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CHATYYOUR SERVICE

Many enterprises nowadays are discovering that voice assistants can be great for businesses. According to a study, 88% of the enterprise leaders believe their businesses can gain a competitive advantage and remain successful by deploying voice assistants into their daily operations......./24









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Setting the stage for H2



ANUSHREE DIXIT Editor Editor ediagrahip cam

We are halfway 2019.

In the last six months, we saw the IT fraternity as a whole coming forward to support the cause of the evolution mandate and thereby propel the Middle East's future economic ambitions.

The transformational capabilities of 5G were demonstrated by the leading telecom operators and service providers in the Middle East; Etisalat expanded its 5G capabilities in UAE by selecting Ericsson; du demonstrated the region's first-ever Video over LTE (ViLTE) 5G call; Oman Telecom Authority, Omantel and Ericsson joined hands to showcase future innovations powered by 5G.... and a lot more.

The Cloud appetite also paved way for some breakthrough innovations such as Finastra's Open Cloud platform— FusionFabric.Cloud for the banking and finance sector (page 22). Alibaba hosted its first ever Cloud Internet Summit gathering leading industry professionals (page 12). One of the biggest announcements came from Microsoft as they took a significant step in its support of digital transformation across the Middle East and launched two new cloud regions in the United Arab Emirates. These new regions – Microsoft's first in the Middle East – will empower customers and partners to embrace the benefits of the Fourth Industrial Revolution and achieve more. The new cloud regions in Abu Dhabi and Dubai join Microsoft's global cloud infrastructure – one of the largest and most secure in the world – to provide organizations, enterprises and developers in the UAE with access to scalable, highly available, and resilient cloud services while maintaining data residency, security and compliance needs.

Our cover story this issue is a deep dive into the capabilities of digital assistants in modern enterprises and how they are transforming the day-to-day operations. Also in focus is the surge of e-commerce in the Middle East and a close look at the various new trends shaping the sector.

July issue of Enterprise Channels also peeps into the rapidly transforming manufacturing sector and what industry 4.0 has in store.

We hope you enjoy reading them.

Along with the industry, we are also prepping up for the H2. Unveiling a lot of new additions to our portfolio. Stay tuned!



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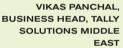
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UNLOCKING THE POWER OF OPEN PLATFORM WISAM ALKHOURY, MANAGING DIRECTOR, FINASTRA



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CUSTOMERS WITH EXCELLENCE A. AMIR MOHAMMAD, CEO, MISSAN IT **SOLUTIONS &** SERVICES











CHANNEL STREET



we4bee becomes part of the Microsoft 'AI for Earth' program

The we4bee bee research project, which is supported by the Audi Environmental Foundation, has been included in Microsoft's "AI for Earth" program. we4bee aims to connect intelligent

beehives equipped with sensors with the cloud in order to carry out long-term analyses of bee colonies and environmental data, and to investigate the effects of certain influences on bees using data-science methods. As a member of the worldwide "AI for Earth" network, we4bee gains access to current products and services connected with artificial intelligence, and is supported by learning and training programs.

Schools and educational institutions will take care of the bee hives and ensure that they send data continuously. Each bee colony is additionally looked after by a beekeeper. With the we4bee app, participants can track which data is transferred to the cloud. This includes information on temperature, humidity, air pressure, weight, noise and particulate-matter pollution. Every user can use the app to compare his or her hive with others in the cloud. Gamification tools encourage more interaction. For example, an AI-supported flower scanner allows participants to take photos of flowers and then displays which flower they are.

Under the "AI for Good" motto, Microsoft supports organizations and projects that promote issues such as human rights, accessibility, and environmental protection. The Microsoft "AI for Earth" program helps researchers and organizations to use artificial intelligence to develop new approaches for the protection of water, agriculture, biodiversity and climate. The initiative aims to solve the great challenges facing humanity with the help of artificial intelligence.

SMART DUBAI AND DHA SAVE LIVES WITH AI

Smart Dubai has unveiled a new artificial intelligence (AI) use case in the healthcare sector as part of its AI Lab initiative, conducted in collaboration with the Dubai Health Authority (DHA) and IBM.

The use case adds a milestone on Smart Dubai's roadmap, which seeks to harness artificial intelligence to propose practical solutions, develop sophisticated services, and improve people's lives. It is part of the AI Lab programme, which seeks to explore advanced technological solutions to improve quality of life in the emirate and accelerate smart transformation in the services sector.

The proof of concept (PoC) allows healthcare professionals to pre-emptively forecast a patient's future condition, by tracking six vital signs, including blood pressure, temperature, and pulse, among others. Nurses feed this data into the high-precision AI system, which analyses them to predict how a

patient's situation will progress, take the necessary precautions, and potentially save many lives.

Thousands of patients across four hospitals – Rashid Hospital, Latifa Hospital, Dubai Hospital, and Hatta Hospital – were part of the PoC, where the system was trained to process these patients' data. The procedure helps improve the efficiency of various medical practices, such as early detection, in addition to streamlining nursing and healthcare

management

His Excellency Wesam Lootah, CEO of the Smart Dubai Government Establishment, emphasised the importance of artificial intelligence technology in providing effective tools to improve the lives of residents and visitors, providing safe and innovative experiences that improve performance across government entities, and ultimately transforming Dubai into the happiest and smartest city in the world.





04 SEPTEMBER 2019 DUBAI, UNITED ARAB **EMIRATES**

12 SEPTEMBER 2019 KSA, RIYADH, KINGDOM OF SAUDI ARABIA

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ADDA Launches New AI initiative in Partnership with IBM

The Abu Dhabi Digital Authority (ADDA), in collaboration with IBM, has successfully launched a new set of Artificial Intelligence (AI) training workshops that have been specifically developed and created for Abu Dhabi government employees. The workshops, which are part of the ADDA's ongoing AI-focused initiative, looks towards increasing key awareness on the benefits and advantages being offered by AI, while also helping improve the decision-making skills of local government employees, especially in the efforts to further develop all sectors of the emirate.

In line with this, local government departments can nominate eligible employees to take part in the workshops starting in this June. The training agenda covered timely and important topics in AI, including business management and

technical aspects of modern technologies. The launch of the new training sessions is a successful follow-up to the partnership between ADDA and IBM, which signed a Memorandum of Understanding (MoU) last year for the creation of an AI Centre of Excellence in Abu Dhabi.

The training workshops will be offered in batches, the first batch was started with 13 government entities including Abu Dhabi Executive office; Department of Education and Knowledge; Department of Health; Abu Dhabi Housing Authority; Department of Community Development; Department of Culture and Tourism; Emirates Nuclear Energy Corporation; Abu Dhabi Environment Agency; Al Ain Municipality; Al Ain Zoo; Social Care and Minors Affairs Foundation; Presidential Flight and Statistics Centre – Abu Dhabi (SCAD).

EMIRATES STEEL ACCELERATES DIGITAL ROADMAP WITH COMMVAULT

Emirates Steel has implemented Commvault HyperScale" to support its digitalization ambitions and safeguard its manufacturing operations. Headquartered in Abu Dhabi, Emirates Steel is wholly government-owned. At full capacity, its 11 plants produce 3.5 million tons of steel products, such as sheets, beams, and reinforced bars, every year for the construction industry. The company's digitalization efforts include moving its SAP modules to the cloud through Microsoft public cloud solutions. "Backup was a challenge with underlying technology scattered across different environments and running on aging Dell hardware," said Mohammed Azam, IT Infrastructure Head at Emirates Steel "I initially liked Rubrik's simple interface but realized, at the Commvault GO event, that . Commvault HyperScale proved a more effective solution with an interface that was just as user-friendly but with the critical difference that we installed it easily and it works perfectly across our complex environment."

Commvault HyperScale" and Commvault Complete" Backup & Recovery protect 400 terabytes of data hosted across SAP systems, and including SQL databases, email archives, and 20 virtual machines. "Commvault HyperScale" is easy to install and use," said Azam.

NEC PARTNERS WITH C-DAC

NEC Technologies India (NECTI) has partnered with the Centre for Development of Advanced Computing (C-DAC) (1) to deploy its automated fingerprint identification system (AFIS) for the Kerala State Police in India.

The new AFIS will be used by the Kerala State Police to match unknown fingerprints against a central database of known fingerprints for criminal investigation. More than 600 police/enforcement facilities across the state, including police stations and the district police headquarters, will have access to the system for verification and new registration of fingerprints.

This new system will help state police accelerate investigations more efficiently by providing a faster and more accurate fingerprint verification. The new system is able to enhance the quality of fragmented fingerprints captured at crime scenes and makes it possible to match the prints against the central database.

NEC's AFIS boasts the world's No. 1(2) authentication accuracy and is a core technology of the company's portfolio of leading biometric solutions, "Bio-IDiom"(3).

Mr. Takayuki Inaba, Managing
Director, NECTI, said, "NEC has always
been at the forefront of public safety. As a
world leader in biometrics technologies,
we are delighted to be working with
C-DAC and the Kerala State Police to
implement a new fingerprint recognition
infrastructure, and are committed to
building safer and smarter cities in India."

LANDMARK GROUP, HSBC COMPLETE DUAL-PLATFORM BLOCKCHAIN TRANSACTION

Landmark Group and HSBC have completed a first-of-its-kind transaction that connected two independently-built block-chain platforms, proving their interoperability and showing how collaborative technologies can further accelerate international trade in the future. It also

marks a major step forward in the Middle East's retail industry adopting blockchain.

The transaction involved a shipment from Bee Dee Industries in Hong Kong to Babyshop, Landmark Group's family retail brand in the United Arab Emirates (UAE). A Letter of Credit was issued by HSBC using the Voltron platform and Landmark Group's initiated ReChainME platform enabled seamless connectivity with its logistics partners at both ends of a key trading corridor.

This meant that all the key participants along the logistical supply chain could view documents and track progress of the shipment in real-time, thereby reducing the overall time to complete the transaction by up to 12 days, a 40% reduction. It also helped reduce the need for paper, as retail supply chains typically involve large numbers of

paper documents that are screened and updated at multiple touch-points.

Rajesh Garg, Group Chief Financial Officer, Landmark Group, said: "We saw the promise of blockchain technology and embarked on the journey. This is a huge milestone for us at Landmark Group."



RheinBrücke Joins Forces with Moro, Epicor



HIS EXCELLENCY MOHAMED HASSAN AL NOMAN

RheinBrücke signed a memorandum of understanding with Moro, a state-of-the-art Dubai government owned data hub focusing on government and enterprise clientele and Epicor Software to offer Epicor ERP in the cloud focusing on the Middle East market.

The partnership includes the launch of a new cloud-based enterprise resource planning (ERP) product in collaboration with Epicor. The solution seeks to help businesses streamline their systems and processes to access innovation and

scalability with lower capital requirements, shorter deployment times, higher returns on investment, reduced infrastructure costs, trimmed operating expenses, and world-class security.

The Collaboration between RheinBrücke Middle East and Moro was announced at Epicor's annual MENA Customer Summit in Dubai that focus how the cloud can enable enterprises to reinvent themselves amid the Fourth Industrial Revolution. At the event, Epicor experts also shared key insights, trends, and updates related to the Epicor ERP and Epicor iScala solutions.

His Excellency Mohamed Hassan Al Noman said: "It is no longer a case of when digitalisation will impact businesses – we are already in the thick of the disruption. Companies need to act now to stay relevant and to support their transition."

Marwan Bin Haidar, Vice Chairman of Moro, said: "Today we are delighted to have signed our partnership with RheinBrücke Middle East and are honoured to have Moro be selected as their home base in the MENA region. RheinBrücke and Moro will together be able to host Epicor, ERP, and SaaS solutions to help evolve enterprise customer's businesses during their digital transformation journey."

CONSENSYS TO LAUNCH BLOCKCHAIN FOR SOCIAL IMPACT INITIATIVE

Reiterating its commitment to using technology to build a more humane society, ConsenSys has confirmed its support of Re:Coded Iraq. Re:Coded, a humanitarian innovation non-profit organization founded in 2017, provides coding and entrepreneurship training, mentorship opportunities and facilitates employment and freelancing opportunities for conflict affected youth across the MENA region. The global blockchain specialist firm has developed a mentorship program for Re:Coded trainers, which includes general and technical blockchain training courses run by Mostafa Farghaly, Blockchain Protocol Engineer and Ammar Kurabi, Senior Technical Project Manager from ConsenSys MENA. This will enable the trainers to then deliver training courses at their centers in Iraq.

Since early 2014, over 3.3 million Iraqis have been internally displaced due to conflict, and more than 240,000 Syrian refugees currently live in Iraq. The humanitarian crisis has created many difficulties, disrupting sectors such as education and employment. "Our aim in Iraq is to bring together local developers, designers, social entrepreneurs, humanitarians and community residents to develop creative technology solutions that address the specific challenges facing this war-torn region. These include barriers to education, difficulty accessing the job market and social cohesion between displaced Iraqis and host community members," said Samsul Karim, Senior Edtech Expert, ConsenSys.



BANK ABC, JUMIO TEAM UP

Jumio, the Al-powered trusted identity as a service provider, unveiled a partnership with Bank ABC. The partnership enables Bank ABC's new mobile-only bank to compliantly onboard new individual customers using Jumio's biometric-based identity verification solution. Based in Bahrain, Bank ABC currently serves customers on five continents, covering countries in the Middle East, North Africa, Europe, the Americas and Asia. Bank ABC plans to launch one of the region's first digital banks and has invested in establishing digitised operations including a fully digital KYC capability.

VISA B2B CONNECT LAUNCHES GLOBALLY

Visa commercially launched its B2B Connect network, giving financial institutions an ability to quickly and securely process high-value corporate cross-border payments globally. The Visa B2B Connect launch will cover more than 30 global trade corridors, with an aim to expand to as many as 90 markets by end of 2019.

ASPENTECH AND HEXAGON COLLABORATE

Aspen Technology and Hexagon PPM revealed a new level of collaboration founded on a memorandum of understanding (MoU) that will more closely align AspenTech's conceptual, basic engineering and cost estimation solutions with the detailed engineering suite from Hexagon PPM, to enable a fully data-centric workflow across the asset lifecycle.

BIOS MIDDLE EAST HONORED WITH CISCO AWARD

BIOS Middle has won the Cloud and Managed Services Partner of the Year Award for the Gulf East region by Cisco at their Commercial Partner Summit 2019, which took place in Dubai. This award is designed to recognize the company, who used best-inclass practices, and serves as a model to the rest of the industry. Areas of consideration include innovative practices and process, architecture-led approach successes, strategic business outcome-focus that result in customer success.



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Alibaba Cloud Partners with Group 42 to Host First MEA Internet Summit



Alibaba Cloud held its inaugural Middle East and Africa (MEA) Internet Summit in partnership with UAE-based Artificial Intelligence (AI) and Cloud Computing leader Group 42.

Drawing the participation of tech experts and executives from the region's top 100 internet companies, the summit took place during the Ghyma Conference 2019. Among the distinguished guests were HE Saif Mohammed Al Hajri, Chairman of the Department of Economic Development Abu Dhabi, HE Mohammed Gheyath, Executive Director Information Security Operations, Abu Dhabi Digital Authority, Ibrahim Ajami, Head of Mubadala Ventures, Peng Xiao, CEO of Group 42, and Selina Yuan, President of Alibaba Cloud Intelligence International.

Panellists and speakers covered an extensive range of topics over 10 keynote speeches. These included maximising the potential of cloud and AI, leveraging the internet to thrive in the new digital age, taking e-commerce to the next stage of growth, the startup and financial technology (FinTech) landscapes in the Middle East and Africa, and the online entertainment revolution in the region.

The MEA Internet Summit builds on Alibaba's existing partnerships with over 30 local vendors across a wide variety of tech segments. In addition, the company invests in the development of UAE youth through its collaboration with Khalifa University that identifies opportunities in areas such as data analytics, the Internet of Things (IoT), robotics, and cloud computing.

TELECOM EGYPT AND JUNIPER NETWORKS PARTNER

Telecom Egypt and Juniper Networks, signed a Memorandum of Understanding (MoU) this week in Cairo further cementing Juniper's position as a strategic technology provider for Telecom Egypt. This MoU will highlight the companies' intent to scope the Egyptian business landscape for shared opportunities to provide IP-based, high-performance networking solutions to enterprises. Telecom Egypt will also have the option to become an authorized resale partner of Juniper's technology solutions in Egypt.

Furthermore, Telecom Egypt, the country's longest established and most prominent telecom operator, is also upgrading its own network infrastructure to include Juniper Networks MX Series 5G Universal Routing Platform, QFX Series Data Center Switches and SRX Series Next-Generation Firewalls. This will create a secure, high-capacity infrastructure from the core and data centers to the network edge and is uniquely designed to carry fixed, mobile, voice and data services traffic for domestic and business connectivity, including 5G services when launched.

PARTNERS SEE INCREASED AVENUES FOR GROWTH WITH NUTANIX AND HPE PARTNERSHIP

Nutanix unveiled opportunities and benefits for joint Nutanix and Hewlett Packard Enterprise (HPE) partners following the companies' recently announced agreement. In the agreement, Nutanix will provide its Enterprise Cloud OS software to HPE to sell as-a-service (aaS) via the HPE GreenLake partner ecosystem. In addition, joint Nutanix and HPE partners will be able to sell DX appliances,

a new appliance series built with HPE servers and factory-installed Nutanix Enterprise Cloud OS software.

These new DX appliances with Nutanix software and HPE hardware will provide joint customers with an additional option to leverage Nutanix's industry-leading software with one of the largest server vendors worldwide. Customers who previously ran Nutanix's Enterprise Cloud OS software on HPE hardware will benefit from a fully supported solution from both companies. Furthermore, net-new customers ready to adopt HCI technologies will be able to leverage a fully integrated solution.

Since announcing the agreement to work together with HPE, Nutanix has already seen a rousing response from its partner community. Partners who sell the brand new DX appliances will continue to grow their business, and maximize the benefits and incentives within both Nutanix and HPE partner programs. Additionally, Nutanix is investing in enhanced resources to enable partners to ramp the solution quickly, and will enable and engage with partners at the Nutanix .NEXT Conference in Anaheim, beginning today through May 9.



Equinix Unveils Virtual Network Services on Platform Equinix

Equinix revealed the next phase in the evolution of Platform Equinix* with the unveiling of Network Edge services, a new product innovation enabling companies to modernize networks virtually, within minutes, by deploying network functions virtualization (NFV) from multiple vendors to connect their digital supply chains at Equinix.

Designed to accelerate digital transformation for global businesses, Network Edge offers enterprises a new way to deploy network services on Equinix's global interconnection platform, without a physical data center deployment or hardware requirements. As an additional option within Equinix's broad portfolio of physical and virtual interconnection services, Network Edge enables enterprises to reduce capital expenses and scale IT and network services globally by virtually deploying a digital-ready infrastructure.

Offered as a broad suite of vendor-neutral, virtual network services, Network Edge allows customers to select, configure and connect

network and security devices in real time and from a choice of industry-leading vendors including Cisco, Juniper Networks and Palo Alto Networks. By bringing seamless, ultra-low latency network services closer to end users, clouds and valuable ecosystems in more locations, Network Edge can dramatically improve network optimization efforts in an economical way.

Network Edge also includes built-in integration to Equinix's global on-demand, SDN-enabled interconnection service, Equinix Cloud Exchange Fabric" (ECX Fabric"). By combining Network Edge with ECX Fabric, customers can deploy virtual edge devices and interconnect them to clouds and network providers located in new global markets, extending their reach to potentially thousands of new business partners around the world. This empowers companies to be everywhere they need to be to interconnect everyone and integrate everything that matters to their businesses.



MOVEMENTS



Pagero Group appoints

<u>LUIS ORTEGA</u> as MD for

MEA



Bitdefender appoints

TAREK KUZBARL as

Regional Director for

Middle East



Finastra appoints

MARK MILLER as CFO



\$213Bn

IT spending in META region to reach \$213 billion in 2019:IDC



VAD TECHNOLOGIES PARTNERS WITH FRESHWORKS

VAD Technologies revealed its distribution partnership in Middle East region with Freshworks. With this announcement, VAD Technologies will expand Freshworks offerings in the Middle East Market. Freshworks is already seeing increased demand from the region with thousands of customers from the Middle East. With a dedicated go-to-market team, managing field and channel partner operations, VAD technologies will play an important role in growing Freshworks' business in Middle East.

FORMULUS BLACK PARTNERS WITH LOOKER

Formulus Black has partnered with Looker for a joint solution to increase query performance up to 70x without complicated database migrations or changes. Formulus Black's Forsa software, combined with Looker, allow users to analyze and visualize data at memory channel speeds. With this joint solution, Looker and Formulus Black are enabling real time access to data and improving query execution speeds so that data teams spend less time waiting on data and more time on higher value work.

SPIRE SOLUTIONS SIGNS AGREEMENT WITH FIDELIS CYBERSECURITY

To address customer challenges related to network security and data loss prevention, Spire Solutions has signed a distribution agreement with Fidelis Cybersecurity. In accordance with Gartner's Market Guide for Enterprise Data Loss Prevention, 2018, Fidelis has one of the most fully featured network DLP products in the enterprise DLP market and operates at speeds of 20 Gbps and above.

SPECTRAMI SIGNS AGREEMENT WITH VERACODE

SPECTRAMI has signed an agreement to offer the full spectrum of software security solutions from Veracode, the provider in next-generation application security testing (AST). This partnership further strengthens SPECTRAMI's existing security portfolio offered in the region. The Veracode Application Security platform offers speed, scale, and services and consultation to help companies manage security risks across their entire application portfolio.



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Suprema ID Launched World's Slimmest BioMini Slim 3

Suprema ID showcased the new FAP30-compliant BioMini Slim 3 fingerprint scanner, at SDW2019 in London, UK on 11 – 13 June 2019.

Suprema ID's new FAP30 fingerprint scanner comes in a robust IP65-rated dust and waterproof structure with the ultra-slim optical sensor featuring its proprietary advanced LFD (Live Fingerprint Detection) technology to prevent spoofing frauds. Moreover, Suprema ID's new FAP300-compliant fingerprint scanner will maintain the highest standards of FBI PIV/FIPS201 and mobile ID FAP30 certifications, and enable users to capture high quality fingerprints under harsh environments and

under direct sunlight up to 100,000 LUX.

"The new Suprema ID's FAP30-compliant fingerprint scanner has been designed to provide the best reliable fingerprint authentication performance over dynamic environments such as outdoor and mobile situations. At Suprema ID, our commitment is to provide the best product beyond market expectation with the highest user's convenience and security," said Bogun Park, CEO at Suprema ID.

At the show, Suprema ID will present full demonstrations of its BioMini series FBI-certified fingerprint authentication scanner as well as Suprema ID's new Android-compatible RealScan-G10 and RealScan-D scanners.

RESEARCH FINDS TECHNOLOGY CAN FIX THE EMPLOYEE EXPERIENCE

New global research coming out of The Experience of Work: The Role of Technology in Productivity and Engagement, research conducted by the Economist Intelligence Unit (EIU) with sponsorship from Citrix Systems finds companies that use technology to support new models for work and provide employees with tools that make working more efficient and meaningful can deliver a superior experience. This can in turn not only attract the people they need, but keep them engaged and productive, improving their business results.

It used to be that competitive salaries, benefits and career development initiatives were enough to find and keep talent. Today, these things are table stakes. To compete and win in the raging battle for talent, companies need to up their game and give employees what they really want: a simple and flexible way to get work done. Technology is a key driver of the modern employee experience.

RIVEBED SIGNS GLOBAL OEM AGREEMENT WITH VERSA NETWORKS

Riverbed has signed a global original equipment manufacturing (OEM) agreement with Versa Networks, combining Riverbed's expertise, global support and services, and leadership in digital performance with Versa Network's enterprise-class secure SD-WAN technology. This agreement strengthens Riverbed's presence in the SD-WAN market, and expands the company's reach and ability to address larger and more complex enterprise SD-WAN deployments in order to help businesses of all sizes and types transform their networks and compete in the digital era.

Riverbed will offer an expanded portfolio of SD-WAN solutions alongside Riverbed SteelConnect, which will now include a new enterprise offering leveraging Versa Network's Secure Cloud IP software platform. The new SD-WAN solution will deliver high scalability, a full stack of enterprise and carrier-grade routing and advanced network security capabilities, which complement Riverbed's powerful SD-WAN, application acceleration and digital experience management solutions, providing a complete family of offerings to meet the needs of all organizations - from the mid-market to the world's largest enterprises.

MIST SYSTEMS ADDS WI-FI 6, AI BASED CLOUD SERVICES TO ENTERPRISE EDGE

Mist Systems unveiled new products and services that leverage artificial intelligence (AI) to bring simplicity, flexibility and scale to IT operations and support. These additions, which include new 802.11ax (Wi-Fi 6) Access Points (APs), the new Mist Edge and the industry's first AI-driven support model for IT, advance the company's goal of building AI-driven enterprises that leverage automation and insight to lower IT costs, maximize end-user

experiences and ensure network infrastructure as a key enabler for strategic business initiatives.

The Mist platform is a cornerstone of Juniper's strategy for delivering the AI-driven enterprise. By leveraging several core architectural advantages, including a microservices cloud architecture with abstracted control, automated workflows, an integrated AI engine and a robust product portfolio that spans the wireless LAN, wired LAN, WAN and security domains,

Juniper is bringing simplicity and scale to IT while delivering the best possible end-user experiences. The company is expanding on these pillars to bring even more value to the AI-driven enterprise with the following new Mist products and services:

The company is expanding its family of APs with the new Mist AP43, the first cloud-managed 802.11ax (Wi-Fi 6) access point with integrated AI-driven automation and insight.

The 802.11ax (Wi-Fi 6) standard introduces several new innovations to wireless networking that expand the throughput, performance and capacity of traditional WLANs. However, expanding networks can also create new complexity. The Mist AP43 (coupled with the Mist AI-driven cloud) simplifies 802.11ax operations through automation and maximizes the value of these environments with proactive resources and client management.







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CAFU to launch Research & Development Centre in Sharjah



CAFU plans to launch its Research and Development (R&D) Centre in Sharjah Research Technology and Innovation Park (SRTI Park). The move comes in line with the UAE's vision of driving innovation within the region, and CAFU's goals of being a key local contributor to the fields of technology, mobility and energy.

Ever since CAFU's launch, the unique fuel delivery service provider has been keen to reinvent the fueling process by using advanced technology coupled with shifting consumer behavior to create a revolution in the energy sector. The partnership with SRTI Park will provide a platform to achieve this ambition, while further accelerating CAFU's vision of bringing innovative technologies to its people in a way that

is smart and convenient.

The R&D facility will undertake activities to innovate, introduce new products and services to the market as well as solve major challenges through advanced technology and continuous deep learning.

"CAFU's long term ambition is to become a proactive global energy-tech player that has set a benchmark for the fuel delivery industry through its leading technology. With the announcement of the R&D centre, we have reached a new milestone and we look forward to investing in local and global talent while keeping a steady focus on development and implementation of new exciting technologies for our consumers and partners" said Rashid Al Ghurair, Founder of CAFU.

MARTELLO TECHNOLOGIES TEAMS UP WITH NAIZAK DISTRIBUTION

Martello Technologies Group provided an update on customer activity in the hospitality industry in the Middle East, driven by its distribution agreement with Naizak Distribution. Together, the two firms have teamed up to deliver Martello's enterprise network solutions to more than 50 hotel properties in the Middle East, with additional enterprise deployments. Martello's enterprise network solutions have been deployed in thousands of hotel properties around the world.

The Middle East region represents a significant opportunity for Martello, due to the limitations of currently available internet solutions. The cost of bandwidth with average performance in this region is high, and the demand for high speed internet access (HSIA) has grown. This demand is fueled in part by growth in the hospitality industry in the region: there are more than 100 five star hotels in Dubai alone, and more than 100,000 hotel rooms forecasted by 2020. Hotels choose Martello's solutions because they integrate seamlessly with a hotel's existing network infrastructure, to deliver costeffective and reliable high speed internet access to hotel guests.

DVCOM AND DRAYTEK CONCLUDE THEIR 7TH EDITION OF DRAYTEK CHANNEL CHAMPS

DrayTek Channel Champs recently concluded its 7th edition. Organized DrayTek in association with their distributors in GCC, DVCOM Technology, the competition commenced on 3rd February 2019 and concluded with the award ceremony on 12th June 2019.

Draytek's Channel Champs campaign encourages local system integrators, resellers and retailers to attain the best sales output to win the annual Channel Champion award. The three-and-a-half-month-long event is annually organized by DrayTek in partnership with DVCOM Technology to focus on the System Integrators and Network Solutions Providers in the MEA region. Every year, DrayTek identifies its best associates to nurture and encourage through this event while providing all participating entities with opportunities to transform their business modules and find value-added partners and enterpris-

ing associates.

The award ceremony felicitated the champions of DrayTek's Channel Champs 2019. 8 awards were announced as the event came to a close.

DrayTek also unveiled some of their latest networking solution devices with live demonstrations at the event. The Vigor2620LTE, an LTE and ADSL/VDSL router with dual SIM support for 3G/4G/ LTE cellular connectivity offering speeds up to 150 Mbps was unveiled for the first time. It offers 2 VPN connections for remote access and LAN-to-LAN connectivity. Another router launched at the event was the Vigor2915ac, a dual-WAN security router for better load-balancing or redundancy management. Equipped with 16 concurrent VPN tunnels including up to 8 SSL VPNs, it offers bandwidth management and QoS for the incredible VoIP quality.



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Epicor MENA Customer Summit Highlights Cloud, Industry 4.0



Epicor Software Corporation hosted its annual MENA Customer Summit, which concentrated on how the cloud can enable enterprises to reinvent themselves amid the Fourth Industrial Revolution. The event held at the One & Only Royal Mirage, Dubai, on June 18 provided regional businesses the opportunity to network with Epicor customers from across the manufacturing, distribution and hospitality industries. Epicor experts also shared key insights, trends and updates, focusing on the Epicor ERP and Epicor iScala solutions.

Epicor's keynote speakers demonstrated to delegates how digital transformation can fuel growth and elevate their businesses to new levels of agility, innovation, productivity and security. "We are dedicated to providing solutions that meet the unique challenges of the markets we serve," said Andy Coussins, senior vice president and head of Epicor International. "Our industry specific expertise drives everything we do and allows us to laser-focus our product development. This ensures that as our customers embrace

digital transformation, they have verticalised best practice at the heart of their business. This approach, together with our people, makes us stand out against other solutions in the market that simply can't match us in industry depth and breadth."

Another priority area for this year's summit was the Connected Enterprise. Epicor has been a leader in creating awareness about the benefits of the Connected Factory, urging regional manufacturers to innovate for the future and ready themselves for an inevitable outcome of Industry 4.0. The latest version of Epicor ERP which was released in April 2019 enables environments where factories, warehouses, machines and people are connected in a single interoperable ecosystem to improve productivity and competitiveness. Epicor experts discussed how organisations can use such connectivity to introduce automated data collection, IoT, workflows, processes, notifications and exception handling, that have traditionally been manual and labour-intensive.

BEYONTEC PARTNERS WITH AJMS

Beyontec Solutions and AJMS have entered into a strategic partnership to develop a comprehensive IFRS 17 solution for the Middle East and African insurance industries.

Introduced as the harmonised global accounting standard for insurance contracts including reinsurance, International Financial Reporting Standard (IFRS) 17 aims to provide consistency across all aspects of accounting in insurance. Issued by the International Accounting Standards Board (IASB), the new standard will come into effect from 1st January 2021, with an option to adopt early.

Speaking on the occasion, Mr. Vivek Sethia, director and co-founder of Beyontec DMCC said, "At present, insurers follow many divergent accounting practices that make it difficult for the comparison of financial statements. With IFRS 17, it will result in improved comparability of financial statements and will increase the overall quality of the financial disclosures by insurers."

The new reporting standard under IFRS 17 will undoubtedly be a significant change for accounting requirements. However, it poses tremendous challenges for insurance companies in grasping the operational impacts on data, systems and processes.

A10 NETWORKS DEMONSTRATES COMMITMENT TO PARTNERS

A10 Networks successfully hosted its EMEA Partner Summit with the theme 'Navigating the Future' between May 21st – 23rd, 2019 in Sardinia, Italy. The event included a channel conference and awards dinner

"Europe, Middle East and Africa continues to be one of the most interesting and rewarding regions for our business thanks to the latest technology trends including 5G security and automated multi-cloud app delivery solutions being embraced rapidly. This region has also seen a number of high profile DDoS attacks in recent years. "We believe we have a very strong value proposition to offer organizations here with our market leading technology solutions including service provider network security to support IoT in the age of 5G,

multi-cloud management, Zeroday automated DDoS protection and application visibility & analytics," said Ehab Halablab, regional channel head for Middle East and North Africa at A10 Networks.

"Building a strong and competent partner base to service these demands is vital to our strategy for the region, which is why partner enablement was a big focus of this event," said Ehab. The event provided a platform for channel partners to network with their industry peers and the A10 worldwide and EMEA executive team. Over the course of the two days, A10 executives delivered a number of sessions aimed at raising awareness about the company's latest solutions and how these could help grow revenues and profitability for partners' businesses.

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IN A CANDID CONVERSATION WITH WISAM ALKHOURY, THE MANAGING DIRECTOR OF FINASTRA (MEA AND SOUTH ASIA) HE TELLS ENTERPRISE CHANNELS MEA ABOUT THE COMPANY'S STRAIGHT-DRIVEN PRINCIPLE OF INNOVATION THROUGH COLLABORATION. WISSAM SPOKE ABOUT HOW RESTRICTING INNOVATION IN TODAY'S AGE EQUALS TO CANNIBALISM; HOW FINASTRA'S FUSIONFABRIC.CLOUD IS THE MOST OPEN PLATFORM FOR INNOVATION TODAY AND HIS VIEWS ON THE REGIONAL BFSI SECTOR AND ITS INCREASED INCLINATION TOWARDS THE 'DIGITAL MANDATE'.



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

Wisam AlKhoury, the Managing Director of Finastra is highly optimistic about the company's open banking platform solutions and services as they see a huge surge in the market; all thanks to the massive upheaval of traditional banking, Finastra stands in the market today as the third largest Fintech company in the world. According to Wisam, the banking and finance sector is going through a transformational phase and there is a dire need to evolve the business in such a way that helps the institutions to better communicate with the clients. "Today, if Finastra stands as the third largest Fintech company in the world, it is solely because of this transformation happening in the BFSI sector. Our broadest portfolio of financial service software spans retail and transactional banking as well as lending and capital markets. We see a huge appetite in the market for our solutions and services that enable the customers to deploy mission critical technology on premises or in the cloud. Our scale and geographical reach means that we can serve customers effectively, regardless of their size or geographic location—from global financial

institutions, to community banks and credit unions."

Wisam says that Finastra's customized solutions are able to empower customers to accelerate growth, optimize cost and mitigate risk. The company also recently launched the FusionFabric.Cloud, which is touted to be one of the most breakthrough solutions for open banking, during the FusionONE developer conference. Fusion-Fabric.cloud brings together banks, Fintechs and SMEs onto a single open platform, allowing advanced technologies such as facial recognition, AI, machine learning and voice interaction apps to be created, deployed and monetized in the same ecosystem. Wisam says that this is a very big step towards realizing the vision of the company in nurturing collaboration and enabling limitless innovations.

The 61 new open APIs (and more than 200 Endpoints) span many of Finastra's solutions, including retail and corporate banking (both enterprise and North American community markets), consumer lending and mortgage, payments and treasury and capital markets. These

WISAM ALKHOURY,

MANAGING DIRECTOR, FINASTRA

are now available in the FusionFabric.cloud API catalog for developers to harness in building financial services applications. Finastra has built its Fusion Mortgagebot solution on top of Power BI and PowerApps, via FusionFabric.cloud. Using innovative artificial intelligence and data visualizations, this functionality adds powerful analytics and dashboards to help users uncover trends and spot new business opportunities. "Transformation does not necessarily mean that you need to invest in new technologies and dump the old ones. Transformation is also about capitalizing on the existing technologies. As the buzz goes, data is the new oil, so banks and financial institutions need to know how to capitalize this data and analyze it to provide better services to the customers. Banks today are faced with two choices; either resist the unknown or embrace it." Wisam also adds that the big differentiating factor between a bank and a fintech institution is the investment that goes into keeping customer at the heart of all operations. "Banks are engulfed with various national and international regulations and compliances that there is little time to invest in customers whereas Fintech institutions (specially the smaller ones) invest ninety percent of their research and development in keeping customer/client at the center.

"As an industry, we cannot cannibalize innovation. Innovation can come from anywhere; it can be from a bank, from a fresh graduate, a small garage, or even a small buzzword. Hence, if the banking sector has to transform they need to allow others to contribute to the innovation. To address this, we have launched the FusionFabric. Cloud."

Wisam says that the FusionFabric.Cloud is a game-changer and a dream-come-true for many CIOs because they possess the platform to innovate limitlessly.





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SERVICE SERVICE

Many enterprises nowadays are discovering that voice assistants can be great for businesses. According to a study, 88% of the enterprise leaders believe their businesses can gain a competitive advantage and remain successful by deploying voice assistants into their daily operations.

■ BY:DIVSHA BHAT < DIVSHA@GECMEDIAGROUP.COM > ■ PHOTO:SHUTTERSTOCK

n assistant who always listens, anticipates our every need and takes action when necessary – wouldn't that be an ultimate luxury for most of us? The luxury is now available and thanks to enterprise assistants! The demand for these assistants is growing at a rapid pace. According to Global Market Insights, between 2016 and 2024, the market share for this technology will grow at an annual rate of almost 35%. Sectors like healthcare and automotive industry are finding used for the speech recognition technology in addition to those found in devices like smartphones. How ahead is the





"WITH A COBOT AS YOUR NEW OFFICE BUDDY, WE CAN START TO THINK ABOUT THE WORKPLACE ITSELF FROM A DIFFERENT PERSPECTIVE."

CHRIS POPE.

VP INNOVATION, SERVICENOW

Middle East and Africa region in the adoption of these assistants? How are the businesses benefitting from it?

THE GROWING DEMAND

Artificial Intelligence (AI) is going mainstream and changing the way people do daily tasks from turning on the air conditioner to ordering home delivery. The technology is popularized by smart innovations like Siri, Alexa, Amazon Echo. Etc.

According to a survey, the majority of the United Arab Emirates consumers prefer to get things done easily with the help of smart gadgets and technologies that are powered by Artificial Intelligence. An Accenture study states that 8 in 10 UAE residents cited the availability of AI anytime as a key reason they prefer it to human interaction and three-fourths said AI engagements are faster and more friendly than human interactions.

With the growth in the country for smart devices and new technologies, technology companies are cashing in on the demand. Google recently unveiled its upcoming version of Google Assistant. The company showed how the next-gen version of the assistant could be used not only for basic searches but also to operate phone, compose a message and send, search for photographs to attach, etc. Google



"THERE'S NO DOUBT THAT WE'LL SEE AN INCREASE IN VOICE-ENABLED VIRTUAL ASSISTANTS IN THE ENTERPRISE SPACE, ESPECIALLY AS THE HUMAN ELEMENT IN CUSTOMER SERVICE IS BECOMING MORE CRITICAL."

SAVIO TOVAR DIAS, SENIOR DIRECTOR - SALES ENGINEERING, AVAYA INTERNATIONAL

claims that this latest version of the assistant will process requests up to 10 times faster than the existing model. That's because the company has slimmed down the AI models used to listen and interpret speech, making them small enough to run directly on the device rather having to send data to remote servers for processing. According to Avaya, voice enabled virtual assistants in the enterprise space will see more demand especially as the human element in customer service is becoming more critical. "AI bots and virtual assistants can orchestrate cross channel conversations, automate support when required, predict needs, assist human behavior, carry context, and thus enable the best use of the human resources available for responding to customer queries," commented Savio Tovar Dias, Senior Director -Sales Engineering, Avaya International

THE BUSINESS BENEFITS

Many enterprises now-a-days are discovering that voice assistants can be great for businesses. According to a study, 88% of the enterprise leaders believe their businesses can gain a competitive advantage and remain successful by deploying voice assistants into their daily operations.

Sunil Paul, Co-Founder and COO of Finesses says that the current crop of chatbots are able to mimic human conversations. As a result, diverse sectors from banking to healthcare to industrial services are turning to chatbots to drive their customer service interactions and glean valuable intelligence on customer and market behaviour as a bonus.

"The business case for chatbots is that they help automate routine functions and frees up the company's human resources free to deal with more complex and value-added tasks. Most companies look to chatbots as a means to reduce overheads and, thus reduce operational costs," he adds.

According to Avaya, First Call Resolution (FCR) is a perfect use case for AI-enabled voice assistants. These assistants can support the customer service agent by collating all relevant information on the customer, in real-time, and presenting it in a format that allows the agent to easily view, interpret and action the customer's query without the need for multiple touch points. As a case in point, together with the AI department of the Dubai Police, Avaya created 'Amena', a virtual assistant which can help users with certificates, queries, permits, complaints and smart services, all via the convenience of a smartphone app.

Also, as the impact of AI starts to be applied to real-world use cases, we will inevitably need to get used to some new terminology. One of the technology industry's new favorites is the notion of the 'cobot', short for collaborative-robot says Chris Pope, VP Innovation, ServiceNow.

Cobots come in many forms. Some will be purely software-based helper robots that we might think of as sophisticated extensions of chatbots or virtual assistants. Some will more physically manifest themselves as robot arms, exoskeletons or some other form of intelligently programmed machinery. Some will be a supersmart mix of both.

"With a cobot as your new office buddy, we can start to think about the workplace itself from a different perspective. We're all used to open plan office seating layouts these days, but with cobots in the workplace, the software itself will be able to straddle cross-team functionality matrices that far outstrip the boundaries of the physical office itself. For example, team member actions in the UAE can be automatically reflected in plans for



"THE BUSINESS CASE FOR CHATBOTS IS THAT THEY HELP AUTOMATE ROUTINE FUNCTIONS AND FREES UP THE COMPANY'S HUMAN RESOURCES FREE TO DEAL WITH MORE COMPLEX AND VALUE-ADDED TASKS,"

SUNIL PAUL, CO-FOUNDER & COO, FINESSE.

the UK or US offices in near real-time. The cobot doesn't sleep, so a new global digital workflow starts to become possible," adds Chris.

Gartner also notes that the integration of Amazon Alexa speakers in Marriott helps with check out procedures and management of room's amenities.

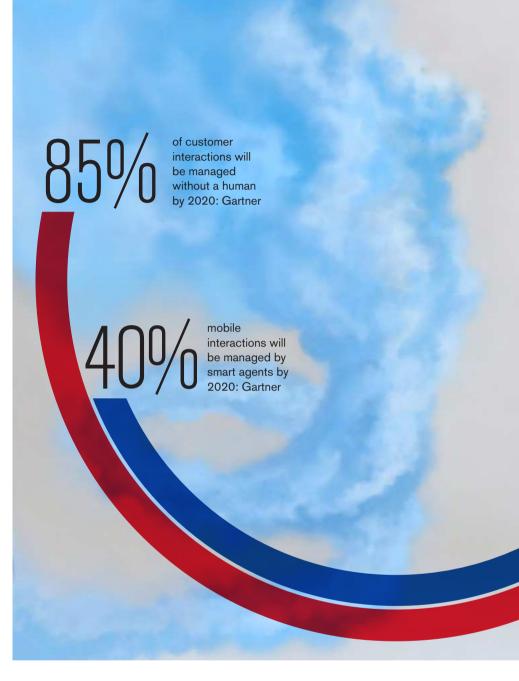
THE PRIVACY CONCERN

Though customers in the region are more open to adopting enterprise assistants, some users have begun to worry if the assistants are listening and recording their personal conversations.

According to reports, there are multiple triggers to such concerns, one of them being Germany using Amazon's voice assistant who received 1700 audio files from a person he never met.

A Forrester report states that a hacker has already developed a method to install malware on a pre-2017 Amazon Echo that streams the microphone to any remote computer, accesses the owner's Amazon account and installs ransomware.

Last year, some users reported that Alexa, residing on Amazon's Echo began laughing at them creepily without being asked to do so.



Amazon quickly acknowledged the issue and said that the AI was activating on its own after mishearing instructions.

With such issues, privacy and security concerns are never far away from a customer's mind. Hence enterprises must always be aware of the security and integration challenges. Gartner recommends several steps for enterprises including deploying speech-to-text and text-to-speech services as enhancements to chatbots or virtual assistants. Organizations should also look at whether these services can be applied to a broader range of applications in the enterprise. IT leaders should also perform troubleshooting around storage,

security, reporting, and compliance, and then enable existing virtual personal assistants such as Siri, Cortana, and Google Assistant as orchestration points for services and applications in the enterprise.

THE FUTURE OF WORK

Like any other technology, enterprise assistants have the potential to be very useful. Although still in a very nascent stage, the adoption shall continue to grow, making them an essential part of our lives. Enterprises will have more to gain by implementing them – drive the productivity of the business and create new capabilities.

MIGRATING TO BUSINESS MANAGEMENT SOFTWARE UNDER VAT REGIME



■ VIKAS PANCHAL, BUSINESS HEAD, TALLY SOLUTIONS MIDDLE EAST

The UAE's implementation of value-added tax (VAT) system since the beginning of 2018 has impacted business operations in the country. FTA has done great work in creating awareness and enabling SMEs in UAE, but given that for over a long period of time enterprises had operated under a no-tax environment, it is no surprise that they had to make major adjustments and resolve key challenges - especially in terms of financial processes. Ensuring proper and timely compliance with the relatively new law is still cumbersome for many businesses.

VAT-compliant and cost-efficient business management software can be of great assistance in this scenario. The software along with accurate VAT compliance also brings in other benefits such as higher business efficiency and productivity. As per the findings of a recent study by Tally Solutions and Kantar, some small businesses in the country are aware of its importance.

The survey was conducted to determine the habits and practices of small businesses, with one to 30 employees, in the UAE in terms of technology adoption, particularly in relation to their accounting processes. The respondents maintained books of accounts either manually or using excel or both.

The survey reveals high awareness among businesses - both manual and excel users alike - about common activities that would require the use of a business management software. The top five activities are accounting (87%), billing (68%), VAT filing (64%), inventory (56%), and service billing (39%). When asked about the major benefits of using a business management software, the top cited benefits are ease of account maintenance (28%), automated accounting (24%), minimized

human error (12%), ease of transaction entry (10%), and analysis-based decisions (8%). All these are vital in this day and age, especially when operating under the VAT regime. Complexities are properly addressed and procedures streamlined.

However, the same report shows that small businesses are still in no hurry to make a shift from the traditional manual in-house accounting system to an automated solution. As per the findings, more than half of the businesses (53%) would prefer purchasing after 12 months as opposed to the 41 percent of surveyed enterprises that would buy one within 12 months. The percentage is higher at 55 percent among manual users compared with 50 percent among Excel users. Additionally, majority (73%) would prefer one-time payment when making a purchase. Some would prefer yearly license at 16 percent; monthly license, 6 percent; and either of the three options, 4 percent.

There are numerous reasons enumerated for not purchasing a business management software right away. Excel users in particular are comfortable with current practices and don't find the need to immediately buy the program, whereas manual users don't have the budget to purchase.

Overall, both manual and Excel users are comfortable with current practices at 50 percent, followed by no budget (45%) and no complexity in transactions (28%). Other reasons include lack of knowledge (28%); limited number of transactions (18%); additional investment on hardware and software (18%); outsourced accounting to accountants (8%); and lack of resources (8%).

The findings reveal an immediate need for a shift in perspective around the importance of

technology and automated business software. To remain competitive, small businesses need to keep pace with the changes and make the necessary adjustments along the way. This requires investments in key business areas critical for growth, while complying with the all the laws and regulations.

On the other hand, when asked about key factors to be considered during their purchase, total cost is the number one issue at 71 percent. Next are ease in customisation (57%); user friendly (51%); brand familiarity (43%), and range of additional product (35%). Other reasons include availability of support team (33%); software accessibility (27%); data security (22%); software compatibility (20%); product features (18%); data backup (16%); flexibility in commercial terms (16%); on-call support (12%); and service availability (10%).

A number of cost-effective VAT-compliant business management software are available in the market today. However, the important thing to note here is that it's an investment for the business rather than an expense. An efficient, reliable and simple business management software not only takes care of the VAT compliance but will help in automating daily business operations allowing more time to the business owner to concentrate on the core business and increasing the productivity and efficiency significantly.

Taking the bigger picture into account, migrating to an advanced and compatible business management software in the era of digital revolution is an opportunity to expand, innovate, and be ahead of one's market competitors. It is an opportunity that should not be passed on by any small business.

DATAMENA LAUNCHES GLOBAL INTERCONNECT ECOSYSTEM

datamena is connecting its UAE-IX to global Cloud and content Hubs through an international partnership with DE-CIX, the world's leading Internet Exchange operator



HANY ALY, EXECUTIVE VICE PRESIDENT ENTERPRISE BUSINESS, DU

datamena has launched a global interconnect ecosystem that will deliver seamless interconnection between major Cloud and content hubs around the world. Its first Digital Infrastructure Hubs are in Mumbai, India and Marseille, France and have been launched in partnership with DE-CIX, the world's leading Internet Exchange (IX) operator.

The Global Interconnect Ecosystem has been developed to accelerate Digital Transformation for international business, enable seamless delivery of digital content, and support the growth of global Cloud. It will provide direct access to Cloud and content hubs through a single platform and user experience. Organisations of all kinds will be able to simplify how they interconnect globally with a rich ecosystem of Carriers, Cloud and Content Providers, and enterprises in Europe, the Middle East and Asia.

"datamena is enabling Digital Transformation on a global scale and transforming our business from a region hub to a truly global content and Cloud ecosystem. We are playing a mission-critical role in enabling Cloud and content to grow without borders," said Hany Aly, Executive Vice President Enterprise Business at du. "Our team developed the Middle East's most successful partner marketplace and now we are solving new and emerging challenges for global business."

datamena has deployed DE-CIX's Appollon Advance platform to enable hyper-scalability and Cloud exchange features alongside its global peering services. datamena will connect its UAE-IX to DE-CIX'sMumbai IX and DE-CIX Marseille to enable remote peering between three major IXs in Europe, the Middle East and Asia. Interconnect partners at each IX will be able to seamlessly peer with new partners in each region, bringing the content and Cloud closer to end users.

"datamena has a unique vision for global Digital Transformation and we are proud to be supporting them as they grow beyond their borders. It is serving a growing need in the market and its partners will benefit from seamless access to global peering," said Ivo Ivanov, CEO of DE-CIX International. "We will work closely with datamena to benefit our peering partners and ensure that they have an exceptional experience when interconnecting locally and across continents. It is an extremely exciting time to be in the interconnection market and datamena is showing that there is still room for innovation."

datamena has more than 200 partners in its UAE hub, comprising a mix of Global Enterprises, carriers, Cloud hyperscalers, content providers and emerging technology platforms, alongside Banking and Financial services customers.

With a proven model that is trusted by some of the world's most recognisable brands, datamena will be announcing new partnerships, customers, and hubs in Europe, Africa and Asia. This will bring the datamena ecosystem to these regions to deliver seamless and unparalleled interconnectivity.

ACCELERATING CHANNEL STRATEGY TO ADVANCE THE REGION'S DIGITAL TRANSFORMATION

■ PIERRE HAVENGA, MANAGING DIRECTOR, VERTIV - MIDDLE EAST AND AFRICA

We live in a world of rapid technological advancement driven by digital transformation and exponential growth in data traffic. This transformation is set to continuously grow in the Middle East & Africa region due to a range of strategic initiatives outlined by governments in a quest to revolutionize the local infrastructure and boost the region's overall economy as well as increase connectivity.

We are now only experiencing just the tip of the iceberg, as more international players will move into the region to accommodate the vast increase in connectivity and manage latency requirements. Digital transformation is set to soar over the coming years promising a healthy future of business opportunities. Africa's cell phone traffic is heavily increasing with continuous installation of fiber cables and the growth of mobile banking and mobile subscribers.

In fact, ICT spending in the Middle East and Africa is forecast to grow 2.5% year on year in 2019 to reach \$213 billion. This growth comes as no surprise as businesses start to unlock the real value of digital transformation which plays a critical role in driving this IT spend. Businesses are looking to scale their operations and embrace the new opportunities enabled by edge computing, 5G and the wider trend towards digitalization in the region.

For these reasons partners are crucial for the region's business operations. Channel partners are equipped with market knowledge, distribution channels and expertise to ensure that the local businesses have the tools and solutions to advance their technological infrastructure and

digital transformation initiatives. To ensure the most collaborative working relationship between vendors and distribution partners, vendors need to look at transforming their partner strategy to ensure resellers are positioned for success at such a crucial time of industry development.

ENHANCING WORKING RELATIONSHIPS

It is important for vendors to continue showing support to their respective distribution partners in maintaining a growth trajectory with a comprehensive product offering, strategic focus and dedicated tools and assets.

In such a dynamic and evolving marketplace, it is essential to introduce new solutions to improve efficiency and effectiveness, and drive focused campaigns into the distribution market. This can be achieved through distributor programs that empower partners and help improve their performance. At Vertiv we recognize the importance of such schemes and have recently launched a new partner program – Vertiv Partner Program. The aim is to foster inclusive relationships and provide access to an array of benefits for partners through easy to use configurator and solutions tools, training support through user-friendly platforms, online apps and continuous partner nurturing and engagement through incentive schemes.

It is therefore imperative to offer an innovative channel portfolio to allow businesses of all types and sizes to embrace the new opportunities enabled by edge computing, 5G and digitalization trends. Through such initiatives, channel partners are able to embrace new prospects, remain

competitive and develop a strong and trusting business relationship that is mutually beneficial to both parties, while successfully contributing to the region's digital transformation story.

TRANSFORMATIVE COLLABORATION

Digital transformation is continuously stimulating the IT industry, and as a result, business opportunity has never been greater. Through strategic partnerships, it is possible to solve a customer's most pressing challenges by leveraging cutting-edge solutions combined with the latest training, resources, and support. Ultimately, this leads to increased profits and business growth through enhanced efficiency.

Distribution programs, such as the Vertiv Partner Program, are established to benefit all parties from customers to resellers and vendors alike. They allow for channel partners to concentrate their projects and minimize their coordination efforts considerably. This also opens up new opportunities for our partners since they will be able to offer turnkey solutions to customers from one single source.

In an era of rapid technology adoption as businesses and governments seek the local economic benefits of digital transformation, distributors should strive to carve out niche opportunities for customers as part of their digital transformation journey.

Transcend your digital transformation journey with us



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PROMISING OUTLOOK FOR E-COMMERCE

Driven primarily by UAE and Saudi Arabia, the Middle East e-commerce market is no behind compared to the global markets. With reports predicting the e-commerce market to reach \$28.5 billion by 2022, the region presents a massive untapped opportunity for pure-play ecommerce retailers as well as traditional players who want to establish an online presence.



■ BY:DIVSHA BHAT < DIVSHA@GECMEDIAGROUP.COM> ■ PHOTO: SHUTTERSTOCK

wo years ago, the e-commerce industry came ahead when it surpassed 10% of global retail sales.
According to Bain & Company, today e-commerce is a \$2.2 trillion market and is increasing at an annual growth rate of 24%, four times faster than the global retail sector as a whole. E-commerce is becoming the key growth engine in retail.

THE MIDDLE EAST E-COMMERCE MARKET

Although the Middle East region was slow to adopt this industry in the beginning, it has now seen a significant growth. Traditional retail and in-store shopping are now being complemented by digital experiences, as more retailers look at omnichannel strategies. Physical stores that are succeeding are shifting their approach based on the influence of digital. Forward thinking

retailers are reimagining their stores and offering a more interactive and personalized experience. With smartphone shopping in the Middle East currently accounting for 33 per cent of all retail transactions, it's easy to see why one of the biggest needs in meeting consumer expectations today revolves around mobile.

"The concept of ecommerce was slow to take off in the Middle East. But things are quickly changing and in the last few years - aided by a strong per capita income, higher internet penetration and a tech-savvy, young population - the ripples are all set to coalesce into a massive wave," said Sunil Suresh – Chief Marketing & Strategy Officer at Capillary Technologies

"E-commerce has seen significant growth in the Middle East region in the past few years, with many local and international players entering the market," said Michele Iozzo, Managing Director Middle East & Africa, Criteo. "Traditional retail and in-store shopping are now being complemented by digital experiences, as more retailers look at omnichannel strategies. Physical stores that are succeeding are shifting their approach based on the influence of digital. Forward thinking retailers are reimagining their stores and offering a more interactive and personalized experience," he added.

Jacek Plewa, General Manager, GFI, said: "We are seeing a steadily growing e-commerce market in the Middle East, driven by the increasing number of online shoppers in the region. We expect a sustained upward trajectory in the coming years thanks to the consumers' growing trust and confidence in e-commerce platforms. It also works to the market's advantage that the Middle East's internet and social media penetration rates are quite high compared to some parts of the world. However, while opportunities abound, we admit that there are still key chal-





"Brand Exclusivity creates additional challenges for e-commerce companies to operate in multiple geographies in the Middle East,"

SHUBHAM YADAV, MANAGING PARTNER, STRATEGYCONNECT



"Forward thinking retailers are reimagining their stores and offering a more interactive and personalized experience,"

MICHELE IOZZO, MANAGING DIRECTOR MIDDLE EAST & AFRICA, CRITEO



"Last Mile Delivery has been a major challenge in the Middle East due to lack of postal codes or a traditional mail courier system in many countries,"

SUNIL SURESH,
CHIEF MARKETING & STRATEGY OFFICER AT CAPILLARY TECHNOLOGIES



"We expect a sustained upward trajectory in the coming years thanks to the consumers' growing trust and confidence in e-commerce platforms,"

JACEK PLEWA,GENERAL MANAGER, GFI

lenges to hurdle. There is also a need to establish an effective mechanism for collating the right metric or insights from proper channels so we can better understand real user patterns and other information useful to our decision-making process."

CHALLENGES FACED

Besides the game- changing developments in the e-commerce industry, it does face some real business challenges. According to Deloitte, the high trade barriers in the region act as a blockage for logistics and online retailers to ship products. These barriers affect small e-commerce players due to high tariffs, changing regulations and volatile currency exchange rates. Unless concrete steps are taken towards implementing a single point of clearance for e-commerce goods in the region, growth and investments will be scattered towards specific countries like KSA and UAE rather than seeing a uniform growth of e-commerce across the Middle East.

Shubham Yadav, Managing Partner, Strategy-Connect points the some of the other challenges that this industry faces. "Talent is tough to attract to the region, especially senior tech talent. Even

though the region provides a good quality of life, the current visa regulations are restrictive for good talent to easily switch jobs leading to a significantly higher total search costs vs. other similarly developed cities in the world. Thus, lack of good exit opportunities is the main hindrance for senior and good quality e-commerce talent to move to the region. Brand Exclusivity also creates additional challenges for e-commerce companies to operate in multiple geographies in the Middle East. Brands though have been proactive in ratifying exclusivity contracts to exclude e-commerce from the scope of brick and mortar retail. However, it will take a few years for brand exclusivity to become a non-factor," he said.

Amidst such challenges, undoubtedly the physical stores are here to stay. The key hurdle of traditional retailers' is to accelerate the pace of transformation, while ensuring they address, the growth side, cost side, employee skills, etc.

Can e-commerce act as an alternative to the in-house shopping experience? Or will both the channels grow along with each other? Let's wait and watch. But one thing is for sure, e-commerce in the Middle East is here to stay and grow.

DOES TRANSFORMATION DEPEND ON TECHNOLOGY OR PFOPLE?

Going forward technologies will become simpler and more intuitive to use, shifting the critical success factors back to business leaders and employees, explains Sami Esber, President – MIDIS System Integration Group & Board Member MIDIS Group.

Across the Middle East, the word digital transformation, is becoming increasingly familiar to business decision-makers and business owners. It is worthwhile to take a deep breath and reflect on what this is supposed to mean for someone outside the information technology industry. Whether digital or business transformation, these are all-encompassing terms, and refer to those organizations that are embarking on a path of innovation, that has been rolled out by bringing digital technologies into the center of the organization's business.

On a broader scale, such organizations would have adopted digital technologies and rebuilt their sales models, in a particular vertical market, offering completely new products or services and customer experiences, while significantly influencing an extended eco system of supplier partners. For such organizations, the level of innovation at which they operate, is sufficient to disrupt the incumbents and their existing market dynamics as well as peripheral ecosystems.

We can therefore summarize and say that the complete ecosystem of digital and business transformation includes the innovator or the disrupting organization; various disruptive technologies that have been adopted by the disruptor; the vertical market segment in which the disruptor operates; and the peripheral and surrounding ecosystem of input and output supply chain partners. Real transformed organizations do not only just innovate. They also disrupt existing market leaders and their legacy of established ways of working with established suppliers.

One common confusion is the inability of existing industry players to distinguish between what is a trend or a fad and a real disruption introduced by a market disruptor. A trend does not disrupt or overturn established market rules and norms. A disruptor does just that and not only affects the established market and existing eco systems but also often extends peripherally as well.

Global research organization, IDC classifies these technologies as a combination of innovation accelerators and the third platform of information technology. According to IDC, the Middle East and Africa region is now poised at the tipping point, where all accelerators are pointing forward, towards rapid adoption and increased spending. These include digital technologies like cloud, mobility, big data, analytics, as well as Internet of Things, blockchain, artificial intelligence, 3D printing, and virtual and augmented reality.

According to IDC, this region spent more than \$20 billion in 2018 on digital transformation and will more than double, passing \$40 billion, by 2022. 89% of organizations in the MEA now view digital transformation as being central to their corporate strategies. In order to survive, traditional businesses will have to start asking themselves - how can we become the Uber of our industry. And more importantly can we really become an Uber of our industry. To become an Uber, legacy incumbents will need to relook at their organizational culture to decide if they have fostered an innovative climate; ask whether the Board has enough appetite and vision to survive



■ SAMI ABI ESBER, PRESIDENT, MIDIS SYSTEMS INTEGRATION AND BOARD MEMBER OF MIDIS GROUP

this generation of digital challenges; assess whether the organization has sufficient internal strengths and resources to reskill itself; and skillfully adopt digital platforms while reengineering business processes around these new platforms, amongst others.

In the past, disruptive technologies bringing about transformation, manifested themselves in the form of better and better devices, compute infrastructure, machines, in other words hardware. Going forward disruptive, digital technologies will only become better and better in improving the customer experience and customer journey. They will become more and more experiential, opening up new opportunities to discover the customer and their expectations. Thanks to cloud platform delivery, they will also become less challenging to use and apply. Should the organization follow the strategy of leading the pack or following the pack, while building the new ecosystem, left behind in the wake of the pack leader? Internally, business and technology decision makers need to collaborate strongly so that transformation is homogenized internally and works end to end. Often times, businesses may also need to partner with specialist firms to kick start transformation in organizations and to accelerate them in their journeys.

CUSTOMERS SUCCESS IS KEY TO BUSINESS GROWTH

ESTABLISHED IN 2011, CYNOSURE SOLUTIONS HELPS ITS CUSTOMERS REALIZE FAST AND FULL RETURN ON THEIR IT INVESTMENTS. HEADQUARTERED IN SHARJAH, UAE, THE COMPANY SERVES CUSTOMERS ACROSS MIDDLE EAST AND NORTH AFRICA REGION.



AMANDEEP S MEHTA.

DIRECTOR, CYNOSURE SOLUTIONS

■ BY: DIVSHA BHAT <DIVSHA@GECMEDIAGROUP.COM>

ynosure offerings span the entire IT life-cycle: from Application services to IT infrastructure, on-premise datacentre to cloud, onboarding and migration, networking to information security, business continuity to disaster recovery through consulting and professional services. In short, they help organizations plan, procure, integrate, implement, manage and maintain IT to align with their business objectives and goals. "We do that by combining the latest knowledge with proven IT products and systems from our partners. We also have consulting and technical

expertise to efficiently handle assignments of any size and complexity," said Amandeep Singh Mehta, Director, Cynosure Solutions.

Having focused on offering enterprise application solutions like ERP, CRM and Business Intelligence, in the initial years of formation, Cynosure Solutions created a new business unit for "cloud infrastructure solutions" in 2014 to complement its on-premise IT infrastructure offerings. "Being one of the first adopters of cloud and one the leading partners of Microsoft, we have worked very closely with the Microsoft Gulf team in promoting Microsoft's cloud offerings such as Azure, Office 365 and Microsoft for Education.

FOCUSED SOLUTIONS

"For a company to be successful, it must never lose focus on its customers and maintaining its standards. We see ourselves as partners in our customer's growth, and to deliver them the best of solutions we keep up a regular dialogue with them to know about their pain points and future plans." Cynosure designs solutions that protect against some of the leading causes of downtime, hardware damage, data loss, and decreased productivity. "We help our customers by putting a plan together and collaborating to build the right solution. Our team works closely with the customers to design a solution that is uniquely tailored to meet their business needs."

We specialize in implementing technology solutions that maximise productivity and efficiency while minimizing the total cost of ownership. To deliver this, we have a highly skilled, trained, certified and specialized team which has years of experience in delivering industry specific solutions. Apart from regular technical trainings for the delivery and support team, the company focusses a lot on enhancing their soft skills, so that each interaction with their colleagues and customers is a pleasant one. "I strongly believe that a happy employee creates a happy customer" commented Amandeep.

2019 - THE GROWTH YEAR Although there has been some economic

slowdown in the region according to certain reports, Cynosure Solutions has seen no slowdown in the business. In fact, the company has grown almost by 40% this year. "We have had many new customer acquisitions this year and have witnessed major demand for our Enterprise applications and cloud infrastructure solutions. Especially with VAT being implemented in UAE, it has helped in generating new demand for ERP and business reporting solutions, which have contributed to our growth during the past 12 months."

When asked how you have been able to grow so rapidly, Amandeep replied that, "Our customers are growing and for every need of theirs, we put ourselves in their shoes and see what better can be done in the given scenario keeping in mind their business priorities. We also owe our success to our business partners such as Microsoft, Redington, Acronis, Trend Micro, Fortinet, HP and Lenovo. Last but not the least, it has been the hard-work of the entire Cynosure team which has worked tirelessly during these years to earn customers trust.

UNIQUE STRATEGY

With the Expo 2020 set to begin next year, Cynosure Solutions has a unique strategy in place. "With hundreds of new and existing companies planning to participate in upcoming Expo 2020 in the UAE, these companies would require IT infrastructure and internet connectivity to set up and run their operations. Designing, planning and building an infrastructure solution can be a stressful experience with hidden pitfalls and lot of companies may not want to invest in the hardware and software in setting up this infrastructure. Cynosure plans to offer these services on pay as you use model, without the customer having to make any investments in purchasing the IT hardware. We will offer complete IT infrastructure on an OPEX model. For companies wanting to set up a quick office, Cynosure assures to set up complete IT infrastructure including Wireless networking, network security, back-up, disaster recovery and printing solution within 24 hours for such new customers.

NAVIGATING THE SPOT

ENTERPRISE CHANNELS MEA SPEAKS TO KARTHIK MOORTHY, VICE PRESIDENT - NIKAI GROUP AND DIRECTOR OF SPOTNIK TECHNOLOGIES AND RICARDO BARCENA, THE CEO OF SPOTNIK TECHNOLOGIES ON HOW THE COMPANY IS FINDING AND CREATING INNOVATIVE WAYS TO STREAMLINE CORE BUSINESS PROCESS THAT IMPROVES AN ORGANIZATION'S OVERALL DIGITIZED OPERATIONS



RICARDO BARCENA,

CEO, SPOTNIK TECHNOLOGIES

KARTHIK MOORTHY

VICE PRESIDENT - NIKAI GROUP

AND DIRECTOR, SPOTNIK

TECHNOLOGIES

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

Societies are changing. Governments, citizens and organizations are better learning to navigate the future using newer technologies that not only redefine the infrastructural capabilities of a city, but also help the policy makers maintain a better balance of modernization and tradition as a core technology for building a better tomorrow.

Spotnik is entrepreneurially tied to the Dubai Chamber of Commerce and works in tandem with the vision of the country in boosting the startups spirit for innovation. The origination of Spotnik took shape when the group's chairman Mr. Paras Shahdadpuri met Ricardo Barcena at an event conducted by Dubai Chamber of Commerce that was aimed to provide a platform for Innovative Start Up Ideas and Ricardo's idea of disrupting the space of Digital transformation clicked instantly.

Karthik Moorthy says that as the VP for sales and strategy his priority and key role is to improve the conventional business of Nikai which is predominantly an electronic brand but also focused into logistics, manpower, food and retail. "My conventional task was to see how we can grow these businesses in newer markets. This step is important to build the future of the company as some of the business divisions may get saturated in the next ten to twenty years and it is important that we leave behind a legacy for the next generation. Hence we are investing in companies and domains that would be an integral part of the future."

Talking about the company's vision and tagline Ricardo Barcena, CEO of Spotnik says The company's tagline is 'Tomorrow's tech delivered today'. The company's solutions are focused on B2B operations and enhancements for location based services that comprise indoor and spatial navigation, mobile applications, data capturing and rendering, augmented reality, insights and

analytics. The leaderships of the company claim that the solutions are custom-made for some of the key verticals such as education, hospitality, logistics, healthcare etc..

Spotnik is also stretching its reach to satiate the demands of the functionality of the digital twins – a digital replica of a living or non-living entity where the interaction between physical and digital is unified. "The key differentiator that sets us apart is our mix capabilities of consulting skills, innovative concept designs, and value co-creations when selling," says Ricardo.

Spotnik is continuing to collaborate with businesses and brands in GCC on ways to streamline core business processes from the back office to future proof UX front end interfaces, that helps businesses to improve their consumer touch points and overall digitalized operations. Focused on areas where technology matters for the variation of factors affecting the ecosystems, Spotnik is offering solutions where the benefits not only reflect on business operations but on client and employee satisfaction indexes.

Talking about the company's go-to-market strategy Ricardo says that the company is currently following a direct touch approach. "We are just a one-year old company and we have been investing in our team, not only in selecting Best contributors and partners but also carefully selected technology suppliers. If we see that our projects are scaling then onboarding partners is surely in the pipeline. We are a boutique company offering innovative solutions. Spotnik's Innovation Hub is consistently working with the project teams to explore and act on the latest thinking, industry research and cuttingedge technology. As a new company in U.A.E. it is sometimes hard to qualify for certain projects due to requirements on size and infrastructure, track record of past projects, company longevity requirements etc., though we see established companies approaching us seeking our capabilities to partner for big size projects."

Spotnik leaderships believe that the time is right to invest in digital solutions as the government today uses the newer technologies for an impressive strategic marketing and engagement, which might lead to private business awareness. The company is currently focusing on U.A.E and GCC and stepping in KSA next term, also exploring further developments in Europe and India.

BETTER CONNECTED: HOW SMART PACKAGING IS CHANGING THE WAY WE LIVE AND DO BUSINESS

Labels. We see them every day on routine items we depend on to get through life. How often do we actually read these labels? How much information do we actually absorb? For most of us, the answer is, "very little."



■ DR. PAUL SMITH, VICE PRESIDENT, XEROX

There are labels on our food, medicine, clothes and technology. They tell us crucial information to help guide our decisions: nutritional information about the food we consume; how to wash our clothes; how and when we should take medicine; and potentially life-saving warnings about certain products, such as chemicals or prescription drugs.

Today, brands deliver a disconnected customer experience. They rely on us, the consumers, to make purchasing decisions and understand a product's intended use by piecing together information from labels, packaging and traditional retail displays. While some of us may read the fine print or visit the brand's website to learn more, many of us buy what is familiar or perhaps what is on sale. We assume we know how to use a product based on what we've done in the past.

But what if our labels, packaging and retail displays could be smarter? Instead of us mining the fine print for information, what if these intelligent devices could simply tell us what we need to know?

As it happens, Xerox scientists and engineers are digging into that question right now. They are carrying out groundbreaking research that promises to bring intelligent elements, such as printed electronics and smart sensors, to product

labels and packaging that will revolutionize business operations and help make the Internet of Things (IoT) a reality.

Imagine a world where a simple cardboard shelf displays product information – benefits, ingredients and even special offers – on a screen the moment you pick up a package or touch a sensor. Technology embedded in the display would detect your smartphone's signal and immediately direct you to the brand's website for more information about the product you've just selected or similar products that might be of interest to you. And, if you opt to receive more information, the brand could customize discounts and offers specific to you before you even leave the store.

This connected customer experience could even continue beyond the store. For instance, a smart drug package could remind patients when and how to take their medication. It would also send information directly to their pharmacy about when a dose has been taken, if the patient needs a refill and even how the patient feels. Patients could connect to their pharmacist and receive ongoing support, and pharmacists could monitor medication adherence and know if treatment needs to be adjusted.

Meanwhile, the brand and their retail partners

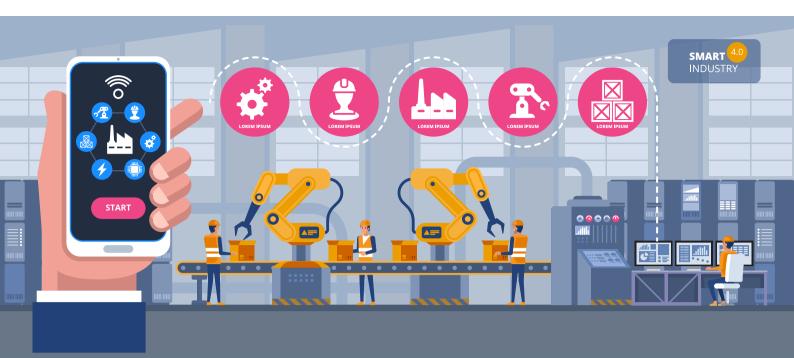
gain a better understanding of how customers engage with products. They would know which products customers purchase, and which ones they pick up and put back on the shelf. They would learn how long customers look at the display and what information is considered most important. They could use these learnings to improve pricing, discounts and future interactive displays.

Batteries and wires wouldn't be a problem — they would be printed right onto the shelf and package. Assembly of the smart displays would be completed in mere minutes.

As these technologies mature, new opportunities will become available for players across the value chain, from print providers that create these smart, customized displays and packaging, to retailers and brand owners who hope to create a more meaningful experience for customers by connecting their physical world to the digital realm.

What may have sounded too far-fetched a decade ago is now not only credible, but also well within reach. With the latest innovations in digital printing, design software, printed electronics for the IoT and artificial intelligence, Xerox is not just thinking about the future; we're making it.





MANUFACTURING TODAY IN THE FACTORY OF TOMORROW

Industry 4.0 is predicted to lead to the creation of "smart factories" that will self-manage processes and issues, modernizing conventional factories that previously used offline systems with little to no inter-connectivity. We explore the evolution of this vertical and the high growth areas of digital penetration.

■ WORDS: ANUSHREE DIXIT <ANUSHREE @GECMEDIAGROUP.COM> ■ PHOTO: SHUTTERSTOCK

e it the factory floor or the manufacturing unit, the decision-making business boardroom or the logistics truck..... digital disruption has enhanced the end-to-end pre and post production segments of the manufacturing sector.

Industry 4.0 have made manufacturers initiate and realize an overall transformation architecture across the factory process— as a report said, digital transformation that doesn't remove the human brain or work ethic, but that maximises it according to modern day economic strains and market expectations.

FUELING TRANSFORMATION

Industry 4.0 is predicted to lead to the creation of "smart factories" that will self-manage processes and issues, modernizing conventional factories that previously used offline systems with little to no inter-connectivity. Manufacturing execution

systems (MES) were a common way to determine the running and functioning of factories. The concept will therefore have to evolve to avoid being left behind.

Jake Callaway, Managing Director, MENA at 4C, "The driving force behind the digital transformation of the manufacturing sector is the need to enhance customer experiences and services. There are several technology areas that must be explored to achieve this, and among these is CRM. It can help keep track of any warranty, repair, or service issues and manage day-to-day questions, inquiries and service calls. Going beyond these capabilities, the right CRM solution can analyse data such as recurring orders and seasonal variations, to aid with forecasting and planning." According to a 2016 PwC report, 62% of Middle East organisations expect to have advanced levels of digitisation and integration by 2021. While this indicates a strong appetite in the region for Industry 4.0, it is worth pointing out that the transition from initial pilot stage to

the large-scale roll-out of an Industry 4.0 and digital transformation project is no easy task. In its "Digital Manufacturing Global Expert Survey 2018", McKinsey highlights how even successful pilot projects often fail to make it into everyday industrial life.

Mansoor Sarwar, Regional Technical Director at Sage Middle East says, "The manufacturing industry worldwide has been forced to reinvent itself to compete in the fourth digital revolution, through a major overhaul of key business processes across the entire value chain. In a factory of the future, connected assets will have to be deployed to collect large swaths of data and seek further process improvements. By placing data in the center of all processes, a smart factory will have increased speed, agility efficiency, and room to innovate."

INTEGRATION OF THE SUPPLY CHAIN

Companies are reliant on their supply chain



"Improvements in manufacturing generated from Industry 4.0 solutions can only be fully exploited if all business units are able to benefit. This means that as soon as the Manufacturing Execution System (MES) is directly connected to the ERP system, the advantages of a 'smart factory' can also be applied to business processes such as sales, service and support, purchasing, or business development."

ANDY COUSSINS.

HEAD OF INTERNATIONAL, EPICOR SOFTWARE

network, which takes its unique shape depending on the operational needs of the company. Industry 4.0 aids in the creation of a 'smart factory' which connects supply network with logistics capabilities, and informs planning and inventory processes, along with numerous other capabilities. The latter enables organizations to know things they didn't know before.

Aaron White, Regional Director, Middle East at Nutanix says, "For organizations with resources deployed across many edge locations beyond the reach of corporate datacenters—such as production facilities, distribution centers, and other remote and branch offices—there are even more benefits to be gained from intelligent cloud integration."

He adds that, embracing cloud technology will be essential in enabling manufacturers to deliver customized products with shorter delivery times. Success will be underpinned by three technology imperatives that every manufacturer must contend with:



"Salesforce, the cloud-based CRM platform that 4C expertly delivers consultancy, implementation and support services for, serves almost every single large, innovative player in the sector, right across process, discrete and automotive manufacturing."

JAKE CALLAWAY,

MANAGING DIRECTOR, MENA, 4C

- IoT. The Internet of Things can improve operational efficiency, decrease maintenance costs, and generate new service revenues.
- Artificial Intelligence. Manufacturing organizations are turning to big data analytics and AI in the form of machine learning and deep learning to enhance all aspects of their operations.
- Automation. Advanced automation is transforming everything from the supply chain to the manufacturing floor, to distribution, to ordering.

Digital technology impacts consumer interaction with a company's products and services. The latter creates an array of supply chain-related challenges and opportunities, which can be improved using Industry 4.0 solutions. "From managing supply chains more efficiently to tracking inventories, a cloud-based enterprise resource solution can help create opportunities to connect factory managers to distributors, allowing an easier flow of information and increased efficiencies," says Mansoor.

EMBEDDED INTELLIGENCE

Manufacturer companies are turning to IoT to connect and gather data from a wide variety of equipment and sensors across production facilities, distribution centers, transportation equipment, offices and other locations to deliver a competitive advantage in an increasingly wired and data-intensive world. By gathering and analyzing data in a more comprehensive way, companies can improve productivity and efficiency in production processes and supply chains. Many manufacturers are also extending these benefits to products that have been deployed by customers. For example, a maker of agricultural equipment might use IoT data received from customer machinery to enable

predictive maintenance, improving customer satisfaction and customer engagement, while also increasing service revenue.

According to SAGE, Manufacturing is one of the earlier industries to have adopted AI technology as industrial robots, reducing accident rates, making manufacturing plants much safer. Sage's enterprise software solutions have also incorporated artificial intelligence including Chat Bots to help make smart manufacturing smarter, more knowledgeable, efficient, and profitable. To make the most of Industry 4.0 including AI and Machine Learning, Sage countinues to build better and tighter integrations with industry leadging AI tools for Manufacturing including significant investment in Application Programming Interfaces (APIs).

FROM BEST TO NEXT

However, it is important to remember that simply having technology in place for technologies sake will never be enough. Manufacturers must continue to innovate and create value from their investments in solving business problems or enabling new offerings.

Andy Coussins, Head of International, Epicor Software says, "Industry 4.0 solutions will affect a wide number of different business areas, so everyone involved must be able to participate in making decisions on the viability of any proposed innovation-driven change. Enabling these joint decisions means everyone in the decision-making circle will need cross-departmental access to all relevant data and a consolidated view of all relationships and consequences. Today's integrated ERP systems are key to enabling these vital decision-support capabilities. Centrally capturing and analysing information from operational, finance and corporate management areas of the business, these platforms make it possible to iden-



"By gathering and analyzing data in a more comprehensive way, companies can improve productivity and efficiency in production processes and supply chains. Many manufacturers are also extending these benefits to products that have been deployed by customers."

AARON WHITE,

REGIONAL DIRECTOR, MIDDLE EAST AT NUTANIX



"Intelligent warehouse management systems, such as Swisslog's SynQ platform, provide an established and proven platform for production intralogistics, encompassing inventory management, material flow and automation control in a single platform, while also providing an array of business intelligence tools that allow smart forecasting through realtime data analysis."

ALAIN KADDOUM,

GENERAL MANAGER, SWISSLOG MIDDLE EAST



"Sage's expanding digital market place brings together several industry leading Independent Software Vendors that specialize in AI and digitial transformation of manufacturing processes to build seamless integration into Sage's Enterprise Management solutions."

MANSOOR SARWAR.

REGIONAL TECHNICAL DIRECTOR AT SAGE MIDDLE EAST



"As the Manufacturing sector in the MENA region adopts cloud apps, Software AG is supporting ability for business users to rapidly integrate data between them with a graphical, drag and drop integration platform as a service (iPaaS) technology."

SEAN T. RILEY,

GLOBAL INDUSTRY DIRECTOR, MANUFACTURING & TRANSPORTATION, SOFTWAREAG

tify dependencies and model different scenarios. This ensures that decisions can be made using comprehensive and reliable data that is supported by all parties involved."

According to Swisslog, the intralogistics processes that support manufacturing, in many cases, look exactly like they did 40 years ago. The processes for receiving, storing and transporting materials and parts to and from the various stages of manufacturing continue to use the same legacy systems and processes that have been in place for decades. "This is partly because manufacturing automation has been an all-consuming proposition for businesses here. With all available resources focused on manufacturing, production intralogistics processes were left behind. In addition, until recently, the intralogistics solutions available for enhancing material control and movement were often expensive and inflexible. They were difficult to adapt to new model launches and product changeovers and therefore posed a business risk," says Alain Kaddoum, General Manager, Swisslog Middle East.

THE FUTURE OF AUTOMATION

In the 1970s, the introduction of automation and robotics ushered a new era, the third industrial revolution Industrial automation has brought about major advantages for companies and economies alike. Such as demonstrating increased productivity as mechanised equipment is not likely to tire or take breaks and will usually outperform humans in production operations and efficiency. This subsequently leads to reduced production time and increased levels of output.

According to Nutanix, the opportunities for automation across various types of manufacturing are almost endless. Some companies are even evaluating the potential for factories that are 100% automated, with environmental conditions optimized for machines not humans.

While Industry 3.0 focused on the automation of single machines and processes, Industry 4.0

focuses on the end-to-end digitization of all physical assets and integration into digital ecosystems with value chain partners.

THE NEW APPLICATION ENVIRONMENT: ENGINEERED FOR EXCELLENCE

■ MIKE PIECH, VICE PRESIDENT & AMP; GENERAL MANAGER RED HAT

There's a common notion that not only must traditional middleware be substantially reimagined and refactored to optimally support cloud-native applications; it can also be substantially more powerful when it is "engineered together" in a way that creates a unified, coherent application environment. By unpacking this further, we can garner a better idea of the opportunities, benefits, and requirements.

CLEAR MENU CHOICE VS. RESEARCHING AND DOWNLOADING

One of the clearest benefits of building in a cloud environment is that the developer is typically working at least part of the time in a web-based user interface where pre-built components that can be included or called (i.e. middleware) is presented in menus or drop-down lists. So the developer can dive into the development session or initiative with a fairly vague idea of what's needed and discover pre-built components as they go along, sometimes not even knowing up front that a given type of component already exists. Even when using a command-line interface (CLI) in a cloud environment, there are often commands for listing available components, so this approach is not strictly limited to web-based graphical interaction.

This menu-driven, incremental discovery style of development is in marked contrast to traditional development, where a developer had to know in advance what middleware was available, choose what they needed, download it, install it, configure it, and wire it together with other

middleware and/or their own code. Because there was so much overhead in the process of acquiring and setting up each pre-built middleware component, the middleware tended to come in bigger chunks, dragging along more functionality than was typically needed. This was a worthwhile trade-off—setting up fewer, larger pieces rather than wiring together many more small pieces.

The ease with which fine-grained components can be discovered and incorporated into a development project in a cloud environment, along with the ease with which new components can be made available in the environment, clearly make for a much more rapidly evolving environment, enabling innovations to flourish with blinding speed.

THE RISKS OF EXPLOSIVE PROLIFERATION

The downside, however, is that even though the cloud machinery hides, standardizes, and automates much of the middleware setup, the explosive proliferation of the components and services in a given environment rapidly outstrips most organizations' ability to test and debug every possible combination that might be incorporated into a given application. While the cloud machinery might have been set up to automate the configuration of each component on its own, the developer is often still left figuring out how to get them working together.

This is why a cloud platform that has a superficially impressive laundry list of services in its catalog might not live up to its promise. The ease with which components can be linked into

an application via the web dashboard or CLI can be deceptive. Underlying incompatibilities in the particular chosen set might not come to the surface until long after the initial selection and then become a nightmare to debug.

HARNESS PROLIFERATION WITH GREAT ENGINEERING

Which brings us to the notion of "engineered together". If the middleware built for a particular cloud platform is organized in a way where there is a common set of standards and practices, by which individual services and components get developed, unit-tested, integration-tested, and productized, a substantial portion of this risk can be mitigated. By thinking of, designing, and testing individual components in a hierarchical structure of combination, many of the most common patterns and use cases can be effectively covered.

This takes a lot of effort both in design and productization practice, but it is what it takes to provide a truly unified and cohesive environment where the DevOps productivity and agility benefits of the cloud can be provided in an enterprise-viable platform.

SERVING CUSTOMERS WITH EXCELLENCE

IT'S NOT ABOUT WHAT WE DO BUT HOW WE DO IT. OUR BELIEF IS THAT EFFICIENT SYSTEMS, PRACTICES AND PROCESSES DELIVERS CONSISTENT RESULTS. WE THEREFORE INVEST A SIZEABLE AMOUNT OF REVENUE IN STAFF TRAINING. BUSINESS SYSTEMS, LATEST TECHNOLOGIES TO COMBAT CYBER THREAT & USE OF BEST PRACTICES AS OUR APPROACH HAS ALWAYS BEEN PROACTIVE WHILE OUR FOCUS ALWAYS REMAINS TO KEEP THE CLIENT'S BUSINESSES RUNNING"



A. AMIR MOHAMMAD. CEO, MISSAN IT SOLUTIONS & SERVICES

Tell us about Missan IT Solutions. When was the company established?

Missan IT Solutions was established in the year 2003 as an SI company to fulfill the ever-increasing demands in ICT for businesses in UAE as the country set itself on very high growth phase. However, over a period, we identified Managed IT services as the next big way to deliver IT services to achieve business goals with high ROI. This led us to start our MSP division in the year 2007. Today several businesses depend upon our MSP Services for their day to day operations without interruptions.

In the year 2014 we launched Enterprise Content Management System Division as we believed that Digital transformation would

change the way businesses operate. Today we are helping organizations to become reliable, efficient and cost effective. Our most recent success was being shortlisted by Etisalat SMB awards.

What are the concrete solutions that you provide to tackle crucial IT for business operations?

Businesses today depend upon IT for delivering their Goals. IT experts are therefore needed to ensure that IT never fails. However, hiring several experts is not financially feasible for organizations and this is where our Fully Managed IT services play a great role. We leverage the economies of scale and our experts, serve several clients, thereby ensuring businesses always run without interruptions while its easy on their budget.

As data is ever growing and importance, there is continuous need to structure the data and secure it. Enterprises today therefore need solutions that can ensure data maintains confidentiality, availability and integrity. Our Windream ECM solution from GERMANY helps organizations to achieve all these elements and enable them to achieve their digital transformation goals.

Being in the market for more than 15 years, we have developed expertise in numerous solutions including but not limited to Point to Point wireless connectivity, Business Continuity & DR, IT Security, WIFI Solutions, Data Center Solutions, Cloud Computing, Communications etc.

Businesses are becoming more conscious of cost, speed, efficiency, and effectiveness. There is a natural drive towards BPA in every boardroom debate. How can you help organizations drive their BPA objectives?

Our Windream ECM solution is built by developers in Germany where cost, Speed, efficiency and effectiveness are kept at high priority. Windream BPA component is fully customizable as per the client's need and integrates to their existing system.

This helps client to automate their business process thereby cutting cost, becoming more efficient, effective & Of course save time. We are helping organizations today of various sizes to save minimum of 30% in terms of resources usage and this is making them acquire bigger markets by being more competitive. Our Solution comes with SDK which organizations can use and built cost effective solutions by themselves and virtually automate all their business processes at the same time keeping the cost in control.

How are you protecting businesses from potential threats?

Being an MSP provider and servicing many businesses, we understand that potential threats could be internal as well as external. We are continuously investing in skilled resources, technologies, staff training, research and development. We analyze and develop solutions to overcome threats by deploying solutions like adaptive security, DLP, EDR solutions, web filtering and so on. Since human link is the weakest link for any hacker to penetrate the network, we work continuously on enhancing this link to work like a Human Firewall. We do this by continuous user awareness trainings and phishing Simulation. Our clients also benefit with our Malware analysis and sandboxing labs.

What makes Missan IT Solutions unique in this market?

It's not about what WE DO but HOW WE DO IT. Our belief is that efficient systems, practices and processes delivers consistent results. We therefore invest a sizeable amount of revenue in Staff Training, Business Systems, latest technologies to combat cyber threat & use of best practices as our approach has always been proactive while our focus always remains to keep the client's businesses running. We invest and research to automate our services by developing systems which identify the problems proactively and resolves itself. Our team is made up of young and enthusiastic professionals who are keen on taking up challenges, building new systems and be role models for others.



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Sunset is not far away for the channel partners who are still carrying the burden of legacy go-to-market strategy for their vendors. As more and more sophisticated technologies enter the market and cloud-based solutions and environment create challenges never faced before, the regional channel players stand at the threshold of a new reality and have a big question in front of them. How do I help my vendors tackle the niche market opportunities?



f this takes your mind to a wedding aisle, then you are not very far from the metaphor I would say. As it has been repeated over and over, a relationship between and vendor and a channel is no less than a coming together of two individuals. Over the time, things have just got complex. Be it the ever-evolving business landscape, economic turmoil, change in market behaviour, loss of appetite for a particular solution..... the vendor-channel relation has always been a walk on a tight rope.

Well, the term niche is not a one-meaning-fits-all concept. What the channel partners need to understand is that (specially the ones who have diverse or competitive vendors under one umbrella) the term niche means different for each vendor. This understanding has given rise to many distributors and resellers initiating dedicated 'business units' for each vendor or each solution depending on the appetite in the market.

There is a tough competition out there in the industry between the legacy channel partners and the 'born-in-the-cloud' channel partners who are having an edge over the others in shifting their business model from selling products and solutions outright to bundling it as a 'As a Service' model.

UNDERSTANDING THE TRANSFORMATION GOALS

Let us sit together and tick off the channel transformation mandates. So, it requires;

• Understanding the difference between value

- Motivating vendors to re-assess capabilities of channel program
- Addressing changing consumption models
- Creating a customer story rather than a vendor story

Charbel Zreiby, Senior manager, Channel Specialty Sales, META at Dell Technologies says, "The key to capitalizing on niche market opportunities is to lead with transformational solutions whilst possessing the right skills to sell. Also, deploying those solutions becomes a critical factor for partners to differentiate their capabilities in a niche segment of the market. Innovation accelerators (IoT, AI, AR/VR etc.), cyber recovery solutions and the move to multi-cloud is driving the niche market and we are witnessing growth globally as well as regionally. To that point, we've already announced a new cloud competency with its associated certifications under the Dell Technologies Partner Program that will support the new Dell Technologies Cloud solutions. Our partners can leverage this competency and clearly define how they can support a customer's cloud transformation goals."

THE TOUGH PART OF CATERING TO DIVERSE AUDIENCE, YET BUILDING AN EXPERTISE

Vendors shift their models in how they use their channel partners. Partner level, certification guidelines, positioning and everything changes. It is a dynamic world and hence very vital for the channel partner to understand and probe a bit into the present and future expectation of a vendor from them. Well, this goes unsaid for the vendor as well. This calls for an unwavering tandem between the vendor and the channel partner, which includes conducting regular training sessions, creating a winning customer story and much more.

Today, the business is complex and so are its expectations. There is a mounting amount of pressure on the channel partners to cater to diverse markets yet have a strong hold or expertise in the solutions that they offer. Charbel says, "One of the critical step for us is to serve the role of an educator in equipping and engaging our channel partners with the right training and tools that can develop their skills, tackle roadblocks and ensure business success. This is important as catering to a niche market means serving a specific audience and building on an expertise that can help you create market differentiation."

Mario Veljovik, General Manager of VAD Technologies says that winning in today's marketplace is all about staying relevant and creating a strategy to stay relevant for the next five or probably ten years. "Disruption is at the core of all that we do. All the investments we make and priorities we set are based on the customers and the ecosystem. If business does not follow this, regardless of which country you cater to, you shall be squeezed out. It is pivotal that we keep challenging ourselves and keep ourselves prepared for what's 'Next."

Mario also talks about the strategy that VAD



"INNOVATION ACCELERATORS (IOT. AI. AR/VR ETC.). CYBER **RECOVERY SOLUTIONS AND** THE MOVE TO MULTI-CLOUD IS DRIVING THE NICHE MARKET AND WE ARE WITNESS-ING GROWTH GLOBALLY AS **WELL AS REGIONALLY. TO** THAT POINT, WE'VE ALREADY ANNOUNCED A NEW CLOUD **COMPETENCY WITH ITS ASSOCIATED CERTIFICATIONS UNDER THE DELL TECHNOLO-GIES PARTNER PROGRAM THAT WILL SUPPORT THE NEW DELL TECHNOLOGIES CLOUD SOLUTIONS.**"

CHARBEL ZREIBY,

SENIOR MANAGER, CHANNEL SPECIALTY SALES, META AT DELL TECHNOLOGIES

technology embraces when it comes to onboarding competitive vendors to cater to the same market. "At VAD, we are vendor agnostic. We believe in organic growth and we achieve this by creating a well-defined customer story and taking that to our vendor. We sit with our vendor to identify the customer roadblocks and how we can tackle it. There is also a great deal of exercise that goes into pre-selecting the partners to help the vendors reach the right set of vertical and right set set of audience. We do this through our channel mapping exercise, wherein we create a roadmap for the next three to four months (or a quarter) and pull out certain patterns to understand the vendor's go-to-market strategy and combine it with our best practices."



"THESE DAYS, EVERY VENDOR IS PART OF A BIGGER ECO-SYSTEM, SO IT IS ALL ABOUT THE POWER OF INTEGRATION. WHEN WE DISCOVER THAT THERE IS A CERTAIN KIND OF THREAT VECTOR, WE IDENTIFY AND CAREFULLY EVALUATE BEST-IN-CLASS PRODUCTS AND SOLUTIONS FROM SPECIFIC VENDORS."

STEPHAN BERNER, CEO AT HELP AG

THE POWER OF INTEGRATION

Stephan Berner, CEO at Help AG says that before positioning any vendor, Help AG pro-actively identifies the security controls required for the changing threat landscape. "Through extensive R&D, we understand the pain points for organizations, and then look to identify and evaluate the vendor solution that addresses a certain niche area and adds significant value to our end-customers. These days, every vendor is part of a bigger ecosystem, so it is all about the power of integration. When we discover that there is a certain kind of threat vector, we identify and carefully evaluate best-in-class products and solutions from specific vendors. We then make sure to map these to our technology blueprint which we present to our customers. This approach has proved highly successful because vendors themselves, especially if they are niche, tend to lack resources within the region. Hence, they need to have subject matter experts like Help AG working closely with them, identifying customer requirements and building a design and architecture which can be implemented in the most successful



"DISRUPTION SHOULD BE AT THE CORE OF ALL CHANNEL ENGAGE-MENT ACTIVITIES. OUR CHANNEL MAPPING EXERCISE IS ONE OF THE MOST EFFECTIVE WAYS TO HELP A VENDOR REACH THE RIGHT AUDI-ENCE IN THE RIGHT VERTICAL."

MARIO M. VELJOVIK, GENERAL MANAGER, VAD TECHNOLOGIES

way. Of course, whether it is with a leading vendor or a new niche one, there are always going to be challenges. These challenges often arise when there is not enough awareness in the market for end-customers to understand why it is relevant to invest in a specific technical security control. This is where Help AG's go-to-market strategy of working closely with its vendor partners across the various aspects of the sales cycle comes in handy. We have a joint go-to-market strategy with each of our vendor partners, that starts with identifying end-customers that would benefit from the introduction of the new solution into the market. The sales and pre-sales team of Help AG and our vendor partners then join forces and take the lead in introducing the new product. While doing so, we ensure they are capable of delivering the solution based on the demonstrated value of the proof of concept, and pre-defined success criteria."

FINALLY

When it comes to winning the market place, there is no idiom or phrase that can be a life-changer. Neither go with the saying 'Swim against the tide' nor with 'Go with the flow'. Not every situation can be judged on polarized thoughts. When it comes to creating a winning business strategy with your vendors, only 'Tailor-made' solutions or approaches will help you.

Do not follow, make your own manifesto! K



VERITAS NETBACKUP 8.2

Veritas Technologies unveiled the Enterprise Data Services Platform, a unified set of technologies designed to abstract the complexity of enterprise IT. The platform, which is powered by Veritas NetBackup 8.2, allows customers to get what matters to them most, simply: highly available apps, always protected and recoverable data, and insights that drive operational efficiency and regulatory compliance.

KEY CAPABILITIES

- Fully agentless architecture for VMware
- Support for RedHat Virtualization and OpenStack
- First Docker Certified backup and recovery solution for containers
- 2X faster backups to the cloud
- Support for Amazon Web Services (AWS) Snowball Edge, AWS access controls, Veritas Cloud Catalyst enhancements for protecting data on AWS, cloud archive storage tiers such as Amazon Simple Storage Service (Amazon S3) Glacier and Amazon S3 Glacier Deep Archive
- Automation of disaster recovery to and in the cloud
- Cloud-native data protection with application consistency for Oracle, Microsoft SQL, and MongoDB
- API-first approach that enables data protection automation and integration
- Backup, orchestration, cataloguing and replication with native snapshot technologies
- Self-service with ServiceNow and VMware vRealize plugins



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SENNHEISER TEAM CONNECT CEILING 2

Sennheiser TeamConnect Ceiling 2 is now available in the Middle East. This second generation of Sennheiser's innovative ceiling microphone incorporates automatic adaptive beamforming technology to deliver superior audio quality for voice and video conferences in mid to large sized meeting rooms. With support for Dante, the leading industry standard for networked audio, and Power over Ethernet (PoE), the system can be easily integrated into the existing network infrastructure of offices for rapid deployment. TeamConnect Ceiling 2 is an ideal choice for medium-sized to large meeting rooms, where it is unobtrusively (flush-) mounted to the ceiling and powered via Ethernet. For larger or oddly shaped rooms, several ceiling microphones can be combined to ensure best coverage.

KEY CAPABILITIES

- Patented beamforming technology
- Easy software control using Sennheiser's Control Cockpit
- Power-over-Ethernet
- Fully compatible with the Dante Domain Manage
- Automatically follows the active speaker's voice, letting people speak naturally



- 28 omni-directional microphone capsules integrated; Delivers excellent audio quality
- Enhances the conference experience for remote participants through crystal-clear speech
- Ensures stress-free listening



iFalcon Face Control

NNTC has partnered with American firm Vuzix to supply security personnel in the UAE with the world's first-ever, fully autonomous AI-powered face recognition system — NNTC's iFalcon Face Control Mobile. 50 Vuzix Blade Smart Glasses, powered by NNTC's trademark technology, have been deployed to multiple security operations. Engineered specifically for law enforcement officers and security personnel, the solution allows wearers to discretely scan faces in a crowd and compare them against a comprehensive offline database of violators, missing people and suspects.

KEY CAPABILITIES

- Eight-megapixel camera.
- Detects up to 15 faces per video frame
- \blacksquare Is capable of identifying an individual in less than a second
- Allows its wearers mobility: no data connectivity is required for the software to function;
- Users can carry or wear a portable base station which connects to the glasses and stores a database of 'watch-listed' individuals.
- Notifications sent to the built-in display frees up the wearer to interact with people or perform alternative tasks.



Avaya IX Collaboration Unit CU360

The Avaya CU360 is a compact all-in-one video collaboration unit with full HD 1080p performance, a 4K camera sensor, along with 4K display support. Right out of the box, the unit can be up and running in 5 minutes, providing a quick and easy "huddle room" set-up in virtually any space. It can be integrated with an organization's existing UC platform as well as any existing standards-based video infrastructure. By delivering access to and use of cloud-based applications, it can turn any room into a cloud-enabled collaboration room.

KEY CAPABILITIES

- All-in-one device
- 5-minute set-up
- Full HD 1080p performance, 4K camera sensor, and 4K display support
- Supports both SIP and H.323 for integration with existing UC platforms
- \blacksquare Interoperable with any standards-based video infrastructure
- \blacksquare Access and support for cloud-based Android apps and collaboration tools

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