined digital infrastructure mandated by Vision 2030 and enhance the competitiveness of the Saudi economy. As a company, we are committed to aligning with the ambitious goals of the Kingdom of Saudi Arabia. The dedication to innovation, sustainability, and economic diversification has motivated us to invest in the Saudi economy and create opportunities for the local workforce. Furthermore, our contribution to Saudization will support building a skilled and empowered Saudi workforce."

Siemens, GBM partner to develop transformative solutions in automation, IT infrastructure and cybersecurity

Gulf Business Machines and Siemens, announced a collaborative effort to support more industries within the GCC to hone their competitive edge while supporting their sustainability ambitions. The collaboration was signed between both parties on the sidelines of COP28, being hosted now in Dubai, UAE.

Under the agreement, Siemens and GBM will develop new go-to-market strategies for creating and supplying transformative solutions in automation, IT infrastructure, and cybersecurity. These solutions will be tailored to a wide variety of industry applications, from utility grid distribution to water management and power generation.

A key focus of the collaboration is ensuring state-of-the-art Operational Technology (OT) security for devices, products, and applications within digital industries. Guided by the principles of Zero Trust and tapping into GBM Shield—the company's flagship cyber defense program, the latest advancements in threat detection, vulnerability assessments, and risk mitigation will be made available to more organizations in the GCC as they pursue



L-R) Mike Weston, CEO at GBM and Mohammed Khalifa, CEO - Digital Industries for Middle East at Siemens

their digital transformation agendas.

The memorandum comes at a time when the World Economic Forum (WEF) estimates that digital technologies have the potential to cut global emissions in the three highest emitting sectors—including the energy sector—by 20% by 2050. Meanwhile, WEF notes that intelligent automation has the potential to carve a "new pathway" toward achieving both sustainable economies and the energy transition.

Mike Weston, CEO at GBM, stated: "We are thrilled to embark on this collaborative journey with Siemens, and to contribute to global sustainability goals amidst the ongoing COP28 discussions. Our collective strengths will not only redefine the digital landscape, but also fortify the cybersecurity infrastructure in the region. This effort exemplifies GBM's steadfast dedication to shaping a future where technology innovation and sustainability converge; creating lasting value for local industries and communities. Together, we aim to set new benchmarks for operational and sustainability excellence."

Liferay DXP now available on google cloud marketplace

Liferay, the developer of an enterprise level, cloud-powered digital experience platform (DXP), today announced its availability on Google Cloud Marketplace, empowering organizations with flexibility to build crafted, powerful solutions for customers, employees, suppliers, and partners.

“The ability to offer our DXP solution through the partnership with Google Cloud is a natural consequence of our decision to use Google Cloud’s world-class infrastructure and technology,” said Brian Chan, CEO of Liferay. “Our joint customers will be able to build digital experience solutions that meet the unique needs of their entire business on one platform, backed by the most reliable and innovative cloud provider.”



Brian Chan, CEO Liferay

Liferay’s DXP combines content management, commerce, and workflow automation to enable the creation of sites that span both digital purchase and customer service experiences. With low code capabilities and scalable architecture, Liferay DXP ensures that businesses can further create experiences to digitize and automate their operations on reliable infrastructure. Across customer and supplier portals, intranets, and public websites, Liferay DXP provides AI-powered personalization, digital transformation tools, and user data and analytics to assist organizations to modernize their digital landscape and to act on user insights.

“Liferay DXP is the core of a business’s digital strategy to deliver personalized and powerful user experiences,” highlighted Igor Arouca, Chief Technology Officer at Liferay.

ServiceNow announces new partner specialisations including Service Operations, Serve the Customer, Power the Employee

ServiceNow unveiled the next wave of partner programme transformation with new specializations. As part of the revamped ServiceNow partner program announced in January 2023, the recently developed Partner Specializations are the next step in the partner programme evolution for partners to unlock new revenue opportunities and earn a range of benefits to further grow their practice. Announced at the ServiceNow Partner Kickoff in Las Vegas, partners can obtain three Specializations which include Service Operations, Serve the Customer, and Power the Employee.

ServiceNow is on a path to significantly increase the percentage of net new revenue sourced by partners in the coming years by supporting partners who build the ServiceNow platform into the core of their business models. Partners can acquire the new Specializations by showcasing a combination of product and sales expertise through customer wins and a go-to-market strategy. The new Partner Specializations showcase partners’ unique strengths in the market and encourage innovative ways to



Erica Volini, SVP, global partnerships at ServiceNow

continue to grow their ServiceNow practice.

“Last year at this time, we made a massive commitment to our partner community by completely transforming our partner program

to ensure that partners are front and center in everything we do as a company,” said Erica Volini, senior vice president, global partnerships at ServiceNow.

35% UAE employees received suspicious text messages on their phones reports Proofpoint

It's shopping season, which can only mean one thing: scores of fake "missed delivery" smishing messages trying to steal our money, data and identities. But there is some good news. Proofpoint data shows that smishing growth has slowed in the past 18 months across many regions, becoming an established part of the landscape rather than a rising threat.

However, the risk remains serious; recent research shows that 66% of organisations in the UAE have reported at least one smishing attempt in 2022. And, in many cases, these attacks are becoming more specialized and devious. New conversational attacks emerge.

Over the past year, we've seen rapid growth in conversational attacks on mobile. Globally there has been an increase by 318%. These tactics involve attackers sending multiple



W. Stuart Jones, Technical Marketing Director in Proofpoint's Cloudmark Division

messages, mimicking the patterns of authentic engagement to build trust.

In some parts of the world, impersonation

has become a significant trend. This is where the attacker pretends to be someone the victim knows, such as a family member, friend or business acquaintance. Impersonation can increase the likelihood of the victim trusting the message and being lured into conversation. One common impersonation tactic being used is to claim to be a child with a lost or broken phone. This is a classic example of social engineering, using parental anxiety to bypass our usual caution. The next step in conversational abuse typically involves persuading the victim to move onto WhatsApp or another messaging service before requesting a money transfer. In this case, the sum is likely to be small, but we've seen significant amounts requested and received across a range of conversational lures.

MBZUAI helps Etihad Airways integrate Google BERT, Azure, TF-IDF with safety management systems



Photo Caption: (L-R) Mohammad Al Bulooki, Etihad Airways Chief Operating Officer and Mohamed Hasan Al Mansoori, Vice President Emiratization Strategy & Government Relation at Etihad Airways.

Etihad Airways, the national airline of the UAE, has become one of the first airlines to use Artificial Intelligence to enhance safety management systems, elevating them to an advanced level of sophistication. This strategic move signifies the airline's commitment to enhancing safety protocols through cutting-edge technology.

This initiative is part of a partnership with Mohamed bin Zayed University of Artificial Intelligence to establish joint training programmes, research exploration, and develop AI-powered solutions to support and enhance Etihad's world-leading safety processes. Etihad's AI-powered platform collects and analyses data including flight reports, maintenance,

and training activities to accelerate and refine existing safety processes. Microsoft Azure, and TF-IDF, which contribute to its advanced analytical capabilities.

Mohammad Al Bulooki, Etihad Airways Chief Operating Officer, said: "Safety is our top priority at Etihad Airways. Etihad is constantly exploring innovative ways to enhance our safety performance; we believe the integration of Artificial Intelligence is a significant leap forward in this direction and is set to be a game-changer in aviation. "By adopting AI to support and enhance industry-leading processes, Etihad demonstrates its commitment to utilising cutting-edge technology to ensure the ongoing safety and wellbeing of its guests and crew." Mohamed Hasan Al Mansoori, Vice President Emiratization Strategy & Government Relation at Etihad Airways, said: "We always explore innovative approaches and partner with leading educational institutions to empower the next generations with tangible experiences within the aviation industry. This AI-powered system is a testament to the success of our collaboration with MBZUAI and wider strategy to support Abu Dhabi's vision."

SAP Insights reveals formula for business resiliency: access to data, innovation, optimising processes, preparing for change

A new report from SAP Insights, the global technology's research division, has revealed a formula for business resiliency, which includes access to data, innovation, optimizing processes and preparing the workforce for change. A concerning finding is that most global business leaders interviewed do not believe their companies excel at many of the nine capabilities deemed necessary for resilience in the face of disruption. While 30% do not judge themselves as 'highly effective' at any of the capabilities, the remaining 70% give themselves this top rating in only three or fewer of capabilities.

In the UAE, the capability on which executives most often rated themselves as



Marwan Zeineddine, Interim Managing Director, SAP UAE

highly effective was having the financial capacity in cash or other access to capital to withstand an unexpected market event, selected by 36.4% of respondents – higher than the overall global score of 30.2%. Commenting on the results, Marwan Zeineddine, Interim

Managing Director, SAP UAE, said: "It is positive to see that UAE companies feel better prepared than many of their global counterparts to deal with business disruptions, although a few improvements could greatly increase this confidence. Enhancing access to meaningful business data is a clear example. This is confirmed by the fact that respondents who rated their capability for dealing with current and future challenges as high, also reported having better access to data for decision-making, and vice versa. This is why SAP is so focused on incorporating data analytics and AI capabilities into our portfolio of business technology solutions to support agile and effective leadership."

Canalys forecasts PC market to grow 8% in 2024 with Windows 11, 240 million PCs become e-waste

Microsoft's Windows 11 will help support a struggling PC market as customers prepare for another refresh cycle, but the termination of Windows 10 support could prevent hundreds of millions of devices from getting second lives, leaving many liable to end up in landfill.

- As the PC market stabilizes, Windows 11 holds promise for the channel as customers prepare to refresh.
- 57% of partners expect the end of support Windows 10 support to affect customers' refresh plans in 2024, with one in three devices expected to be replaced in the next two years.
- Despite the channel's growing capabilities to support circularity, partners will not be able to refurbish and resell PCs unsupported by Windows 11.
- Microsoft's decision will worsen the industry's e-waste problem and highlights the role of OS vendors in enabling circular IT models.

240 million PCs will become e-waste when Windows 10 support ends

Windows 10 support ending means more e-waste



Source: Canalys estimates, PC Service and Sustainable Ecosystems Analysis, December 2023

Canalys estimates that in the nearly two-year period until Microsoft's official end-of-support date for Windows 10 – 14 October 2025 – roughly a fifth of devices will become e-waste due to incompatibility with the Windows 11 OS. This equates to 240 million PCs. If these were all folded laptops, stacked one on top of another, they would make a pile 600km taller than the moon.

Most of these 240 million PCs, if in good condition, could at least be recycled, but their incompatibility with the latest supported version of Windows massively reduces their value for refurbishing and reselling. Realistically, landfill is still a common outcome for used PCs, regardless of the OS issue, but more sustainable ITAD options have never been more abundant.

Barracuda Networks publishes Cybernomics 101 report covering profit motives behind cyberattacks

Barracuda Networks published its Cybernomics 101 report, which examines the financial forces and profit motives behind cyberattacks. The new report reveals the average annual cost of responding to compromises exceeded US\$5 million.

The report also raises the alarm over hackers exploring how they can use generative AI (GenAI) technology to increase the volume, sophistication, and effectiveness of their attacks. 50% of respondents believe AI will enable hackers to launch more attacks. The survey also identified that 71% of respondents had experienced a ransomware attack over the last year, and 61% paid the ransom.

Barracuda commissioned independent research firm Ponemon Institute to poll 1,917 IT security practitioners who manage



Fleming Shi, CTO, Barracuda

their organization's IT security functions or activities. They represent companies with 100 to 5,000 employees across various industries around the globe.

The report offers insight from survey respondents who identified as ethical hackers

on the most widely used attack vectors and which of these might offer the greatest return for attackers.

The research identifies the behaviors and proven security measures implemented by 'High Performers' that can serve as models for success. The report presents best practices that will help any organization become more effective in identifying, containing, and recovering from attacks.

They include adopting a platform approach to security rather than relying on a collection of disparate individual security tools or solutions, implementing privileged access rights to ensure that sensitive data remains accessible only to authorized individuals, and creating (and regularly rehearsing) a security incident response plan.

Saudi Industrial Development Company to consolidate operations on SAP S4 HANA ERP private cloud

Saudi Industrial Development Company, a joint stock company with investments across multiple industries including industrial fibers, furniture mattresses, ceramic sanitary wares products, storage and logistics, has signed an agreement with global technology company SAP SE to accelerate its transition to cloud computing and consolidate all of its operations under a single unified enterprise resource planning solution.

With the deployment of the ERP solution, SAP S4HANA private cloud, SIDC will benefit from a streamlined and integrated system, improving visibility and control over all of its operations to ensure consistently high standards and continued implementation of best practices across the diverse industries in which it operates in Saudi Arabia and Egypt.

Eng Bandar Alhomaiddhi, Vice Chairman of the Board of Directors and Managing Director of SIDC, said of the transformation, "The Saudi Industrial Development Company is committed to investing in and supporting businesses in the Kingdom of Saudi Arabia. It also strives to guarantee delivery to customers in various sectors of the best services and



products in its category.

The complexity of our operations and the extension of our activities across a wide range of sectors in the Kingdom of Saudi Arabia and the Arab Republic of Egypt required a flexible

system for managing enterprise resources with capabilities to unify and integrate our business operations while maintaining our ability to adapt and undergo continuous development.

Nearly 45% organisations in UAE suffered cyberattacks according to Dell's Global Data Protection Index

Nearly half 45% of organizations in the UAE suffered a cyberattack or incident that prevented access to data last year, according to the 2023 Dell Technologies Global Data Protection Index survey of 1,000 IT decision makers and 500 IT security decision makers.

Respondents report that IT disruption is commonplace, with the vast majority (90%) across EMEA saying their organizations experienced some form of IT disruption in 2023. In the UAE, external security breaches were the most cited (33%) cause of data loss and/or systems downtime within organizations. Looking to the implications, respondents said that disruptions that include data loss cost an average of USD \$2.61 million in 2023, accounted for an average of 26 hours of unplanned downtime and resulted in an average of 2.45TB worth of data loss.

Generative AI and cybersecurity

Generative AI (GenAI) is emerging as a strategic tool for bolstering defences, with 65% of those



Walid Yehia, Managing Director - UAE, Dell Technologies

surveyed in the UAE saying that integrating GenAI will provide an advantage to their organization's cybersecurity posture. However, showing the dual nature of GenAI as both a defensive asset and a source of complexity,

88% also agreed that the adoption of GenAI will generate large volumes of new data. The same percentage in the UAE (92%) agreed that GenAI will amplify the value of specific data types.

Nigeria's Royal exchange general insurance revamps internal operations using kissflow low-code

Royal Exchange General Insurance, Nigeria's oldest and largest insurance provider, has embarked on extensive digitalisation of its internal business operations using the Kissflow Low-Code Platform. As a result, 75% of the company's enterprise operations now run on Kissflow's Platform, yielding a significant degree of automation and substantial enhancement to the efficiency of operations.

John Agbai, Chief Digital and Information Officer at REGIC said, "Customer experience is paramount to success in the insurance industry and any delays in processing claims can result in attrition and tarnishing of the brand image. To elevate our level of service, we recently undertook an enterprise-wide digitalisation journey by leveraging Kissflow. To date, we have successfully digitalized eight core operations including policy booking and claims which translates to more rapid and responsive customer service, and enhanced



John Agbai, Chief Digital & Information Officer at REGIC

productivity for our employees."

Using the Analytics module of the Kissflow platform, REGIC has also implemented real-time dashboards to track the progress of claims processing. This flag claims that are approaching deadlines and creates accountability, encouraging strict adherence

to SLAs. Moreover, the automation ensures that customers are kept up-to-date via email or SMS at every stage in the claims process. As a result, the insurance provider was able to bring down claims processing time from three days down to two hours and reduce customer churn by 80 percent.

Huawei releases largest tablet, laptops, ear clips, at its Innovative Product Launch event

Huawei unveiled its latest tablets, laptops, and earbuds at the Huawei Innovative Product Launch event themed “Creation of Beauty” in Dubai today. Among the new devices launched at the event were the HUAWEI FreeClip — a pair of fashionable earbuds with an open ear design, the HUAWEI MatePad Pro 13.2 — Huawei’s largest tablet to date, a refreshed lineup of the MateBook D 16 laptops, and the PaperMatte Edition of the popular HUAWEI MatePad Air. This latest product launch follows in the footsteps of October’s the “Fashion Forward” event, that saw the unveiling of new wearable products lineup.

“Technology can be a canvas for creativity. With the HUAWEI FreeClip earphones, we are bringing fashion to wearable audio tech, turning them into a stylish statement. It is the result of Huawei’s continuous exploration and investment in creating groundbreaking innovations. We are also introducing the new HUAWEI MatePad Pro 13.2, a tablet that will help people unleash their creativity,” said Pablo Ning, President of Huawei Consumer Cloud Service Global Ecosystem Development & Sales Department.



Pablo Ning, President of Huawei Consumer Cloud Service Global Ecosystem Development & Sales Department.

HUAWEI FreeClip.

The FreeClip are Huawei’s first open-ear earbuds that combine wireless audio and chic design in one versatile device that resembles jewelry. Users can enjoy the comfort of open-ear listening and express their personal style

at the same time. Thanks to the innovative C-bridge Design, they fit snugly along the curvature of the ear. The C-bridge Design is the centerpiece of the FreeClip that serves as the earbuds’ clip and the connector between the acoustic and battery units.

Dell introduces Dell UltraSharp Monitor, five-star certified monitors for eye comfort

Made for professionals working from the office or home, Dell is introducing the world’s first five-star certified monitors for eye comfort- the Dell UltraSharp 27 Thunderbolt Hub Monitor (U2724DE) and Dell UltraSharp 27 Monitor (U2724D).

This is a brand-new industry standard for eye comfort developed by TUV Rheinland*, one of the world’s leading professional and independent testing service providers. Dell is the first in the market to introduce monitors with this highest 5-star rating certification. These new features are important because a recent study showed that a monitor which adjusts its brightness under different ambient light levels can reduce the frequency of eye fatigue signs by 7 to 17 percent³. Another study revealed that a monitor with a low blue light reduction feature helps reduce



signs of eye fatigue by 8 percent after 50 minutes of performing a search task⁴. Coming in a slightly smaller size and also with enhanced visual comfort features are the new Dell UltraSharp 24 USB-C* Hub Monitor (U2424HE) and Dell UltraSharp 24 Monitor (U2424H). Other features available in these four new monitors include:

- Connected Productivity: Extensive

connectivity options include a single cable Thunderbolt™ or USB-C* that transmits up to 90W power delivery, data and video signals, RJ45 that delivers up to 2.5 GbE for fast and stable network connection, all available on the Dell UltraSharp 27 Thunderbolt™ Hub Monitor and the Dell UltraSharp 24 USB-C* Hub Monitor.⁵ All four monitors come with HDMI and DP 1.4 connectivity.

- Sustainability: The monitors are EPEAT Gold, TCO Edge, ENERGYSTAR, FSC certified. Dell is an EPEAT Climate+ champion and has the industry’s widest portfolio of monitors⁶ including the new UltraSharp 24 and 27 monitors (U2424H/HE and U2724D/DE) that have achieved the EPEAT Climate+ designation. of cloud infrastructure

Trellix announces Trellix XDR Platform for ransomware detection and response

Trellix, the cybersecurity company delivering the future of extended detection and response, has announced Trellix XDR Platform for Ransomware Detection and Response, available immediately worldwide. Trellix XDR Platform for RDR provides visibility across an organization's entire security ecosystem and delivers critical coverage for each stage of a ransomware campaign. The solution improves SOC efficiencies and strengthens operational resilience for customers, leveraging AI-guided capabilities to reduce the time to detect, investigate, and remediate ransomware threats.

Ransomware remains the most common type of cyberattack worldwide. Socially engineered campaigns like phishing will become even more sophisticated and targeted this year, making it increasingly difficult for victims and security tools to identify and thwart. Ransomware attacks often start with email-borne threats and move across the network to other control points, such as endpoint or cloud, to exfiltrate or encrypt data. Trellix provides comprehensive and



John Morgan, XDR General Manager, Trellix

open protection, detection, and remediation at every stage of a ransomware attack with an integrated view of the threat in the Trellix XDR Platform.

"Ransomware is pervasive, and the operational damage incurred can be detrimental to the health of a business," said John Morgan, XDR General Manager, Trellix.

"Organizations need complete visibility and control across the entire ransomware campaign to disrupt and avoid impact, and Trellix provides the critical coverage needed for each stage. Trellix's AI-powered XDR Platform, industry-leading security controls, threat intelligence, and services work in unison to protect customers from advanced threats."

Genesys to acquire Radarr Technologies combining comprehensive public social media capabilities

Genesys, a global cloud leader in AI-powered experience orchestration, announced it has entered into an agreement to acquire Radarr Technologies, an AI-based social and digital listening, analytics, and consumer engagement company. By combining the comprehensive public social media capabilities within the Radarr Technologies solution with the all-in-one Genesys Cloud platform, Genesys will empower organizations to unify the customer experience like never before, helping them create proactive, prescriptive engagement built to drive loyalty in the AI economy.

People around the world, especially digital natives, are using public social media channels to connect with businesses as an alternative to traditional service channels. Using public social feeds or direct messaging, they expect brands to turn these inquiries for service,



Tony Bates, CEO and Chairman, Genesys

support and information into meaningful experiences. With Radarr Technologies capabilities, Genesys will help organizations meet customers on the social channels of their choice so they can engage with them as naturally as they do with family and friends through rich social media-based experiences that are easy, contextual and personalized.

Following the acquisition, which is expected to close in the first quarter of fiscal year 2025, Genesys will use Radarr Technologies social media insights as a critical source for its 360-degree customer view fueling Genesys AI. Genesys will be able to further connect attitudinal, sentiment and interaction data from across the CX continuum and provide the industry's most comprehensive depth of consumer engagement touchpoints.



FUTURE READY SUPPLY CHAIN

TODAY'S VISION

Ertuna's insights shed light on the critical interplay between digitalization, innovation, and a customer-centric focus, providing a roadmap for businesses seeking to not only survive but thrive in this dynamic environment.

As we can see the shift in market landscape, where market conditions are evolving at an unprecedented pace, the role of supply chain strategies has become increasingly important. In an interview with Burak Ertuna, Chief Information Officer of DHL Global Forwarding Middle East & Africa, we explore the intricate details of adapting supply chain strategies to meet the challenges of a rapidly changing market.

Adapting to market dynamics

As businesses grapple with the shifting market conditions, Ertuna highlights the transformative potential of digitalization and innovation. He underscores the importance of a customer-focused approach, emphasizing its role in transforming innovative ideas into scalable, commercially viable products. Against the backdrop of the burgeoning e-commerce market in the GCC, expected to reach US\$50 billion by 2025,

Ertuna urges businesses to urgently adapt their supply chain strategies to cope with the escalating consumer demands.

The technology behind responsiveness:

Speaking about the factors contributing to the flexibility and responsiveness of a well-designed supply chain, Ertuna emphasizes the indispensable role of technology. The discussion unfolds with a focus on supply chain digitalization, with Ertuna citing estimates from Accenture and McKinsey. These estimates showcase the substantial cost savings and revenue growth potential for companies that aggressively embrace digitalization, underlining technology as a cornerstone for an agile and responsive supply chain.

The crucial role of decision-making speed

In dissecting the anatomy of a successful supply chain, Ertuna

Burak Ertuna,
CIO, DHL Global
Forwarding

“

Adaptability is the core of supply chain success - where digitalization, innovation, and customer-centricity converge, resilience thrives.



underscores the critical role of decision-making speed. He elaborates on real-world examples, such as assisted picking and wrapping robots, illustrating how the automation of processes minimizes worker fatigue, reduces errors, and significantly enhances overall efficiency. These advancements, he asserts, are only made possible through the swift decision-making facilitated by advanced technologies.

Impact of emerging technologies on supply chain models:

Ertuna offers a comprehensive overview of how emerging technologies, including big data analytics, automation, cloud computing, blockchain, robotics, and the Internet of Things (IoT), are reshaping traditional supply chain models. Real-world examples, such as AI-powered sorting robots and DHL's self-driving robot, Picking, exemplify the profound impact of technology on increasing efficiency and transforming logistics and supply chain processes.

DHL Global Forwarding's technological initiatives

Highlighting DHL Global Forwarding's proactive approach, Ertuna details the organization's initiatives in leveraging technology to help businesses adapt their supply chains in the face of rapid shifts. Initiatives such as multimodal transportation options, partnering with Etihad Rail, and the myDHLi digitalization platform are discussed in detail. These initiatives aim to provide businesses with real-time shipment tracking, customs clearance assistance, and data analytics for enhanced visibility and control over

their supply chains.

The Role of real-time data and analytics

Ertuna examines the significance of real-time data and analytics in managing the flow of goods and information through a supply network. The discussion revolves around the pressure on retailers and supply chains to achieve perfect order fulfillment and the opportunities presented by innovations such as predictive analytics and machine learning. Real-time visibility, he notes, enables businesses to respond quickly and accurately to changing demand or supply situations.

Challenges in enhancing supply chain flexibility

The interview acknowledges the challenges businesses commonly face when aiming to enhance the flexibility of their supply chains. Ertuna addresses the struggle to recognize the value in building a digital supply chain and advocates for a holistic approach that integrates various components. As the MENA region capitalizes on e-commerce, he emphasizes the importance of understanding the supply chain across a product's entire lifecycle.

The power of a demand-driven approach

Ertuna explores how a demand-driven approach can impact the efficiency and effectiveness of supply chain operations. With the e-commerce market in the MENA region expected to reach \$57 billion in 2026, he outlines the opportunities for businesses to leverage tech advancements to

overcome supply chain challenges and accelerate e-commerce.

Balancing cost-efficiency with agility

The interview delves into the delicate balance between the need for cost-efficiency and the imperative to maintain a responsive and agile supply chain. Ertuna acknowledges the inevitability of risks in the supply chain and discusses how new technologies and delivery solutions can help predict and address gaps, improve productivity, and meet evolving consumer expectations.

Consequences of neglecting supply chain adaptation

Ertuna highlighted the potential consequences of neglecting the adaptation of supply chain strategies to evolving market demands. He emphasizes the role of cloud-based supply chain management solutions in improving automated data exchange, predicting risks, mitigating disruptions, and establishing a robust supply chain critical for keeping up with the e-commerce boom and rising customer expectations. The feature encapsulates a comprehensive conversation with Burak Ertuna, offering a understanding into the strategies, technologies, and initiatives that define the cutting-edge approach of DHL Global Forwarding in supply chain management. Ertuna's insights serve as a roadmap for businesses navigating the complexities of modern commerce, encouraging them to embrace digitalization, innovation, and a customer-centric mindset to build resilient, responsive, and future-ready supply chains. 🔴



AMPLIFY YOUR VOICE
WITH US AND EXPLORE
OUR SERVICES.



DESIGN
SERVICES



PHOTOGRAPHY &
VIDEOGRAPHY



2D & 3D
ANIMATION



TELE-
CALLING



EVENT
MANAGEMENT



MEDIA
BUYING



DIGITAL
MARKETING



CORPORATE
GIFTS



SOCIAL
MEDIA



BRAND
ACTIVATION



BOOTH
BUILDING



CONTENT
GENERATION

www.brandvoize.com



Future of supply chain

From leveraging artificial intelligence to the delicate dance between cost-efficiency and agility, Chokshi's perspectives paint a compelling picture of the future of supply chain strategies.

Businesses are navigating a dynamic landscape marked by rapidly changing market conditions and evolving customer demands. To gain insights into effective strategies for adapting to these challenges, we got the insights from Soham Chokshi, CEO and Co-Founder at Shipy. His expertise sheds light on the transformative role of emerging technologies, the significance of real-time data and analytics, and the delicate balance between cost-efficiency and maintaining an agile supply chain.

The Role of Technology in Supply Chain Strategies

Chokshi begins by emphasizing the need for businesses to transition from reactive to proactive supply chain management. He underscores the pivotal role of AI, automation, and real-time data analytics in achieving this transformation. According to him, AI-powered co-pilots and agents are becoming essential tools in identifying issues, recommending solutions, and driving productivity gains. These intelligent agents, when strategically aligned with key performance indicators, can revolutionize issue resolution and enhance overall supply chain efficiency.

The real-time and predictive capabilities of data analytics, Chokshi explains, play a crucial role in mitigating transportation risks. Using a hypothetical scenario of a delivery in progress, he illustrates how a system can dynamically reallocate orders in response to real-time data analysis, enabling businesses to predict outcomes with remarkable accuracy.

The Building Blocks of a Well-Designed Supply Chain

Transitioning from technology to the fundamentals of supply chain

design, Chokshi provides a comprehensive overview of the factors contributing to flexibility and responsiveness. Agile logistics and distribution networks, greater usage of AI in managing delays and predicting failures, and the automation of critical supply chain processes are identified as essential components. He further emphasizes the importance of sustainable logistics practices, such as route optimization, in creating greener miles and ensuring environmental responsibility.

Chokshi delves into the significance of employing dynamic techniques like network planning, hub operations planning, line haul planning, and workforce planning for ensuring resilient supply chains. To enable end-to-end logistics transformation, he advocates for the integration of technology to create a unified fulfillment experience across warehouse, inventory, and transportation management.

Decision-Making in the Modern Supply Chain

As the conversation pivots to the speed of decision-making, Chokshi highlights its paramount importance in the modern business landscape. Rapid decision-making, he argues, is crucial for agile responses to dynamic market changes, enabling businesses to adjust swiftly to demand fluctuations, supplier issues, and unforeseen disruptions. He underlines the role of speed in fostering a competitive advantage through reduced lead times, faster product launches, and optimized inventory levels.

However, Chokshi underscores the importance of balancing speed with accuracy, emphasizing that hasty decisions can lead to costly mistakes. He advocates for a measured approach, leveraging real-time data, predictive analytics, and streamlined communication to ensure informed and timely decision-making.

AI's Transformative Impact on Traditional Supply Chain Models

The interview takes a deep dive into the transformative impact of emerging technologies, specifically AI, on traditional supply chain models. Chokshi cites real-world examples, such as Shippy's AI-powered co-pilots, which have delivered significant efficiencies in terms of cost reduction, productivity enhancement, and compliance improvement. These intelligent co-pilots, he explains, have empowered supply chain leaders to streamline operations by reducing manual follow-ups, shrinking logistics costs, improving SLA adherence, and boosting shipment processing throughput.

The Powerhouse for Informed Decision-Making

Chokshi explores the critical role of real-time data and analytics in managing the flow of goods and information through a supply



Soham Chokshi,
CEO and Co-Founder at Shippy

“

A future where innovation leads, adaptability follows, and success becomes the melody of efficient and responsive business strategies.

network. He emphasizes the invaluable insights gained by continuously capturing and analyzing data, providing decision-makers with immediate visibility into inventory levels, demand fluctuations, and logistical hurdles. Real-time information, Chokshi contends, empowers proactive problem-solving, agile adjustments, and informed strategic decisions, ultimately enhancing efficiency, minimizing risks, and improving overall responsiveness within the supply network.

Addressing Challenges in Enhancing Supply Chain Flexibility

Chokshi acknowledges the common challenges

businesses face when enhancing supply chain flexibility, such as legacy systems, resistance to change, and complex supplier networks. He offers practical solutions, advocating for investment in technology upgrades to streamline operations, fostering a culture of adaptability, and building transparent relationships with suppliers for collaborative problem-solving. Unifying warehousing, inventory, and transportation management, according to Chokshi, is key to achieving responsive and agile supply chains, providing a single source of truth for benchmarking logistics performance, improving decision-making, addressing transportation risks, and personalizing customer service.

A Demand-Driven Approach to Operational Excellence

The interview explores the revolutionary impact of a demand-driven approach on supply chain operations. Chokshi explains how aligning supply chain operations with market needs and focusing on real-time demand signals enable more accurate demand forecasting, reducing stockouts and excess inventory. This approach, he contends, streamlines production, optimizes resources, and fosters customer-centricity by responding swiftly to changing preferences and demands.

Balancing Efficiency with Cost-Efficiency in Supply Chains

The conversation shifts to the delicate balance

between the need for cost-efficiency and the imperative to maintain a responsive and agile supply chain. Chokshi advocates for technology-driven strategies, leveraging AI, ML, automation, predictive analytics, to boost productivity, enhance logistics accuracy, proactively mitigate transportation risks, optimize logistics networks, ensure delightful digital customer experiences, and completely unify fulfillment experiences.

Consequences of Neglecting Adaptation to Market Demands

Wrapping up the interview, Chokshi addresses the potential consequences of neglecting adaptation to evolving market demands. Excess inventory, shortages, increased operational costs, damage to brand reputation, and loss of customer loyalty are identified as possible outcomes. His insights underscore the critical importance of staying attuned to market demands for sustained business success.

The interview with Soham Chokshi provides a roadmap for businesses seeking to revolutionize their supply chain strategies. From leveraging emerging technologies to embracing a demand-driven approach, Chokshi's insights offer a comprehensive guide for navigating the complex terrain of modern supply chain management. As industries continue to evolve, these insights serve as a compass for businesses aiming not only to survive but to thrive in the dynamic world of supply chain excellence. 🔥

Change in market dynamics with technology

With the geopolitical shifts, and an increased focus on sustainability, businesses are compelled to reimagine and fortify their supply chain strategies. Ron Beck, Senior Director of Solutions Marketing at Aspen Technology Inc., offers profound insights into the transformative power of technology in reshaping traditional supply chain models.

Adapting to Market Uncertainties

The contemporary business landscape is marked by a multitude of external factors, each contributing to the uncertainty and change in supply chains. Beck highlights key disruptors, including international commitments for decarbonization and circularity, increased international transportation costs and security risks, and geopolitical and economic factors driving companies towards supply chain optionality.

One pivotal aspect he underscores is the importance of monetizing leadership positions in sustainability. To achieve this, companies must have accurate digital solutions in place for measuring, auditing, reporting, and improving their efforts in decarbonization and circularity. The focus shifts to key performance indicators (KPIs) that differ from traditional metrics, emphasizing the need for a paradigm shift in supply chain approaches.

Risk assessment becomes a critical component, necessitating more advanced digital solutions to evaluate alternatives not only for cost and on-time provision but also concerning risk. Legacy supply chain approaches must evolve to handle the complexity of global optionality and provide enterprise-wide visibility into the status of supply chains in terms of cost, carbon intensity, and risk. Beck emphasizes the continuous evaluation and adaptation of strategies as vital for businesses to respond effectively to the volatile conditions of the market.

Flexibility and Responsiveness in Supply Chains

Flexibility, according to Beck, is synonymous with optionality. He suggests that businesses need to analyze the end-to-end value chain as a system and invest strategically in specific areas to maximize operating choices. This involves both supply-side and customer-side flexibility.

Key aspects of supply-side optionality include creating resilience to geopolitical issues, adopting low-carbon or green sourcing, and incorporating recycled or upcycled feedstocks. Transportation optimization for energy use and strategic allocation of green certificates for premium pricing of sustainable products further contribute to creating a flexible supply chain.

Implementing advanced digital solutions is pivotal in enhancing flexibility. Real-time monitoring, optimization, what-if analysis, and identification of disruptions are capabilities that digital integration

provides. An 'end-to-end supply chain visibility solution' emerges as a powerful tool, offering businesses a holistic view of their global interrelated sites and associated stock transfer movements. This visibility becomes crucial for rapidly assessing disruptions and deciding how to deal with them tactically.

The Need for Speed in Decision-Making

Beck underlines the significance of speed in decision-making in today's complex and dynamic environment. Beyond traditional factors like economic fluctuations and regional geopolitics, he introduces new considerations such as the global electrification trend and the impact of "critical" and "green" metals in supply chains.

Rapid decision-making becomes crucial to avoid bottlenecks, navigate volatility, and drive enhanced productivity. Well-designed digital supply chains leverage intuitive personalized interfaces that allow stakeholders of all roles to access key information for quick and informed decision-making. Historical and real-time data collected from digitized supply chains are used to balance supply and demand, consistently maximizing margins by predicting future demand effectively.

Impact of Emerging Technologies on Supply Chains

The advent of emerging technologies, particularly artificial intelligence (AI), is identified by Beck as a transformative force in reshaping supply chain models. He anticipates accelerated use of AI across energy supply chains, driving efficiencies and enhancing sustainability.

Hybrid models, combining AI algorithms with first principles models, are highlighted for their ability to optimize and balance multiple objectives in more complex systems. AI's role in providing insights on optimal outcomes and predicting disruptions is deemed crucial. Strategic evaluations are becoming data-driven, with AI offering insights into the best possible scenarios. Beck sees AI as an important predictive tool to anticipate disruptions and failures in assets, informing adjustments in supply chain plans to minimize impacts.

Real-Time Data and Informed Decision-Making

The explosion of connected sensors and data is acknowledged by Beck as a challenge in utilizing data effectively for decision-making. He introduces

the concept of “mobilizing” data to use it in decision-making, emphasizing the crucial role of data connection and contextualization.

Software solutions such as aspenONE's Supply Chain Management (SCM) are identified as tools that accelerate the digitization of supply chains. These solutions enable seamless communication of manufacturing and supply chain data across internal and external networks of stakeholders, improving resiliency and informed decision-making across all roles involved. Data contextualization technologies, like AspenTech's Inmation, are emphasized for making sense of the vast amount of data generated across enterprises and supply chains.

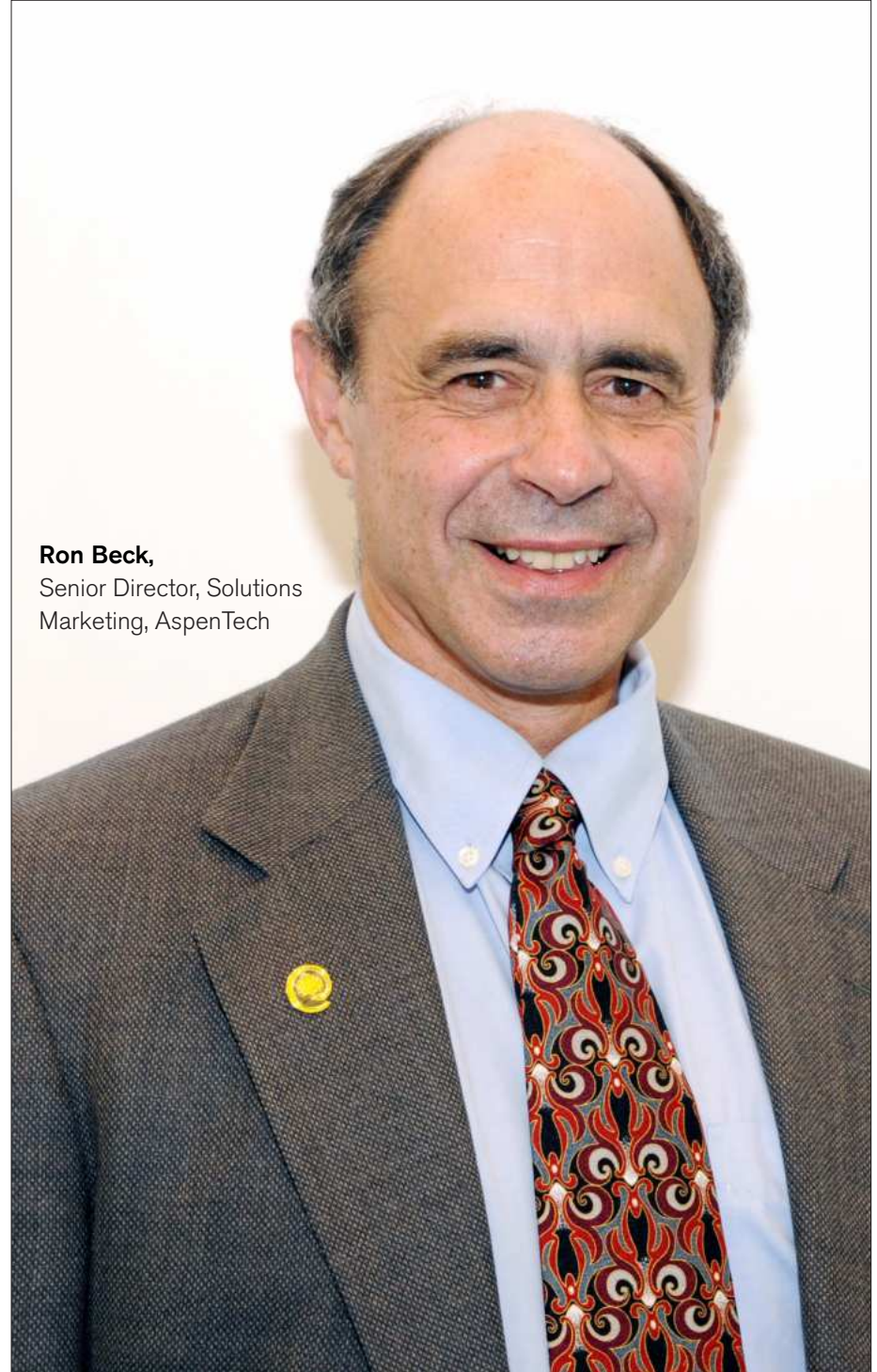
“

From rapid adjustments to flexible strategies and data-driven decisions, supply chain evolution is powered by innovation.

Enhancing Flexibility

Despite technological strides, Beck acknowledges the difficulty in ensuring continuous optimal efficiency in supply chains. Challenges include maximizing profitability while meeting sustainability targets and building greener supply chains. The solution lies in fitting supply chains with software solutions that measure carbon emissions, intensity, and green supply chain content.

These solutions enable widespread, contextualized collaboration, optimization of schedules, and closing the gap between



Ron Beck,
Senior Director, Solutions
Marketing, AspenTech

planning and execution. Beck advocates for a holistic approach that incorporates measuring carbon emissions, intensity, and green supply chain content into supply chain software. Such an approach ensures that businesses are not only optimizing efficiency but also aligning their long-term strategies with evolving sustainability goals.

In conclusion, Ron Beck paints a comprehensive picture of the evolving landscape of supply chains. From adapting to

market uncertainties and embracing flexibility to leveraging emerging technologies and real-time data, businesses are urged to embark on a transformative journey. The role of technology is not just about adaptation but empowerment, enabling businesses to navigate uncertainties, make rapid decisions, and build resilient, sustainable, and efficient supply chains. The journey towards an optimized and future-ready supply chain is one where technology becomes the guiding force. ➡

Exploring the complexities of market evolution through strategic adaptation

This feature explores the nuanced strategies and technological interventions businesses are employing to stay agile, responsive, and profitable in the face of rapidly changing market conditions. It optimizes the multifaceted potential of artificial intelligence.

Market conditions morph in the blink of an eye, businesses are compelled to reevaluate and reshape their supply chain strategies continually. The supply chain, often referred to as the backbone of commercially driven organizations, plays an important role in determining success in this landscape.

Adapting to the Evolutionary Currents

The supply chain is more than just a logistical structure; it is a dynamic entity that responds to the ebb and flow of market dynamics. For businesses to remain profitable and relevant, constant vigilance is required. Monitoring market trends, understanding customer behavior, and staying attuned to economic, geopolitical, and environmental shifts are imperative. The ability to swiftly refine strategies, including robust contingency plans, is the key to survival. In this landscape, speed is not just an advantage; it's the essence of competitiveness.

Key Measures for Business Adaptation

Technology Adoption: The infusion of technology, particularly Artificial Intelligence (AI), empowers businesses to analyze real-time data and make proactive decisions. It serves as the compass in navigating the complexities of market dynamics.

Automation for Efficiency: Implementing automation within the supply chain enhances speed and efficiency. Quick and automated processes are the hallmarks of an adaptable and responsive system.

Building Strong Partnerships: Developing robust relationships with third-party vendors and suppliers is crucial. A flexible network that responds to market forecasts and fluctuations ensures the timely delivery of quality products.

Sustainability Integration: Using sustainable materials and agile supply chain frameworks is not just an ethical choice but a strategic one. It positions businesses to adapt seamlessly to growing market demand while contributing to environmental goals.

Cybersecurity Focus: In an era of rampant cyber threats, ensuring supply chain security through cyber-hygiene practices and robust cybersecurity solutions is non-negotiable.

Impact of Emerging Technologies on Supply Chain Dynamics

The advent of digital transformation has brought about a paradigm shift in supply chain management. Leveraging emerging technologies like AI and the Internet of Things (IoT) has revolutionized decision-making, providing businesses with unprecedented insights into market trends.

Harnessing the Power of Digital Transformation

AI-Driven Insights: AI, armed with Machine Learning (ML) algorithms, analyzes vast amounts of historical data, offering valuable market insights and accurate trend forecasts. Predictive modeling and advanced analytics streamline production and distribution strategies.

IoT for Enhanced Transparency: The adoption of IoT devices offers real-time visibility into the status and location of ordered items, significantly improving customer experience. However, this integration comes with its set of challenges, primarily in the realm of cybersecurity.

Real-Time Data and the Art of Informed Decision-Making

Real-time data analysis emerges as a potent tool for organizations striving to make informed decisions in the complex tapestry of supply network management. It not only facilitates accurate demand forecasting but also empowers decision-makers with actionable insights.

Driving Informed Decision-Making

Accurate Demand Forecasting: Real-time data analysis offers precise demand forecasting, preventing issues such as overstocking or understocking.

Supply Network Visibility: The ability to monitor inventory levels, production rates, and transportation status in real-time provides decision-makers with the insights needed to align choices with organizational goals.

Navigating Challenges in Supply Chain Flexibility

Enhancing the flexibility of supply chains is not without its challenges. Legacy systems, collaboration issues, diverse regulations, and

technological integration hurdles often stand in the way. Addressing these challenges strategically is paramount for success.

Addressing Common Challenges

Legacy Systems and Technology: Allocating a budget for supply chain management and investing in modern technology is pivotal for overcoming the limitations of legacy systems.

Effective Collaboration: Fostering transparency and collaboration between supply chain partners is essential for a responsive and adaptable network.

Navigating Regulations and Cultural Differences: Conducting thorough risk assessments and establishing regional hubs with skilled personnel help overcome challenges arising from diverse regulations and cultural disparities.

Mitigating Market Fluctuations: The use of AI and advanced analytics proves instrumental in mitigating challenges associated with fluctuating market demands.

Disaster Preparedness: Developing robust contingency plans is crucial for tackling disruptions caused by natural disasters or geopolitical events.

Seamless Technology Integration: Choosing scalable and adaptable solutions is key to overcoming challenges associated with integrating new technology.



Ram Vaidynathan,
IT Security Evangelist at
ManageEngine



Adapting isn't a choice; it's the art of redefining supply chain management for enduring prosperity

Balancing Cost-Efficiency with Agility

Striking a delicate balance between cost-efficiency and a responsive, agile supply chain is the mantra for sustained growth. Technological investments, lean principles, collaboration, employee training, and sustainable sourcing strategies are integral components of this

equilibrium.

Ensuring Balance

Strategic Technological Investments: Warehouse management systems, AI, and automation streamline operations, reduce costs, and enhance decision-making.

Lean Principles and Just-in-Time Inventory: Adopting lean principles and just-in-time inventory practices minimizes waste, optimizes processes, and ensures adaptability.

Collaboration with Suppliers: Building strong relationships with key suppliers leads to better negotiation terms and a more resilient supply chain.

Workforce Training: Investing in employee training ensures a skilled workforce capable of adapting to changing market conditions.

Multi-Sourcing Strategies: Implementing sustainable and flexible multi-sourcing strategies helps mitigate risk and prevent disruptions.

Consequences of Neglecting Adaptation

Neglecting the adaptation of supply chain

strategies to evolving market demands can have severe consequences. Operational inefficiencies, increased costs, and challenges in maintaining optimal inventory levels impact customer satisfaction and profitability. Missing out on opportunities for growth, expansion, and increased vulnerability to disruptions can tarnish a business's reputation and customer loyalty.

In conclusion, a responsive and agile supply chain is not a luxury but a necessity in the contemporary business landscape. As businesses continue to evolve, the integration of innovative solutions and a forward-thinking approach to supply chain management will be the driving force behind sustained success. The dynamic dance of supply chains, guided by technology and strategic adaptation, ensures that businesses not only survive but thrive in the unpredictable currents of the market.

Businesses. But it would be a mistake to be so focused on this single segment that you miss the impactful opportunities that other forms of AI present. 🔥

How AI-powered data supply chains can transform GCC industries

As businesses navigate the intricacies of shifting market conditions, the supply chain emerges as the linchpin that can either propel success or impede progress.

Line of sight is vital in business. Decision makers must be able to see everything around them if they are to make the right moves for their enterprise. Inside the organization is a complex interweave of hybrid IT systems combining physical, virtual, on-premises, and cloud-based assets. Outside, we find constantly changing markets, with demanding consumers and vigilant regulators. Every strategy adjustment relies on knowing as much about each of these elements as possible. The wrong move could mean that an investment is wasted. The right move however could mean a significant advantage over the competition.

Either way, there is a lot to play for. The GCC is a vibrant digital economy with many industries characterized by fierce competition. Tweaking processes, empowering employees, delighting customers, and building trust among markets and regulators calls for a high level of visibility of the supply chain. Indeed, the supply chain itself is now seen as a target of digital transformation. Analogue supply chains become obsolete, as they are replaced with automated, intelligent data ecosystems. And these ecosystems are powered by core business applications such as enterprise resource planning (ERP) solutions.

Today's ERP is AI-powered and extremely configurable. Industry-specific ERP systems tackle extant problems within sectors and allow innovative decision makers to take advantage of a digitally connected, data supply chain. We see this becoming a top priority for manufacturers, distributors, and retailers as these businesses pursue strategies of strengthening their resilience while standing out from the competition.

'Real value'

Generative AI tools such as OpenAI's ChatGPT, Google Bard, and Microsoft 365 Copilot have changed the AI conversation almost overnight. While adoption rates across the GCC were healthy before, the emergence of tools that can compose poetry and tell jokes was bound

to accelerate it. A McKinsey report from 2023 predicted the delivery of "real value" to GCC economies by AI of up to 9% of the region's combined GDP, which amounts to around US\$150 billion. But the report specifically cited the potential of generative AI to "quickly surpass" that figure.

What is being claimed by many analysts is that generative AI has a part to play in ongoing digital transformation. While this argument has merit, regional decision makers must remain committed to a business-centric approach to the integration of AI. For example, in a global study, IDC predicts that by 2026, 55% of G2000 Original Equipment Manufacturers (OEMs) will introduce AI into their service supply chains in an attempt to ensure they never run out of spare parts, allowing them to increase the uptime of their equipment to something approaching 100%. Generative AI may be able to play a role in these solutions, but implementers must observe due diligence when it comes to privacy, security, and requirements fit. AI-powered ERP solutions are a powerful means to bridge gaps in supply chains. They remove information silos by uniting functions such as finance, design, testing, and manufacturing. The shop floor and top floor are then indivisible, and insights emerge more frequently.

AI is a fast path to faster decisions — ones that are more effective because they are data-driven — about supply and value chains. One of the main advantages of introducing AI through ERP systems is that it is easier to quickly take data from disparate sources and combine it to produce insights. It is a short step from there to effective action. And with low-code/no-code development platforms, organizations do not need to wait for technical talent to become available. Non-tech departments can take the initiative, allowing citizen developers, operating under appropriate governance standards, to use AI to boost a range of efficiencies — to automate manual processes and to digitalize workflows. Any routine task that is automated is an advantage to the

business because it frees up humans to do the things they do best — strategize, improvise, and innovate.

Perfect partnerships

To gain this advantage, ERP systems and their AI elements must be unhampered by information gaps. They need always-on access to quality information sources within a standardized data supply-chain strategy. In days gone by, enterprises prioritized data collection at scale, but now the time has come to reap the value of data repositories and turn them into informed execution, thereby enhancing business analysis and information security.

But organizations are rarely going to have the resources and expertise on hand to build an effective data supply-chain. They must seek out a trusted partner versed in the specifics of the customer's industry and in the challenges of software integration. A strong relationship with a vendor or its channel partner can make the difference between success or failure in the AI implementation journey. In our 2023 Epicor Industry Insights Report, we polled 1,350 technology decision-makers at enterprises in the nine-figure revenue range about what they

“

Adapting swiftly to market changes is the regime of success. A flexible supply chain is important to keep businesses in tune with evolving rhythms of commerce.

looked for in ERP solutions. More than half (51%) said they could have benefitted from clearer communication and more consistent support during implementation (51%), and a similar proportion (47%) said the same of the go-live phase.

Our research also identified the biggest challenges businesses faced when adopting



Vaibhav Vohra,
Chief Product and
Technology Officer, Epicor

ERP solutions. Security and risk mitigation (26%) was top, but others included the time and costs of implementation and training (24%), the options for customization (24%), and integration of the ERP system with other business applications (24%). The right partner — one who understands the specifics of your industry as well as the challenges surrounding AI, data integration, cybersecurity, and adaptability — will be paramount. Partners, providers, and even competitors have a role

to play in data-sharing. When we have access to information from the physical and digital supply chains of others, we gain the ability to futureproof our business and navigate uncertainties.

Digital transformation delivers efficiency, agility, and resilience to operations. The region's businesses have an opportunity to engage in data supply-chain initiatives, supported by AI, to become part of a dizzying acceleration of industrywide transformation. 🔥

Automation's Impact on Middle Eastern Logistics

This transformation is driven by the imperative for agility, efficiency, and responsiveness to the growing preference for online shopping and the demand for rapid deliveries.



In the wake of evolving consumer behavior and the seismic shifts brought about by the COVID-19 pandemic, the logistics and supply chain landscape in the Middle East is undergoing a profound transformation. In this feature, we will explore the multifaceted impact of automation on supply chain strategies, the challenges faced by businesses, and the potential consequences of neglecting adaptation in the dynamic markets of the Middle East.

The Rise of Automation in Middle Eastern Supply Chains

The surge in online shopping and changing consumer expectations have propelled the Middle East into a new era of logistics. With countries like the UAE and KSA actively promoting digitization, the logistics industry is witnessing an accelerated adoption of automation. The post-COVID landscape has underscored the need for higher resilience and technological integration in supply chain management. Automation

technologies, once considered futuristic, are now becoming more accessible and cost-effective, setting the stage for a sustained upward trajectory in the industry.

Key Drivers of Automation Adoption

The key drivers behind the adoption of automation in Middle Eastern supply chains are multifaceted. Firstly, the demand for faster deliveries has necessitated the integration of technologies that can streamline operations and reduce order fulfillment times. Secondly, the push for digitization in countries like the UAE and KSA has created an environment conducive to the adoption of cutting-edge technologies. Lastly, the imperative for resilience and adaptability in the face of disruptions, such as those witnessed during the pandemic, has further fueled the adoption of automation.

Industry Projections and Forecasts. As automation technologies become more ingrained in the logistics landscape, industry projections

and forecasts paint a compelling picture. Forecasts indicate that by 2025, autonomous robots could process up to 50% of e-commerce orders. This projection signifies a seismic shift in order fulfillment times, reducing them from the current average of 4 hours to an astounding 30 minutes by 2028. The impact of such advancements on supply chain efficiency and customer satisfaction cannot be overstated. Flexibility and responsiveness are critical components of a well-designed supply chain, especially in the face of labor shortages and fluctuating demand.

Embracing Robotics as Catalysts for Growth

The integration of robotics into supply chain processes should not be viewed solely as a response to challenges but as catalysts for growth. Embracing robotics positions businesses as industry leaders, offering scalable operations that can seamlessly shift from two to three shifts as demand dictates. The adaptability of these systems is essential for meeting evolving customer needs effectively.

The Speed of Decision-Making in Supply Chain Success

In the modern business landscape, characterized by rapid changes and evolving market demands, the speed of decision-making is a critical factor in the success of a supply chain. Quick decision-making allows businesses to adapt swiftly to changing market conditions, optimize operations in real-time, and gain a competitive edge.

Leveraging Advanced Technologies for Informed Decisions

The integration of advanced technologies, such as artificial intelligence (AI) and data analytics, plays a pivotal role in making informed, swift decisions. These technologies provide real-time insights into supply chain operations, enabling businesses to optimize processes, anticipate challenges, and respond proactively to customer needs. The speed of decision-making is a critical component in effective risk management, addressing potential disruptions and logistical challenges promptly.

Improved Customer Satisfaction through Rapid Response

Swift decision-making is directly correlated with improved customer satisfaction. The ability to respond rapidly to customer needs, whether through faster order fulfillment or proactive problem-solving, enhances the

Rami Younes,
General Manager, Swisslog
Middle East



overall customer experience. In a competitive market, customer satisfaction is a key differentiator, and the speed of decision-making is integral to achieving and maintaining high levels of customer satisfaction.

Impact of Emerging Technologies on Traditional Supply Chain Models

The integration of emerging technologies, particularly robotics and automation, is reshaping traditional supply chain models in profound ways. These technologies optimize warehouse operations, reduce operational costs, and improve safety, addressing the growing demand for rapid delivery and product variety.

Optimizing Warehouse Operations with Robotics

In warehouse processes, where tasks like picking and palletizing can constitute up to 60% of operational costs, robotics significantly enhance efficiency. These automated systems operate with precision, reducing expenses and improving safety. The impact on order fulfillment times is substantial, contributing to the trend towards faster delivery services, such as next-hour deliveries.

Adaptable Integration with Existing Infrastructure

The incorporation of robotic storage and order processing solutions into existing infrastructure is a key aspect of reshaping traditional supply chain models. This adaptability allows businesses to enhance warehouse efficiency without major disruptions. The seamless integration of automated systems with human workers

improves overall workflow, supporting the trend towards faster delivery services.

Cost Reduction and Space Optimization through Automation

Automation plays a pivotal role in reducing operational costs, maximizing safety, and ensuring consistent service levels. Automated systems, including pallet stackers and conveyors, contribute to smarter and denser warehouse utilization. This optimization of space is vital for cutting costs associated with larger facilities. Real-life examples, such as Swisslog's automation solutions for an e-grocery platform, highlight the transformative impact of these technologies on modern supply chains.

Harnessing the Power of Real-Time Data and Analytics

In the age of Industry 4.0, the power of real-time data and analytics cannot be overstated. These technologies contribute to informed decision-making and optimization of supply chain operations, particularly in managing the flow of goods and information through a complex network.

Big Data and Industry 4.0 for Advanced Automation Dynamics

The integration of big data with Industry 4.0 principles lays the foundation for achieving new levels of warehouse automation dynamics, efficiency, and insight. Data-driven technologies, coupled with AI, enable supply chains to achieve a higher degree of automation sophistication. This not only optimizes operational processes but also contributes to continuous improvement through data-driven insights.

Challenges and Solutions in Enhancing Supply Chain Flexibility

The integration of robotics and automation into existing supply chain systems presents both opportunities and challenges for businesses. Careful planning, coordination, and ongoing engagement with stakeholders are essential to ensure a smooth integration process.

Ensuring Seamless Interoperability

Integrating robotics into existing systems requires meticulous planning to ensure seamless interoperability. This involves aligning automated systems with existing technologies and infrastructure, avoiding operational disruptions during the integration process.

Businesses must conduct a detailed analysis of current warehouse operations to identify specific needs, constraints, and opportunities for improvement.

Workforce Adaptation and Engagement

One of the challenges in the adoption of automation is managing workforce adaptation. Automation should not be perceived as a threat to jobs but as a catalyst for growth. Engaging with all stakeholders, including warehouse staff, management, and IT teams, is crucial in addressing concerns and ensuring a smooth transition. Training programs for employees ensure proficiency in operating and maintaining new automated systems, making the integration process a collaborative effort.

Continuous Improvement through Feedback Mechanisms

The approach to automation should involve a feedback loop for continuous improvement. Ongoing engagement with employees and stakeholders allows businesses to refine and enhance automated systems based on real-world feedback. This iterative process ensures that automation is not a one-time implementation but an ongoing journey towards increased efficiency and adaptability.

A Demand-Driven Approach to Supply Chain Success

The shift towards a demand-driven approach is a strategic imperative for businesses aiming to thrive in a post-pandemic world. In regions like the Middle East, witnessing a surge in e-retail, this approach is particularly relevant.

Meeting Growing Consumer Demands

The demand-driven approach is centered around meeting growing consumer demands for rapid service and personalized experiences. With the Middle East's e-commerce sector projected to reach \$57 billion by 2026, businesses must align their supply chain strategies with the evolving needs of digitally proficient consumers.

Driving Advancements in Logistics Technology

A demand-driven approach not only meets current consumer demands but also drives advancements in logistics technology. Businesses embracing this approach invest in technologies that ensure resilience and adaptability in supply chains. Initiatives like KSA's Vision 2030 further emphasize the need for a modern, technology-

driven logistics ecosystem.

Balancing Cost-Efficiency with Agility in Supply Chains

Balancing cost-efficiency with a responsive and agile supply chain is a strategic challenge that businesses must address. A holistic approach that considers both cutting-edge technology and cost-effective solutions is essential.

Strategic Investment in Automation Technology

To achieve a balance between cost-efficiency and agility, businesses must strategically invest in automation technology. This investment should align with the specific needs of the organization, considering factors such as scale, technology level, and future requirements. A modular design approach allows scalability, controlling costs by adapting the solution to changing needs. A holistic approach involves considering the total cost of ownership. This includes upfront costs, maintenance costs, energy costs, and labor costs. Businesses that evaluate automation solutions based on their long-term cost-effectiveness ensure that the investment yields a positive return over time.

Potential Consequences of Neglecting Supply Chain Adaptation

Neglecting the adaptation of supply chain strategies to evolving market demands can have far-reaching consequences for businesses. The experiences of businesses in 2016, where 80% of warehouses operated without any automation, highlight the imperative for adaptation.

Businesses that neglect adaptation risk decreased competitiveness and inefficiencies in their supply chains. Failure to embrace technologies that optimize operations and enhance efficiency can result in lagging behind competitors who have embraced automation. Neglecting adaptation may lead to increased operational costs as businesses struggle to cope with manual processes in a rapidly changing market. Additionally, the failure to invest in technologies that enable rapid response to market opportunities may result in missed chances for growth and expansion. Perhaps the most significant consequence of neglecting adaptation is a decline in customer satisfaction. In an era where customer experience is a critical differentiator, businesses that fail to meet evolving customer expectations risk losing market share. This, in turn, can impact the long-term viability and success of the business. 🔴

A Strategic Imperative

TechOps

Streamline their IT infrastructure and improve operational efficiency, which can result in lower costs and increased productivity.



Competency Framework

Assess your current capabilities architecture and identify areas for improvement, helping you to make informed decisions about where to invest your technology resources



TechSust Align

Optimize and improve your technology systems, ensuring they are operating at peak efficiency and effectively supporting your business goals.



Biz Insights

Provide advanced analytics services, leveraging the latest technologies and techniques to help you turn your data into actionable insights.



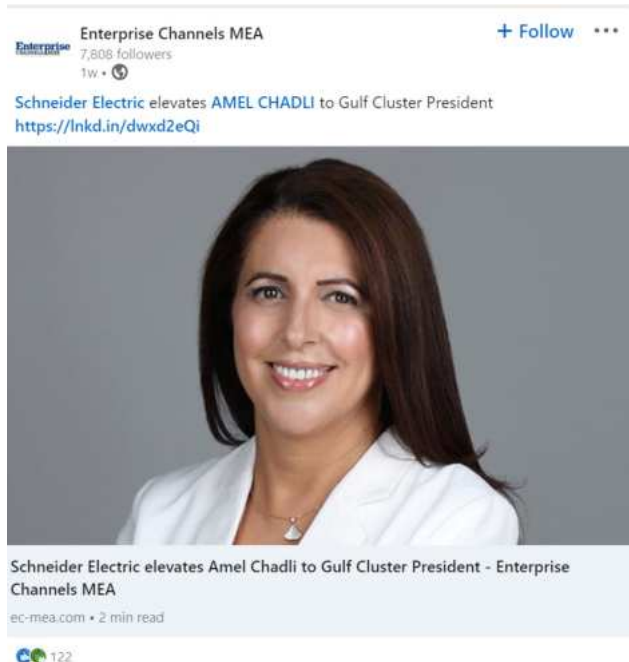
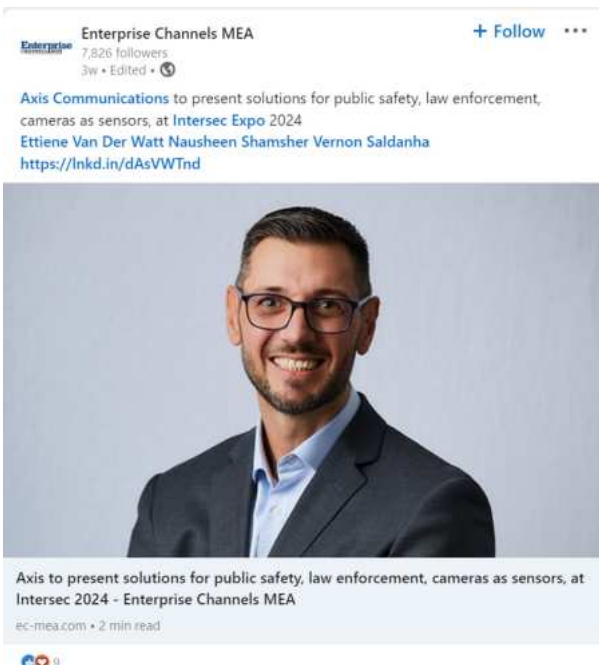
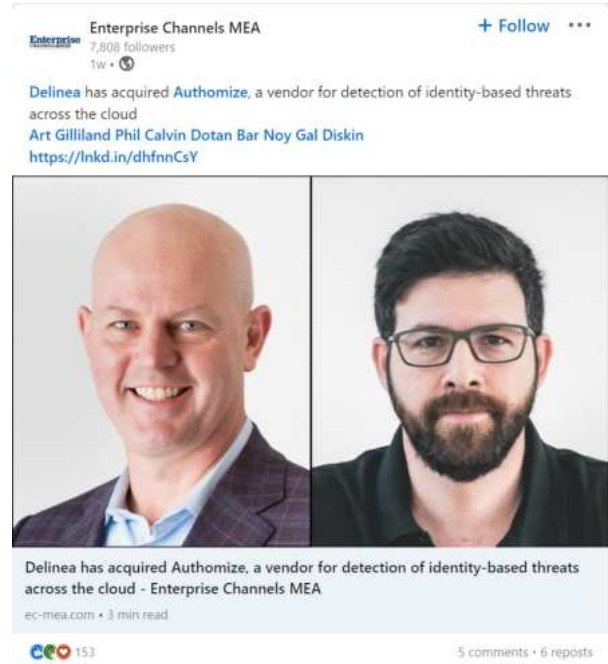
DXT

Develop a digital strategy that aligns with your business objectives, enabling you to stay ahead of the curve in a rapidly changing digital landscape.






What's trending



Enterprise Channels MEA + Follow ...
 7,808 followers
 2w • 📍

LinkShadow announces accomplishment of HQ status as part of Project HQ in Saudi Arabia
 Fadi Sharaf El-Dean Raji Joy John
<https://lnkd.in/d6UXrsCQ>




LinkShadow Reinforces its Commitment to Saudi Arabia - Enterprise Channels MEA
 ec-mea.com • 2 min read

👍👍👍 Sehrish Tariq and 75 others 6 reposts

Enterprise Channels MEA + Follow ...
 7,828 followers
 1mo • 📍


SAP Insights reveals formula for business resiliency: access to data, innovation, optimising processes, preparing for change
 Marwan Zeineddine Michelle Oribello Elizabeth Elphick
<https://lnkd.in/dYGQwD-Z>



SAP Insights reveals formula for business resiliency: access to data, innovation, optimising processes, preparing for change - Enterprise Channels MEA
 ec-mea.com • 3 min read

Enterprise Channels MEA + Follow ...
 7,808 followers
 1w • 📍

Zebra Technologies unveils new ultra-rugged mobile computer, MC9400 Series
 Julie Johnson Jonathan Walsh
<https://lnkd.in/dYMR4EEb>




Zebra Technologies unveils new ultra-rugged mobile computer, MC9400 Series - Enterprise Channels MEA
 ec-mea.com • 2 min read

👍 23 1 comment • 3 reposts

Enterprise Channels MEA + Follow ...
 7,808 followers
 1w • 📍

positive technologies reveals annual predictions for advancements in cybersecurity
 Alexandra Murzina
https://lnkd.in/dis_JhW2



Positive Technologies reveals annual predictions for advancements in cybersecurity - Enterprise Channels MEA
 ec-mea.com • 3 min read

👍👍👍 30 1 comment • 5 reposts

Enterprise Channels MEA + Follow ...
 7,826 followers
 1mo • 📍

Accenture selected as strategic partner by e& to embed sustainability into procurement function
 Angelo Lorusso Omar Khandaqji Fatin Elkhailil
<https://lnkd.in/dDJafzuh>



Accenture selected as strategic partner by e& to embed sustainability into procurement function - Enterprise Channels MEA
 ec-mea.com • 2 min read

Schneider Electric elevates Amel Chadli to Gulf Cluster President

Schneider Electric announced the appointment of Amel Chadli as the company's Gulf Cluster President. In her new role, Chadli will drive innovation and growth in digital transformation, sustainability, and energy management and industrial automation with artificial intelligence technologies across the Gulf region. Formerly, Chadli was the Vice President of Digital Energy and Energy Management Software – Middle East and Africa, leading the company's smart building, healthcare, and microgrid initiatives, contributing towards energy-efficient customer transformations.

Reflecting on her accomplishments over 19 years with the company, Chadli highlighted her role in Africa's energy evolution, ensuring equitable access to safe, reliable, sustainable power. An advocate for the UN Women Empowerment Principles in Africa, Chadli sits on the Executive Committee of RES4Africa, a foundation with a resolute dedication to supporting Africa's energy transition and achieving Sustainable Development Goal 7 (SDG7).



Amel Chadli, Gulf Cluster President, Schneider Electric

Karl Triebes moves from Imperva to Forcepoint as Chief Product Officer to drive Data-First SASE platform



Karl Triebes as Chief Product Officer. Reporting to CEO Manny Rivelo

Global security leader Forcepoint announced appointment of Karl Triebes as Chief Product Officer. Reporting to CEO Manny Rivelo, Triebes will lead product and technology strategy to drive innovation of the company's Data-first SASE platform, uniquely delivering data security everywhere.

Businesses face a critical need for comprehensive data security. The surge in data creation, amplified by GenAI advancements, along with expanding global data privacy legislation—now at 71 percent of countries and growing—and escalating fines for breaches, emphasizes the urgency for businesses, especially the middle market, to prioritize data security.

SAP appoints Emmanuel Raptopoulos Regional President for Europe, Middle East & Africa



Emmanuel Raptopoulos, Regional President, Europe, Middle East and Africa, SAP

SAP has appointed Emmanuel (Manos) Raptopoulos as the President for SAP's newly created EMEA region. The new territory comprises Benelux, France, Greece, Ireland, Italy, Netherlands, Nordics, Portugal, Spain, Turkey, United Kingdom, and the whole of the Middle East and Africa. In this capacity, Raptopoulos will be responsible for overseeing 14,000 employees across 53 offices, servicing customers in 90 countries. The region is significant to SAP's business - the power of cloud technology, combined with the possibilities of AI, provides a unique opportunity to drive customer transformation and value.

Prior to this appointment, Raptopoulos was the Regional President for SAP EMEA South, now a subset of the larger EMEA region. He joined SAP in 1998 and has held several leadership roles in General Management, Sales, Operations and Consulting in both Europe and the Middle East.

"For more than 25 years, Manos Raptopoulos has successfully grown customer-facing businesses at SAP. I have confidence in his leadership and know that he will continue to champion the growth and innovation of our customers in this strategically important region for SAP," said Scott Russell, member of the Executive Board of SAP SE and head of Customer Success. "Manos is a staunch advocate for the voice of customers and partners and is an empathetic and inspirational leader of people. I am excited for Manos to lead our EMEA Region to new heights, together with our outstanding team."

GLOBAL
CISO
FORUM

#ZeroTrust

PRESENTS



SECURITY IS
NOT COMPLETE
WITHOUT U!

16 APRIL - QATAR

18 APRIL - KSA

APRIL - EU

17 APRIL - PAKISTAN

23 APRIL - UAE

APRIL - US



BROUGHT TO YOU BY

OFFICIAL MEDIA PARTNERS

GEC
MEDIA
GROUP

CYBER SENTINELS

Enterprise
CHANNELS MEA

BUSINESS
TRANSFORMATION

POWERED BY

BOTS

GLOBAL
CIO
FORUM



THE
WORLD
CIO 200
SUMMIT

2024 ROADSHOW

MAY-SEPTEMBER 2024

UNLEASH THE MIGHT



50
COUNTRIES

4000
C-LEVEL EXECS

300+
SESSIONS

200+
EXHIBITORS