

Enterprise

CHANNELS

ME

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ENTERPRISE SOLUTIONS ADVISORY FOR CHANNEL PARTNERS



**BFSI- WAKING UP TO A NEW
DIGITAL REALITY**

2016 is slated to be a tough year for the GCC banking and financial sector on the deposit mobilization and lending forefront. /22



STORIT: PURSUIT OF 'DIFFERENCE'/ 29



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BFS to be More Cautious



SANJAY MOHAPATRA
SANJAY@ACCENTINFOMEDIA.COM

This is no more a hidden thing that the Middle East market is banking upon the steady growth of banking and finance sector (BFS). This is in fact one of the fastest growing verticals in the entire region. Apart from the enterprise business, there is a steady growth in the consumer and retail business of the BFS; reason being there is a constant influx of young people into the region for better career opportunity or academic interest. Therefore, banking sector is innovating newer instruments to lure the young population.

As the BFS is adopting digitization faster and allowing the people to access services from anywhere and any device, they are investing in capacity building. Banking and finance sector in Qatar and UAE in particular are seen taking lead in investing in ICT infrastructure heavily. But at the same time, this sector in the region has earned a red mark from the hackers too. All the slush appears to be moving on the direction of MEA and attacks - one after another - is coming like tsunami.

In this issue, we are also trying to encapsulate the opportunity Kuwait market offers. As per last year's report, Kuwait market was pegged to be around \$28 billion in terms of investment on technology and easily it can grow CAGR 20% till 2022. There are at least 30 major projects taking off and cost of that are around \$11 billion, which is in public domain. But there are many smaller projects as well which can be of interest for the partner organizations as well. Like Iran, Kuwait is also an opportunity which needs to be exploited by the tech providers to the optimum. But now the principles and their partners need to have very cautious approach for a couple of years due to the apparent slow sentiments of the market.

So overall, this issue of Enterprise Channels MEA is a very important one and expect all our readers to have a great value from the coverage. ➡

Enterprise CHANNELS MEA

ENTERPRISE SOLUTIONS ADVISORY FOR CHANNEL PARTNERS

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**MARIO VELJOVIC****VICE PRESIDENT
SOLUTIONS MEA AT
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Warm greetings!

Enterprise Channels MEA takes up digitization by the horns and is bringing to you 2 interesting stories on the BFSI landscape in the GCC and 'Digitization' itself. The former is an industry that has been governing and redefining the way we save and spend and the latter is a trend (to put it in the most subtle term) that is running down the spine of every business now.

When have you been last to the branch of your bank? Or visited the teller in the bank to withdraw money or deposit a cheque?

The digitization of the banking system has significantly improved the consumer experience over the last decade. For me Online or Mobile Banking, eStatements, Automated Teller Machine (ATM) and Cash Deposit Machine (CDM) became vital tools to manage my daily banking requirements; whenever I need, wherever I need. Credit and Debit cards became my electronic wallet - even for very small transactions at my favourite Starbucks down in our office building.

All of this has become reality as banks invested massively into IT Infrastructure, which they could afford by producing a convincing Return of Investment (ROI) through cost savings on Human Resources. Business processes has been aligned and are today fully digitized and automated. You

will find many banks almost paperless in all aspects.

But for us as true "Digital Natives", we know they are yet to fully take advantage of the real Digitization.

The banks are under pressure to act and adapt, as the new digital economy, an empowered consumer and expanding regulatory scrutiny are forcing new solutions and new business models.

After all, for me as a consumer, the benefits will definitely outweigh the challenges and risks.

Just think of a world where any Social Media Ad you will see, or any offer you will receive from your Bank's Personal Advisor, will really be of your interest. Or the moment you step into your favourite Starbucks you'll get a message on your smartphone that today you get a free coffee, if you pay with Visa instead of your Mastercard. A monthly report giving you an analysis of your spending along with recommendations where and how you can optimise your spending. Maybe a dashboard which makes this all easy to read and understand, accessible in your online banking portal or mobile app.

And now imagine all the great technologies and services we can sell to the Banks to make this all possible. A multi-million dollar business for the years to come.

Happy reading the June issue of EC MEA !

COVER STORY

BFSI-WAKING UP TO A NEW DIGITAL REALITY

2016 is slated to be a tough year for the GCC banking and financial sector on the deposit mobilization and lending forefront. While a weakening economy has been playing peek-a-boo with the sector, /22

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EMPOWERING THE CHANNEL EQUILIBRIUM

SHAHNAWAZ SHEIKH,
SALES & CHANNEL DIRECTOR
- META & EASTERN EUROPE AT
DELL SECURITY



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INTERNAL THREAT MITIGATION MEASURES

STEPHEN BRENNAN,
SENIOR VICE PRESIDENT
CYBER NETWORK
DEFENCE AT DARKMATTER



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SECURITY OF SECURITY

MR FIRAS JADALLA,
REGIONAL DIRECTOR-
MIDDLE EAST, GENETEC



INNOVATIONS /49

AMD FIREPRO S9300 X2 SERVER

FirePro S9300 x2 Server GPU is the world's fastest single-precision GPU accelerator, to analyze extraordinary amounts of data to help create a new, very detailed 3D map of the largest volume.



FEATURE STORY

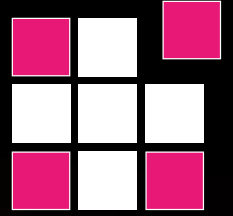
Play it 'Smart' in the Digital World /30



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رمضان كريم
Ramadan Kareem

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DR JASSIM HAJI, DIRECTOR IT, GULF AIR AND PRABHU BALASUBRAMANYAN, EXECUTIVE DIRECTOR, TRANSYS SOLUTIONS

Gulf Air and TransSys Solutions have partnered to enhance Oracle E-Business Suite capabilities and features to utilise latest technologies such as mobility and interface to Hybrid Cloud. The agreement was signed by Dr. Jassim Haji and Prabhu Balasubramanyan.

FERAS ZEIDAN APPOINTED AS THE NEW VP MEA FOR UNIFY



FERAS ZEIDAN, VP, UNIFY MEA

Unify has named Feras Zeidan as the new Vice President for MEA. In his new role, Feras will lead the efforts to continue Unify's global go-to-market channel transformation in the region. Feras Zeidan, VP, Unify MEA said, "I am very excited about joining Unify. It has a long and distinguished heritage, and yet has an agenda to reinvent itself."



The Advent of World's First 3D Printed Office in Dubai

The world's first fully functional 3D-printed office was inaugurated in Dubai by His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. The Office of the Future is located on the Emirates Towers premises, and will house the temporary office of the Dubai Future Foundation.

"This initiative is a testament of how Dubai view 3D printing as an important technology of the future. 3D printing is widely used in construction and within the region, among the sectors that it can be adopted are in prosthetics, robotics, aviation research, retail logistics and manufacturing. It will eventually be one of those technologies that crosses every facet of life as the bouquet of digital material grows. We are excited to be a part of Dubai's success story and contribute

to country's bid of becoming a leader in the use of 3D printing applications," Ashish Panjabi, COO of Jacky's Business Solutions, distributors of world's leading 3D printers in the Middle East.

A quarter of Dubai's buildings are expected to be constructed using this technology by 2030. The initiative comes as part of Dubai 3D Printing Strategy, which is a unique global initiative aimed to harness this promising technology for the service of humanity and promote the status of the UAE and Dubai as a leading global centre of 3D printing by 2030. The strategy focuses on three main sectors: construction, medical products, and consumer products. A 3D printer measuring 20 feet high, 120 feet long and 40 feet wide was used to print the building. The printer features an automated robotic arm to implement the printing process.



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Building efficiency is the watchword as businesses navigate the latest technology trends

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Nokia Showcased Latest Innovation In KSA



Nokia demonstrated its latest innovations to help telecom operators and enterprises develop new IoT revenue streams and lay a solid foundation for smart cities in the Kingdom of Saudi Arabia. Nokia aims to automate lives by connecting mobile devices to appliances, lights, roadways and just about everything – a shift that will improve efficiency and enable economic, social

and environmental sustainability in Saudi. The innovations Nokia showcased were- Narrow Band-IoT (NB-IOT); NB-IoT; IoT for agricultural monitoring with eMTC (Enhanced Machine Type Communications); 5G network slicing; LTE-Advanced Pro LWA (LTE- Wi-Fi Aggregation); 400 Gig demo.

NEC SIGNS DISTRIBUTION AGREEMENT WITH METRA GROUP

NEC Display Solutions has signed a distribution agreement with Metra Group to set up a network of partners for its display business in Egypt with a focus on adding customers working within the government and public sectors. At a special event to launch the partnership, NEC and Metra hosted over 200 people to announce the partnership and to show how the rapidly expanding applications for professional displays can enhance efficiency, profitability and profile of the channel and end customers alike. Through the partnership with Metra, NEC will introduce a range of solutions from large format interactive displays for business, entertainment and retail, control room systems for security etc.

RIVERBED STEEL-CENTRAL AMPS UP VISIBILITY IN THE CLOUD



TAJ ELKHAYAT, REGIONAL VP, MEA, RIVERBED TECHNOLOGY

Riverbed Technology's new enhancements to Riverbed SteelCentral that bring major advances to troubleshooting capabilities and improved monitoring across the cloud while simultaneously improving ease of use and scalability. These enhancements continue to support a common theme of improved SteelCentral platform integration while enhancing several critical capabilities, including: extending powerful monitoring capabilities into the cloud with Microsoft Azure and AWS etc. Taj ElKhayat, Regional Vice President, Middle East and Africa at Riverbed Technology said, "SteelCentral provides the high definition visibility that is critical to enabling and assuring the success of these transformational initiatives. SteelCentral is the only performance management solution that can deliver comprehensive insight into end user experience, application, network, and infrastructure performance in a unified, central view."

NEXANS' 'ENSPLACE' MAKES WAY TO THE ME MARKET

Nexans launched its new ultra-high density LANmark-OF ENSPLACE solutions for data centres. The range includes patch panels, cables and connectors which will help data centres meet the growing data demands. The new range of fibre panels features three individual sliding trays per height unit ('U'). This format supports 144 LC connections per 'U' and each individual tray can

be pulled forward to allow access for installing or disconnecting cords.

"With LANmark-OF ENSPLACE, we are confident our customers will find the ideal cable management solution for their data centre needs," said Tarek Helmy, Regional Director Gulf and Middle East, South & East Africa at Nexans Cabling Solutions.



TAREK HELMY, REGIONAL DIRECTOR GULF AND MIDDLE EAST



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HE SAEED MOHAMMED AL TAYER, MD & CEO OF DEWA



60 SECONDS

Providing Excellence In Training

Fast Lane Computer Consultancy partnered with Veeam Software as its Veeam Authorized Education Center (VMAEC) for Middle East & Africa. Josef Miskulnig, Founder & CEO of Fast Lane said, "Our mission is to empower the region's talent with the knowledge and expertise required for today's technological challenges. Fast Lane is excited to partner with Veeam Software especially at a time when virtualization market has been growing significantly. We are committed to deliver exceptional service and value to our customers by employing and dedicating the best technical team in the industry. Our designation as a Veeam Authorized Education Center only strengthens our portfolio and highlights our unique skill set."

Omar Akhtar, Regional Manager – Channels – Middle East & SAARC at Veeam said, "Training and certification is part of Veeam's strategy which will guarantee that our valued ProPartners are enabled and equipped with the necessary tools to support and offer additional services to their customers. We are confident that with Fast Lane's



JOSEF MISKULNIG, FOUNDER & CEO FAST LANE VEEAM

track record and training expertise will be able to achieve that."

MANAGE ENGINE EXPANDS INTO SELF-SERVICE IT ANALYTICS MARKET

Manage Engine entered into the self-service IT analytics market with the launch of Analytics Plus. Designed for mid- to large-size organizations that want to draw insights from their IT data, Analytics Plus integrates easily with various data sources and tools, analyzes vast data volumes and presents findings with rich visualizations.

Too many organizations use too many IT tools to run their businesses. Those tools may also support IT users, infrastructure and business applications. However, they do not support fast, accurate decisions — for IT or for business. Sridhar Iyengar, Vice President, ManageEngine said, "We're uniquely positioned to drive the widespread adoption of this powerful technology. We know IT management and how to make it both powerful and simple."



SRIDHAR IYENGAR, VP, MANAGE ENGINE

Polycom's RealPresence Clariti Makes Way To UAE

Polycom's RealPresence Clariti collaboration infrastructure software will now be available in UAE, Deployable on-premises, in a private hosted cloud or through a partner-hosted service, the RealPresence Clariti solution allows customers, including small and mid-sized businesses, to connect and experience the power of enterprise-grade visual collaboration. The RealPresence Clariti solution is priced in a simple per-user, per-year model, making it easy to budget today and in the future.

STME CHOOSES DISK ENCRYPTION SOLUTION TO ENSURE SECURITY

STME has enabled the implementation of a disk encryption solution using Veritas (Symantec) at Manafea Holding Company. The trading operations of the company deal with both local and international financial markets. As such the data and information that Manafea deals with is highly sensitive and valuable. Concerns arose, as the company and the number of devices used by employees for access grew, of the security of company data especially in the event of theft or hardware/software failure.

CONNECTED HEALTHCARE SOLUTIONS

Honeywell showcased its latest innovations in connected healthcare technology at the Saudi Health exhibition in Riyadh, Saudi Arabia, including a broad spectrum of technologies that can help streamline hospital operations and reduce clinical errors. These solutions integrate hospital infrastructure by connecting management systems, clinicians and patients in innovative ways to deliver better care.

DO BREAKFAST OR BE BREAKFAST

Etisalat and Harvard Business School held their third debate event – Do Breakfast or Be Breakfast, as part of Etisalat's 'SMB Leadership Circle' series, UAE's exclusive debate platform for Small and Medium Businesses (SMBs). The debate focused on how SMBs can turn threats from new age start-ups and millennials into opportunities. Panelists and participants at the event also discussed the importance of experience, disruptive ideas, and innovation for UAE's SMBs to succeed and grow their business in the long term.

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StarLink Doubles Its Footprint In KSA



StarLink has achieved 100% year-on-year growth, both in terms of revenue and its team size in KSA. This significant milestone has also spurred the move to a new office twice the size of the previous premises, to make room for the increasing number of new employees, as StarLink continues to expand its on-the-ground presence in Saudi Arabia. Nidal Othman, Managing Director at

StarLink said, "We are proud to see our sales achievements and number of employees in KSA grow rapidly each year, ever since we launched our Saudi Arabia office 6 years ago. Even with challenging market conditions and sentiment observed currently due to oil prices, we forecast this year to be successful once again for StarLink KSA."

EPICOR UNVEILS 2016 MEAI CUSTOMER EXCELLENCE AWARD WINNERS

Epicor Software Corporation declared the winners of this year's MEAI Customer Excellence Awards. The 2016 list, unveiled during Epicor Dubai Insights 2016, consisted of Epicor customers in the region who have shown outstanding planning and deployment of the company's wide range of enterprise resource planning solutions, customer experience, higher efficiency, and enhanced overall business performance. This year's winners are- Business Transformation: Yusuf Bin Ahmed Kanoo Group; Rapid Implementation: Automotive Management Services; Best Business Practice Adaption: Zaker Trading.

2ND HR TECH MENA SUMMIT



SIDH N.C., DIRECTOR, QNA INTERNATIONAL

The 2nd annual HR Tech MENA Summit was impressive line-up of leading industry experts from the IT and HR sectors to share their knowledge on a host of topics around HR technology.

The keynote presentations were delivered by leading companies such as SAP, Oracle, Infor, Willis Towers Watson, Halogen Software, Avature and IBM who covered topics ranging from integrated HR, building and converting one's organization into a 'talent magnet', the need to shift from legacy HR systems, the use of consumer grade HR portals and shared service centre software, performance management and development, to how SaaS influences policies and strategies around talent management in organizations.

The concept behind the HR Tech summit, envisioned by QnA International, originated almost as a eureka moment about two years ago during their research phase as the company was brainstorming on the shift in the HR industry in the UAE and MENA region. "It was clear to us, that the MENA region's HR leaders were looking to become more business performance centric and employee centric. It was proving difficult to enable this in mid-size and large enterprises," said Sidh N.C., Director, QnA International.

R&M AND FNT COLLABORATE FOR DATA CENTER CABLE MANAGEMENT SOLUTION

R&M and FNT Software unveiled their joint solution for data center cable management. Built on the integration of R&MinteliPhy and FNT's Command software package, the solution delivers the functionality needed to mitigate typical data center challenges including data transmission errors, performance issues and downtime. "With ever growing complexity, IT teams need the right tools

for administration and to make critical capacity and compliance decisions to increase data center efficiency," said Syed Akhtar, VP MEA & Emerging Markets at FNT Software. Nabil Khalil, Executive VP of R&M META said, "The impact poor connectivity visibility can have on data availability or uptime brings the topic of automation of connectivity documentation onto the task list."



NABIL KHALIL, EXECUTIVE VICE-PRESIDENT OF R&M MIDDLE EAST, TURKEY AND AFRICA

SYED AKHTAR, VICE-PRESIDENT MEA & EMERGING MARKETS AT FNT SOFTWARE

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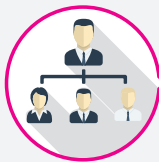
CELIA WADE-BROWN, MAYOR OF WELLINGTON

"Gitex is extremely important for us. We generate leads for incremental business and it gives us an opportunity to interact and demonstrate."

**RABIH DABBOUSI
FORMER MD & GM, UAE, CISCO**

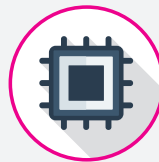


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Disruptive Market Shifts In Healthcare

Healthcare sector is undergoing a drastic transformation due to consumer-centric pressures, according to The Marketplace Revolution, a new report from Oliver Wyman. The report shows how consumerism is powering a complete remodeling of the healthcare industry.

Dr. Sven-Olaf Vathje, Partner and MEA Leader for Oliver Wyman's Health and Life Sciences Practice said, "Especially the chronic care sector can significantly benefit from new models of care that increase patient engagement and control."



DR SVEN OLAF VATHJE, PARTNER AND MEA LEADER, OLIVER WYMAN HEALTH AND LIFE SCIENCES PRACTICE

STORIT PARTNERS WITH TINTRI

StorIT has signed a distribution agreement with Tintri under which StorIT will promote and distribute Tintri's entire portfolio of solutions through its extensive channel network of value-added resellers (VAR) and systems integrators (SI) across the Middle East and North Africa (MENA).



ERIC BERRY, VICE PRESIDENT OF GLOBAL CHANNELS TINTRI INC

SUREN VEDANTHAM, MANAGING DIRECTOR, STORIT DISTRIBUTION

MOVEMENTS



JACK CHEN appointed as CEO of Alcatel-Lucent Enterprise



DR. NAJWA AARAJ is the Senior Vice President – Special Projects, Dark Matter



MR BASEL SAMARA was appointed as Vice President, Sales, EMITAC



ESET has appointed DIMITRIS RAEKOS as General Manager for the Middle East

NUMBER GAME

77%

GCC residents would opt for alternative payment methods if available in the region, according to a Survey by YouGov conducted by Cards & Payments ME



WEB CLIPS

BENQ DOUBLES ITS ME MARKET SHARE IN Q1'16

BenQ, continues to make inroads in the various geographies in which it operates, improving its market share and setting new standards for customer satisfaction. Overall, BenQ doubled its market share in the Middle East in the March-ended quarter, becoming the number four player in the region. The company's market shares also doubled in KSA and Turkey. Qatar, where BenQ entered for the first time this year, registered a satisfactory performance. The company notched up a 9.90 per cent market share in the UAE in the quarter ended March, 2016, up from 1.6 per cent in the year-ago quarter.

LG HELPS IN SHAPING THE FUTURE CITY

The LG SmartThinQ Hub is the future home gateway to consumer-centric connectivity, well-being, and a high standard of living. In a strong undertaking to help create the future home and shape the future city, LG's SmartThinQ Hub serves as a gateway to smart sensors and connected appliances in the home but is more than that, with the ability to display reminders from personal calendars and stream music from its built-in speaker.

MALWAREBYTES SIGNS REDINGTON GULF AS ITS FIRST DISTRIBUTOR IN ME

Malwarebytes has appointed Redington Gulf Value Distribution as its first distributor in the Middle East. Malwarebytes started its operations in Dubai recently and launched a channel offering headed by newly appointed Executive Chris Green. Redington Gulf Value Distribution will build upon this to provide a focal point for enterprise customers and resellers to purchase products through a local distributor.

FUJITSU EXPANDS ITS HORIZONS TO QATAR

Fujitsu will be extending its global reach by opening new offices in Qatar. Building on more than 15 years of commitment to the Qatari market, and a double-digit growth rate for the past five years. The new office, will be instrumental in launching innovative products and services into the Qatari market, catering to the growing client base within the country.



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It's double celebration for Alpha Data



Alpha Data won two awards during the 2016 Citrix Partner Accelerator Awards. The two awards Alpha Data received was the 'Highest Product Attainment in 2015 for Networking –

MENA,' while Deepak M.S., Product Manager of Alpha Data's Enterprise Division, was named 'Citrix Partner Champion MENA 2015.'

LULU GROUP LEANS ON SUSE LINUX

LuLu Group recently migrated its SAP for Retail landscape from Solaris to SUSE Linux. When LuLu Group wanted to improve the speed of business reporting and analytics by deploying the SAP HANA database, SUSE Linux Enterprise Server for SAP Applications was again its platform of choice, combining high availability and performance with low total cost of ownership.

Madhav Rao, CIO of LuLu Group. "Given our experience with the availability, flexibility, scalability and ease of management of SUSE Linux Enterprise Server for SAP Applications, this was the logical platform on which to deploy our new SAP HANA software."



MADHAV RAO, CIO, LULU GROUP

GARTNER PREDICTS GROWTH IN WORLDWIDE VIRTUALIZATION MARKET

The worldwide x86 server virtualization market is expected to reach \$5.6 billion in 2016, an increase of 5.7 percent from 2015, according to Gartner, Inc. Despite the overall market increase, new software licenses have declined for the first time since this market became mainstream more than a decade ago. Growth is now being driven by maintenance revenue, which indicates a rapidly maturing software market segment.

"The market has matured rapidly over the last few years, with many organizations having server virtualization rates that exceed 75 percent, illustrating the high level of penetration," said Michael Warrilow, Research Director at Gartner. The market remains dominated by VMware, however, Microsoft has worked its way in as a mainstream contender for enterprise use. Gartner analysts believe that the impact of new computing styles and approaches will be increasingly significant for this market. This includes OS container-based virtualization and cloud computing. According to Gartner, usage of server virtualization among organizations with larger IT budgets remained stable during 2014 and 2015.

HARNESSING THE POTENTIAL OF DATA

Microsoft Gulf invited UAE businesses to delve deeper into their data and harness its potential with SQL Server 2016, the latest version of the company's flagship data base and analytics platform. Previously Gartner recognized Microsoft as a leader in the Magic Quadrant for Business Intelligence and Analytics Platforms and placed Microsoft as a leader in the Magic Quadrant for Data Warehouse Database Management System. Necip Ozyucel, Cloud and Enterprise Business Group Lead Microsoft Gulf said, "It can inform and inspire; it can bring insights that help companies outmaneuver competitors."





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MATCO Secures Platinum Position In EMC's Partner Program

MATCO revealed that the company has been awarded Platinum status in EMC's Business Partner Program for the second year in a row. Dr. Nabil Al-Fayoumi, Managing Director of MATCO, said, "To be recognized as EMC Platinum Business Partner for the second time is an outstanding achievement and signifies our consistent efforts to deliver excellent customer experience. EMC is at the forefront of delivering leading-edge IT infrastructure solutions, and without doubt, our long-term partnership with them will help us bring our vision of becoming the preferred information and knowledge infrastructure integrated solutions provider across KSA to fruition."



FIREEYE'S ANALYSIS ON CYBER SECURITY

A recent study carried out by FireEye has revealed that data breaches significantly dent consumer trust in major brands.

With a number of high-profile breaches taking place on a global scale, the findings highlight rising concerns over the issue of cybersecurity and how public perception of a company is altered in the event of a breach, with 46% of consumers in the UAE stating that their view of a company subjected to an attack would be unfavourable.

Richard Turner, President for the EMEA region at FireEye said, "The findings from this survey reveal key lessons for boardroom executives who would be well-advised to take a much more proactive role in cybersecurity strategy."



RICHARD TURNER, PRESIDENT EMEA, FIREEYE

CISCO'S UAE PARTNER SUMMIT



FRIDA KLEIMERT, HEAD OF CHANNEL AND COMMERCIAL SALES, CISCO UAE.

Under the theme 'Powered by Partnerships', Cisco held its UAE Partner Summit in Dubai. The event featured exclusive keynotes, interactive presentations, breakout sessions, panel discussions and an awards evening to honor Cisco's top performing partners in the country. Over 200 partners' delegates including CXOs and senior technical professionals are attended the event. Frida Kleimert, Head of Channel and Commercial Sales, Cisco UAE said, "The opportunities for Cisco and our partners are huge and are growing more rapidly than ever. Cisco is committed to capturing market trends while empowering our partners to develop their own digital niche so we can meet the changing needs of customers today and tomorrow."

The event served as a platform to ensure better alignment and a greater value exchange within the Cisco Partner Ecosystem.

FINESSE JOINS EMC BUSINESS PARTNER PROGRAM

Finesse has achieved requirements of the EMC Business Partner Program, Enterprise Content track. As part of the program, Finesse will provide services expertise to meet the high-quality standards customers' demand for business-critical enterprise content management solutions. Mahmoud Mounir, Regional Manager, Enterprise Content Division, EMC Corporation said, "Companies

worldwide rely on EMC and our trusted partner ecosystem to help transform their businesses to the digital enterprise platform." Sunil Paul, Co-founder and COO of Finesse said, "We at Finesse understand the immense importance of robust information, content and data management solution in an enterprise. We look forward to leveraging EMC technology to deliver transformative solutions."



SUNIL PAUL, CO-FOUNDER AND COO OF FINESSE AND MAHMOUD MOUNIR, REGIONAL MANAGER, ENTERPRISE CONTENT DIVISION, EMC CORPORATION

MESA 2016 : A Success Quotient

MESA is a cybersecurity conference and awards exclusively aimed for CISOs(Chief Information Security Officers) & Security Executives for better collaboration, thought leadership and information sharing.

MESA 2016 included more than 20 CISOs as speakers and panellist from leading organizations across Middle East and more than 10 international speakers. The event was attended by 200+ senior delegates from leading organizations from GCC and other Middle Eastern countries.

"MESA was conceived to address the growing needs and cybersecurity challenges in the Middle East. By bringing the security leadership and industry players together to deliberate and discuss various industry challenges and find ways to deal with it. This was possible in partnership with CISO Council that already connects 1000+ CISOs & security fraternity globally on its platform. MESA team in partnership with CISO Council discussed with the security fraternity and put an agenda for MESA 2016 to address the immediate challenges while understanding the future risks. MESA is the largest gathering of CISOs & InfoSec Leaders in Middle East with had an attendance of more than 100 cybersecurity executives from the region and rest of the world. In this first edition of MESA. We received a phenomenal response and participation of the security leadership in Middle East as well as key global industry players such as (ISC)2, ISACA, Polcyb, Online Trust Alliance and many others. Our success has been in reaching out to 450+ CISOs and 3000+ Security professionals in Middle East to create an awareness of cybersecurity challenges and need to collaborate and acts a community that is sharing and learning to create a secure cyberspace", said Ahmed Baig, Founder & CEO, CISO Council.



■ AHMED BAIG, FOUNDER & CEO, CISO COUNCIL, MESA

INSIGHTS ON MESA

MESA has been a key differentiator in the regional security events, where the focus is on security executives to highlight their challenges and share the techniques and solutions they used to address them and work together with other security leaders to find ways to address emerging risks.

Some of the topics that were discussed in

MESA included the Need for Information Sharing and Collaboration for enhancing cybersecurity, measuring effectiveness of Information security, redefining the role of CISO in the modern enterprise, tips to improve the cyber security literacy of executive management and board members and building the cyber security workforce to defend nations. To celebrate the efforts and achievements of cybersecurity leaders, MESA honoured 100 security leaders from Middle East. MESA also hosted 3 (ISC)2 awards based on community votes that included the following categories.

ATTENDEES TAKE

"Attending MESA Awards and Conference was a tremendous opportunity to learn and keep up with latest Cyber Security industry developments. Appreciated the time and effort put forth by the organizers, exhibitors, and sponsors", said Thabet Bakheet, CISO, Central Bank UAE

"My grateful thanks to MESA team for the superb organisation behind the success of the MESA 2016 event. This was a major Information Security event demanding meticulous planning and attention to detail. I found the event to be informative with interesting different information security school thoughts at some times", said Mario Foster, Group CIO, Al Naboodah Group Enterprises

"The Presentations, Speakers, Panel members were picked up very carefully and arranged properly", said RS Chaubey, CISO, Central Bank, Oman. ■



BFSI-Waking Up to a New Digital Reality

2016 is slated to be a tough year for the GCC banking and financial sector on the deposit mobilization and lending forefront. While a weakening economy has been playing peek-a-boo with the sector, technology solutions and services on the other hand have been beckoning a new wave of change in the very etymology of 'Banking'.

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

The global economic recession of 2008-09 shook the tectonic plates of the economy, giving birth to new realities. The GCC banks and financial institutions probably witnessed the darkest phase as thousands of creditors vanished, leaving behind a sumptuous debt. Since then, the sector drew some hard bound regulations for loans and other services. But, as IT grew as the backbone of every business and the source of survival for the tech savvy youth, banks and financial institutions yet again are faced with the immense pressure of meeting customer's digital experience. As more and more banks adopted to the new age of reality, the sector also grew to be a favourite child of the economy.

The banking and financial market in the Middle East have buckled up to outplay their global peers and counterparts with a landscape that is competitively empowered by a growing young population, demand for sophisticated and novel financial solutions, better governance of financial assets and of course.... cutting edge technology.

GRABBING THE MARKET SHARE

The financial sector of the Middle East started showing signs of greenery when a good number of Arab nationals started investing in local shares rather than vying for foreign countries like the UK and the US. According to a banking capital market report, the financial sector has been posing as a great contributor to the productive growth of the economy by identifying productive

THE TOP 10 BANKS IN GCC FOR YEAR 2015

Qatar National Bank	Qatar
National Commercial Bank	KSA
National Bank of Abu Dhabi	UAE
Emirates NBD	UAE
Al Rajhi Banking Corporation	KSA
National Bank of Kuwait	Kuwait
Kuwait Finance House	Kuwait
Samba Financial Group	KSA
First Gulf Bank	UAE
Riyad Bank	KSA



NIRANJ SANGAL
GROUP CEO, OMA EMIRATES
GROUP

“OMA Emirates spends over 18%-20% on our R&D to ensure ongoing evolution and development of solutions that are needed to provide greater customer satisfaction.”



ANAND CHOUDHA
MANAGING DIRECTOR,
SPECTRAMI

“A big challenge for CIOs this year is setting right priorities and getting them deployed on time.”



ADITYA GIRISH
TERRITORY MANAGER MIDDLE
EAST, KOENIG SOLUTIONS

“While the supply market remains favorable, challenges remain in creating data transparency, exploiting innovative sourcing approaches and making sure the improvements that have been made are sustainable.”

projects and efficient firms, promoting corporate governance, mobilizing savings and mitigating the adverse effect of financial shocks.

Gulf business had put forward a list of the top 50 banks for the year 2015 based on their assets and net profit set against a backdrop of crumbling oil prices and a staggering economy.

IT PROCUREMENT STRATEGY

On one hand where the BFSI sector emerges as a strong contender for the economy, reports and studies have shown that the banking industry in the GCC faces huge challenges when it comes to meeting the customer demand in digital experience and delivering smart services on mobile devices. An 2015 EY study that covered more than 2,000 customers across Saudi Arabia, UAE, Qatar and Kuwait and includes analysis of 700,000 sentiments on social networks; and discussions with 30 leading banks and 80 banking industry leaders found out that mobile banking penetra-

tion in GCC is as low as 14%. Aditya Girish, Territory Manager Middle East, Koenig Solutions says, “As the impact of the global financial crisis unfolds, financial services firms are finding huge savings by optimizing their procurement. While the supply market remains favorable, challenges remain in creating data transparency, exploiting innovative sourcing approaches and making sure the improvements that have been made are sustainable.” Anand Choudha, Managing Director of Spectrami says, “We are seeing a lot of movement towards opex purchase and tightening of purses so only critical projects which have very good business justifications will go through,”

IOB—INTERNET OF BANKING : PENETRATION OF IOT IN THE BFSI

7 key words— Privacy, Security, Identity management, Interoperability, Personalization, Realization and Collaboration— IoT will be governing these spaces in ways more than organizations

could have calculated. The insurance sector has been heavily profiting with the amount of sensors and trackers being deployed that has been tipping off a good number of fraudulent cases. “Customers are finding it increasingly difficult to differentiate between legitimate websites, emails, and phone calls originating from their own bank versus those created by fraudsters, making it more difficult for them to spot fraudulent transactions,” said Tim Phipps, Vice President of product marketing, Identity Assurance with HID Global. “With our ActivID Trusted Transactions solution, banks can offer far more convenient out-of-band transaction notification and authorization on mobile devices, which provides customers real-time alerts prior to a suspicious transaction being applied to their account. This places the control back in the customer’s hands by providing them with simple way to confirm the legitimacy of a pending transaction.”

SECURE CARDS AND



CHRISTELLE TOUREILLE
VICE PRESIDENT MARKETING
FOR MIDDLE EAST & AFRICA AT
GEMALTO

“Traditional banks really have no choice left: they need to offer security measures as good as or better than any in the market — and use this to earn customer loyalty, as the world makes the shift to mobile banking.”



TIM PHIPPS
VICE PRESIDENT OF PRODUCT
MARKETING, IDENTITY ASSUR-
ANCE WITH HID GLOBAL

“our ActivID Trusted Transactions solution places the control back in the customer’s hands by providing them with simple way to confirm the legitimacy of a pending transaction.”

PAYMENT

Talking about the technical journey of the cards, Niranj Sangal, Group CEO of OMA Emirates Group says, “Initially cards used to be magstripe and then moved on to EMV with a further addition of EMV with contactless features. Now there is a move towards virtual cards. Once customers accept virtual cards, mobile technology will further the use of NFC technology and will be used anywhere and everywhere. This will grow gradually over the next decade, whereas at this point in time many banks and retailers are in the pilot stage and will move towards commercial launches in due course.” Darshan Sangodkar, Head of IT at Al Futtaim Finance believes that the plastic card would not be disappearing soon from the banking landscape. “The plastic will operate in same manner as a cheque on bank account today with bulk of card transactions happening without physical card presence. In terms of spend, there would be reversal of trend that moves from card creating loyalty to loyalty platform/s onboarding multi cards/providers. Customer would have better choice to maximize the earn and burn of rewards. We will see growth in portability of rewards/points earned on different program creating a new shopping currency of back of card (or card account!),” he adds.

Christelle Toureille, Vice President Marketing for Middle East & Africa at Gemalto says, “Based on customer insight and the ability to correlate information and act on it, in a way not possible before, banks can provide customers with a



TECHNOLOGIES THAT WILL DISRUPT BANKING AND FINANCE SECTOR

- FINTECH
- BLOCKCHAIN
- BIG DATA ANALYTICS
- MOBILE PAYMENT INCLUDING WEARABLES, SMARTWATCH
- NFC
- INTRODUCTION OF 'OPTICHANNEL' DELIVERY
- EXPANSION OF DIGITAL PAYMENTS
- EXECUTING ON INNOVATION
- RISK, COMPLIANCE AND REGULATORY REQUIREMENTS

THE CIO CHALLENGE

- Security, Presence of third party applications, PCI compliance, HIPPA and HITECH
- Keeping up with disruptive technologies in retail payments and Optimizing seamless digital experience for customers
- Most organizations are following a 2 speed approach with core systems still managed in tradition waterfall implementation and the outward facing system on quick/agile implementation methodology. The balance that is required to be maintained to keep the services between these system synchronized is a key challenges and risk to manage.
- Getting priorities right and getting them deployed on time and shrinking budgets.

WHAT
THE
CIO
SAYS

DARSHAN SANGODKAR,
HEAD OF IT AT AL FUTTAIM FINANCE

We are already seeing the benefit of disruption created by mobile and some extend the wearable devices. Platform that either feed data to these end points or manage data evolved and grew. This will continue to the benefit of customer is simplifying the customer journey and experience with banks/FI. The industry still faces challenges and issues around a seamless authentication and establishing the identity of customer. Most of the interactive channels will move towards biometric/Retina scan using behavior/usage data of customer linking the validating authentication

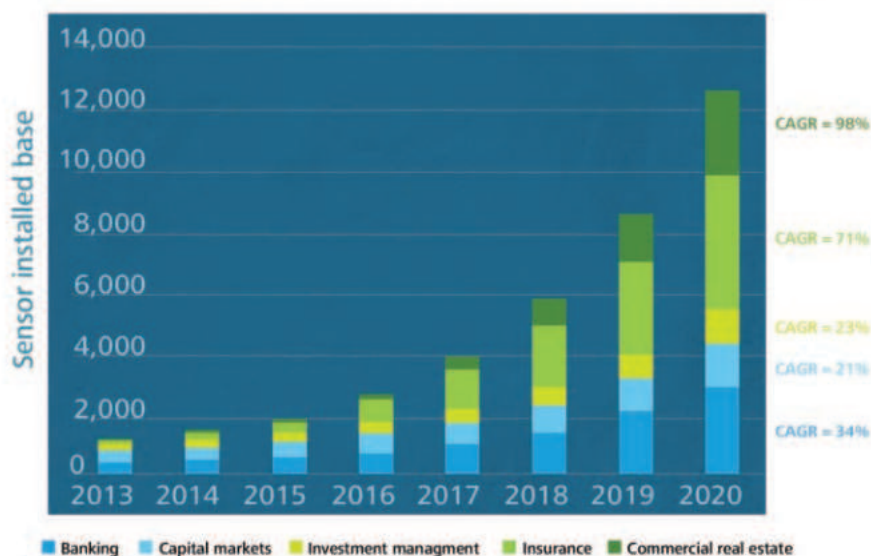
holistic view of their personal finances, updated in real-time, and anticipate their needs to offer products and solutions enabling customers to make the right financial decisions.”

Globally, mobile banking users are set to

exceed 1.75 billion by 2019 – that’s 32% of the world’s adult population – as per a report published by Juniper Research. The firm also projects the number of mobile users in the Middle East and Africa are expected to grow to 82.1 million

POTENTIAL GROWTH IN WORLDWIDE IOT SENSOR DEPLOYMENTS BY FSI SECTOR USE CASE (2013-20)

Sensor installed base forecast by FSI sector (millions, 2013–20)



Source: Chart created and analysis performed by the Deloitte Center for Financial Services based on Gartner research: “Forecast: Internet of Things, endpoints and associated services, Worldwide, 2014,” Gartner Inc., October 20, 2014.

users by 2017. Christelle also adds that a result of the growth of mobile banking has been an increase in security threats; as mobile banking has scaled new heights, hackers and mobile fraud have swiftly followed with mobile malware samples growing by 112%, ‘malvertising’ being a major source.

A recent study conducted by Gemalto, surveying mobile banking users worldwide, shows that users have high expectations from banks: 67% of them are concerned about the risks they face when using a mobile device to access banking services, and 89.5% feel that mobile banking services should incorporate the same security features as existing online services. Meanwhile, 48% said they would switch banks altogether if they felt security was not sufficient.

THE FINTECH REVOLUTION— A NEW DAWN

Fintech— a new portmanteau in financial services will be a game changer for the BFSI sector. The Euromoney Saudi Arabia conference dawned upon the impact and development of Financial technology in the region and how it is creating new opportunities investors and new start ups. The conference rounded up on the fact that The challenge to manage the issues that result from FinTech is an international one. In its global banking annual review, the consultancy firm McKinsey warned that banks face a “high-stakes struggle” to defend their business models against digital disruption. It is estimated that some 20,000 FinTech start-ups and companies are operating in the global ecosystem, offering a range of services including online cash payments and securities trading, crowdfunding and peer-to-peer lending, blockchain and digital identities.

“Data security is one issue regulators are concerned about because of the threat of hacking as well as the need to protect sensitive consumer and corporate financial data. Any data breach, no matter how small, can ruin a FinTech company’s reputation,” says Anand Choudha, Managing Director of Spectrami.

FINALLY

Like any other sector, for BFSI also, it is services all the way. Retail customers today are spoilt for a choice and they just need a reason to switch banks for the want of digital experience. Traditional banks really have no choice left: they need to offer security measures as good as or better than any in the market — and use this to earn customer loyalty, as the world makes the shift to mobile banking.

It is time to wake up to the new age of digital reality!!! ➡

Empowering the Channel Equilibrium

There has been an overriding rumour of Dell Software's plans to sell off SonicWall and Quest. Shahnawaz Sheikh of Dell Software slashes these rumours. The company is all set for the league of next gen growth in connected technology while walking hand in hand with the channel partners.

The Dell and EMC merger has presented the world with 'Dell Technologies that would be redefining the infrastructure market with its combined capabilities. The IT industry has woken up to a new reality of Big Data and IoT. The vendors and channel partners, like never before, are experiencing a dire need to walk hand in hand to make sure that the best of breed technologies come together to bring better efficiency to the customers.

Shahnawaz Sheikh, Sales and Channel Director – DELL Security [META, CEE] says that Dell Security is all set for an action packed Q2 and Q4. "Q1 has been a good one for us, though we had some slippages in a few market. We were not able to close some business because of certain restructuring happening in some countries and some public sector projects had been postponed, but the market and the inclination towards investment in technology has been very positive so we look forward to a great quarter" says Shanawaz. Amidst all these positivity arises the rumour of Dell Software's plans to sell Sonicwall and Quest owing to the operating loss of its software group to which Shahnawaz promptly retorts, "Until something is officially announced, everything is a rumour. We have been going clean on rumours for quite a long period now, so this doesn't come as a surprise." The market is going through a very sensitive stage and rumours like these set back the faith of the channel. Assuring the channel, Shahnawaz says that their channel partners need not worry about anything that is not concrete. "Ask us about how we are planning to support you and what our go to market strategies are. This is where we have been able to demonstrate and eliminate the fear from many of our partners by




SHAHNAWAZ SHEIKH,

SALES & CHANNEL DIRECTOR - META & EASTERN EUROPE AT DELL SECURITY

demonstrating our channel plans and investing more in our R&D, to make our products stronger, enhancing it with more functionalities and introducing it time to time on a regular basis. Dell security is coming up with new products

in sandboxing technology and functionalities in July. Shahnawaz adds that Dell Security has always been a channel driven company and it remains to be so. "We believe in infusing a uniformity in partner knowledge in our products and solutions. We deliver various partner enablement activity to make sure that our partner ecosystem speaks in the same language, and the information decentralized is in the same tangent, be it our growing market partners in Bahrain or our biggest partners in Saudi; we make sure that all our partners are equally informed."

Dell Security is running a chain of partner enablement events in the Middle East in countries like Qatar, Kuwait, Jordan, Egypt etc. "We conducted partner enablement event in Turkey and some East European countries and our investment in channel knowledge is on track. Talking about the response of the partners, Shanawaz said that the partner event in Oman was attended by 15 plus partners that spoke volumes about the amount of mind sharing that the partners had. "UAE, KSA, Oman and Qatar have been the highest yielding market for us and we are growing in the other countries as well. In the product roadmap, there is a lot coming up in the next quarter. We continue to hold our leadership in SMBs and we are climbing enterprises regime as well. Clients who are not using dell server or storage also are eager to work with Dell security to protect their perimeters. Our legacy partners are doing a great job in extending our reach to these clients. So it is a good combination of go to market through the dell partners and the legacy partners."

With the concept of connected security, Dell software is all set for the league of next generation growth. 

VEEAM

Embracing Tech Innovation to Transform Business

Companies should understand that, in addition to different systems and processes, they can also leverage their existing data. Much has been written about the explosion of data in the corporate environment, but awareness is still limited in terms of how to extract meaningful intelligence from it. This is essential to attach business meaning to data.



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

Innovation is crucial to the continuing success of organisations in the Middle East. It helps create newer, faster and better products for customers, and also helps to harness a culture of creativity internally. You will have likely heard before how it has become imperative for businesses to evolve with technology as a central pillar.

The modern data centre is a particularly pertinent example here. It provides the fundamental building blocks needed to exploit the technologies of our increasingly connected future. These advanced data centres give decision-makers access to components such as virtualisation, flexible storage, and cloud offerings. In turn, this allows them to be innovative – by focusing on their business operations, and become less concerned about the nuts and bolts of the hardware used. This is mission-critical for any business that wants to encourage its stakeholders to adopt the always-on mantra.

The recently published 2016 Veeam Availability Report showed that 83% of local enterprises surveyed are involved in data centre modernisation to enable 24/7 always-on business operations to cater for increasing user demands. In fact, 73%

of local respondents indicated the increasing adoption of mobile devices, via remote working or Bring-Your-Own-Device policies, is a key driver for minimising application downtime and guaranteeing access to data.

Yet some enterprises continue to stick to old, flawed methods. Much of this resistance stems from the many rules and regulations that have been put in place. By encouraging companies to comply with aspects revolving around protection of information and good corporate governance, decision-makers can closely examine existing internal processes and structures and see where innovation can flourish.

This does not mean that retrofitting new solutions over long-standing systems will provide an instantly substantial solution. Ideally, businesses want to design and build something from the ground up. Such an approach would require changes to be made around systems using older technology.

Changing systems can also be costly, which can understandably lead to the reluctance of some companies not wanting to move away from legacy systems. Those who adopt the always-on

business model will increasingly work with service providers who, in turn, become trusted advisers thanks to their technical skills and understanding of how solutions can be integrated into existing business practices. Overcoming challenges can be resolved through a company's relationship with vendors, who may have access to a roster of merchants across multiple sectors. Outsourcing is beneficial in that external costs are spread out over time, as services will only be used when required.

Rather than weighing up the pros and cons of one service provider over another, it is more beneficial to understand how the strengths of each can be linked together. This means that companies should take advantage of how solutions from various vendors can benefit their business practice overall.

Decision-makers should scrutinise the technology and systems they have in place, in order to determine where change can happen – and whether that involves a bespoke approach or a thorough overhaul. However, there is no doubt that companies cannot afford to be complacent. Change is natural and must happen! ➤

STORIT

Pursuit of 'Difference'

The Middle East data storage market was valued at US\$ 1,475.9 Mn in 2014 and is expected to register a CAGR of 14.4% from 2015 to 2025. Suren Vedantham of StorIT invests his faith in the fact that— Recession, fluctuating oil price, Big Data or IoT..... whatever the situation be, data storage would never be taking a back seat and nothing but innovation and creating a difference for the vendor and end user community is the only way to survive in the future ready market.



■ SUREN VEDANTHAM, MANAGING DIRECTOR, STORIT DISTRIBUTION

The growth of the GCC data storage market has been skyrocketing due to the proliferation of the Internet of things and the huge demand for enterprise storage created by it due to the influx of humungous data. The storage market, as we see, has dramatically changed in the last decade with the introduction and increased use of cloud based storage and flash arrays that have not only yielded a hassle free and cost effective storage model, but also pushed the storage vendor-partner community to push their limits to offer hybrid solutions to the customers. The year 2016 has been continuously under the radars for the expected slowdown in business. Suren Vedantham, Managing Director of StorIT says, "The market and our performance both have been very upbeat for the Q1. Considering the product portfolio and the services, there has been a constant change in the industry from cloud analytics to managed services and it is a playground of immense opportunities for us as a data storage solutions distributor. Yes, there certainly are some geo political issues that may affect certain industries but the tech landscape is also changing and UAE certainly has a great potential to pump up investments and we look forward to better quarters in 2016."

CATCHING THE TREND

The rise of the converged and Hyperconverged

infrastructure has put the GCC enterprises and the storage market in its most transformative phase, opening a whole new world of opportunities for the storage players. Flash and hybrid cloud storage models are sure to gain prominence due to limited budgets. "Data storage & data protection have been our core domain. It is also an area that has been least impacted in overall fluctuation in economy. As you continue to gather and generate data, there is always a need to store it & protect it and that drives our business and has built great credentials in this space," says Suren. Flash array was also not readily accepted by the market initially, but today we see an entirely different approach to it. Suren adds that StorIT has had some great success in the past 3 to 6 months in the flash array space. "The cost of all flash has come down to the same as traditional storage space and it is very competitive right now. We are expecting 50-51% growth in the flash area. HCI is also a high growth area."

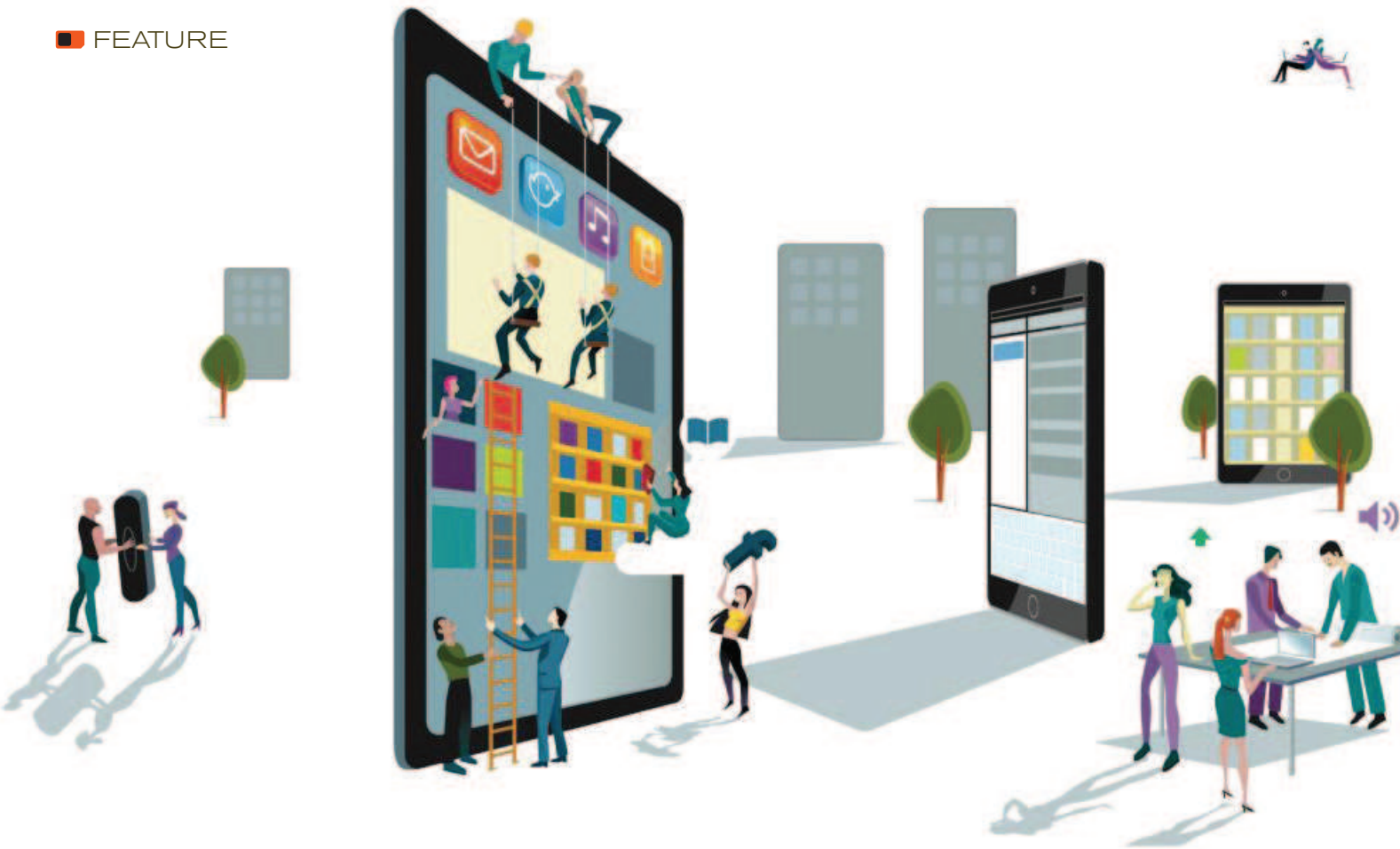
BIG DATA AND IOT— THE WAY AHEAD

Big Data and IoT will be creating new opportunities for data storage and protection. "Right from the hyper converged infrastructure to big data analytics, all these technologies give enterprises an opportunity to take better and informed

decisions whilst giving them a competitive edge over other enterprises who do not adopt it fast enough."

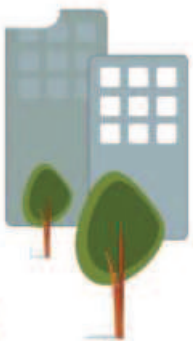
VALUE IN THE VALUE ADDED DISTRIBUTION

StorIT recently signed Commvault as a partner and would be promoting and distributing Commvault's complete range of solutions for data protection, backup and recovery; cloud and infrastructure management; and retention and compliance through its extensive channel network of value-added resellers and systems integrators across the region. "We are the conduit between the vendor and the reseller/end user. Data management is our core domain and that is something that we would stick to that because it is growing so rapidly. The value that we give to the vendor is that— we actually take up the role of the vendor as we evangelize the technology on their behalf and help them reach to our network of more than 1000 resellers in the region. Secondly, we cut down the whole burden of demand generation among the end user by speaking the vendor language. We possess expertise in 'Demand generation', 'Reseller enablement' to 'Intensive business development' and 'Fulfillment' with the least dependency on the vendors and that is how we bring in the 'Difference' to the partners who have grown with us." 



DIGITAL
TRANSFORMATION

Play it 'Smart' *in the* *Digital World*



Customer demands evolve quicker than organizations incorporate changes. The only key to survival is embracing this change and working on parameters which lead to innovative advanced technologies put to efficient use by organizations. Various reports have deemed the growth of this digital transformation along with an anticipated shift to the complete paperless world. The future of this concept is grounded in every enterprise's infrastructure.

■ WORDS: SONAL LUNAWAT <SONAL@ACCENTINFOMEDIA.COM>

Fundamental, Strategic, Long term. These three words rightly describe the world of digitization. Every business needs to adapt and restructure to be able to survive in the competitive world, after all it's about being an active part in the race to succeed. Digital Transformation acts as a catalyst and adds that extra edge to the businesses leading to better customer relationship, partner engagement and organizational efficiency. Right from the smart phones, banking transactions, data centers, applications and day-to-day functioning, we live in a world which lays foundation for future technological innovations each day. Customers need change, they are ready to experiment and try digitally advanced applications and tend to associate significance to organizations which remain ahead in the race of innovation. Frost and Sullivan predicted that there will be 50 billion global connected devices

by 2020, which means that the digitization era will keep booming and organizations will have to bridge the gap of digital disruption as well. Digital Transformation is not just about deploying advanced technological solutions; it also means zooming in the technical capabilities of an organization and putting technologies to the best use to generate revenue and keep in pace with the market trends and create a differentiating factor from the competitors.

MEA'S DIGITAL MOVE

ICT spending in MEA region will top \$260 billion in 2016 owing to the digital initiatives by organizations to cut down on costs and ensure flexibility as per IDC. Middle East and Africa markets have been adapting largely to digital solutions and there has been a shift from on-premises to on-demand technology. Middle East is well prepared when it comes to digitization

as the internet penetration is very high and the youth population is extremely tech savvy which increases the demand of more technologies and devices which are not only smart but also provide ease of usage. Analytics have moved up the value chain thus making it extremely crucial for both private and public further emphasizing on the need and drive for digitalization. Interconnected devices and seamless digital experiences across touch points continue to mature due to Internet of Things. With opportunities comes fear of attacks as well, organizations are also facing troubles to keep their solutions and devices protected and secured to avoid threats. Mr Mario Veljovic, VP Solutions MEA, Global Distributions, says "Businesses will continue to evolve from second platform to third platform. Cloud, Analytics, Big Data, Mobility and Social Media will be imperative in 2016."

BUILDING A FUTURISTIC WORLD

Private sectors were the early adapters to this digital shift as it was necessary to avoid digital disrupt and create a distinguishing factor from the competitors. Koenig is an authorized training partner for all major software companies, making it easier for the employees to be technological sound and not face any barriers when it comes to operation.

The public sector has also started moving the digital way. Various 'Smart City' initiatives are being taken up by the governments to bridge the digital gap, become cost effective, ensure better management of information, enhancing citizen trust and convenience, some examples include Dubai Smart Government initiatives, Qatar eGovernment portal, eGovernment program in KSA to name a few.

Solutions like cloud based advanced procurement and sourcing solutions, ERP applications, Near Field Communication, predictive analytics





MIKE NELSON
VICE PRESIDENT AT FUJITSU
SUBSIDIARY PFU (EMEA) LTD

“Government & private sectors across the globe have realigned their strategies to address the transformative changes.”



STEPHEN FERNANDES
EXECUTIVE VICE PRESIDENT,
TRANSSYS SOLUTIONS

“Consumerization of IT is fueling Digital transformation in the enterprise world.”



JUAN BEZÓN
CHIEF COMMERCIAL OFFICER, PCCI
GROUP

“We do not see obstacles for modern enterprises in their digital transformation journey if the strategy is clear and well defined, and the organization aligned.”

SOLUTIONS OFFERED BY ORGANIZATIONS

FUJITSU

Document scanners from Fujitsu support a ‘Scan-to-Cloud’ concept, allowing the transfer of paper documents into cloud services.

TRANSSYS SOLUTIONS

They offer cloud advisory services, they also extend cloud deployment services on SaaS, PaaS and SaaS across ERP, HCM and CxM. TransSys Solutions offer Enterprise wide ERP mobility and HCM mobility to clients who want to enable their employees access their system anytime and from anywhere.

PCCI

PCCI offers end-to-end digital transformation solutions, right from consultancy services to analysing and mapping the current situation, building the new multichannel capabilities, migrating transactions from traditional to new digital touch-points and outsourcing the customer experience management.

KOENIG

Koenig is an authorized training partner for all major software companies such as Microsoft, Cisco, Oracle, VMware,

Novell, Android, EC-Council, Adobe, Check Point, Prince2, Zend, EMC, Citrix, Linux Professional Institute and CompTIA. The learning methods available at Koenig includes Koenig Campus, Fly-me-a-Trainer, Live Virtual Classes (Distance Learning) Destination Training and the most futuristic Flip Classroom Training method.

CISCO

Cisco’s digital solutions are based on validated designs and use cases. The software is designed to allow 60-plus ecosystem partners the flexibility to extend functionality and value across the use cases without risk. Cisco’s solution portfolio comprises of Digital ceiling framework, TelePresence Management Suite, Cisco UCS server, Catalyst 3850 switches, Cisco Unified Contact Center, Connected Mobile Experience and many more.

GLOBAL DISTRIBUTION

They deliver Computing Power to enable the Digital Transformation. Whether it’s Hyper-Converged Infrastructures, Rational Server & Storage Solutions or ultra-fast All Flash Storage Arrays.

DIGITAL TRANSFORMATION DISRUPTION



PUBLIC

Efficient citizen services, smart parking, smart lighting, eGovernance



MANUFACTURING

Accelerating IT/OT convergence, reducing machine and plant downtime, enhancing overall supply chain visibility



HEALTHCARE

Scaling clinical staff, providing enhanced patient experience, supporting preventive medicines



TRANSPORTATION AND LOGISTICS

Routing with geo-location, passenger safety, predictive maintenance



RETAIL

Shorter check out times, more self serve channels, smart fitting rooms, remote experts



SAURABH BHATTACHARYA
TECHNOLOGY EVANGELIST, KOENIG
SOLUTIONS LIMITED.

"Digital Transformation is here to stay and will play a key role in the move to revolutionize today's businesses."



MIKE WESTON
VICE PRESIDENT, CISCO MIDDLE
EAST

"The number one reason businesses fail in their digital transformation efforts is they fail to re-imagine their business from top to bottom."



MARIO VELJOVIC
VICE PRESIDENT SOLUTIONS MEA AT
GLOBAL DISTRIBUTION

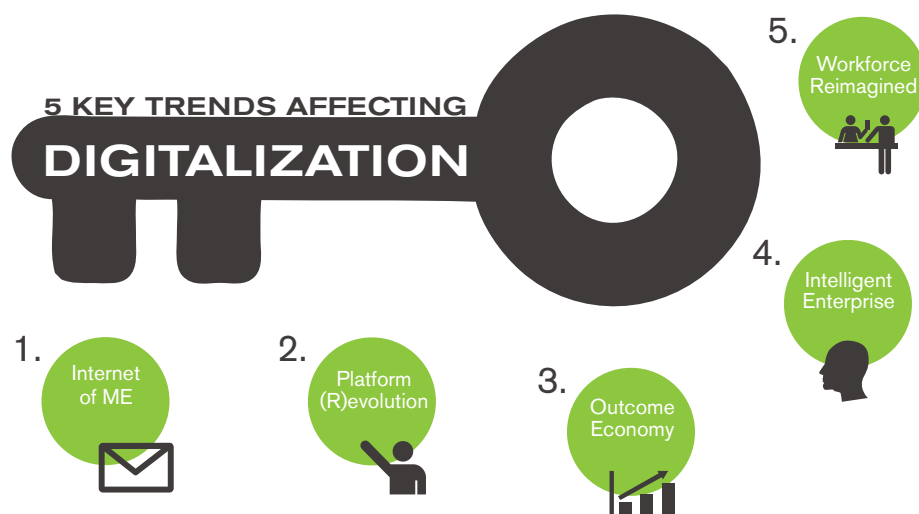
"Digital Transformation can be focused simply on Business Process Automation or on changing the Company's Business Model."



CHALLENGES

- How and where to start
- Requires cross functional partnership
- Incorporation of new skills, techniques and cultures
- Increased Competition
- Innovate Business models
- Common digital vision of organization
- Investment in building a digitally capable team
- No adequate or inappropriate resource allocation

solutions, big data solutions etc are gaining importance to make the organizations more technically sound and improving their systems. As per Gartner's report algorithms will take digital business to the next level in 2016. Commenting on the CIO's role in bringing this digital transformation, Mr Mike Weston, VP, Cisco Middle East said, "Becoming a digital business requires an agile IT model, and the ability for CIOs and business leaders to rethink core processes for the digital era."



FINALLY

Digital Transformation is a two edged sword, on one hand it can cut the old legacy models and make the enterprises see the light of advancement; on the other hand, digital transformation can be a vulnerable target to malicious attacks. The digital wave has surely hit the region with some high-tech devices making it way simpler to have technology at one's disposal. If ideas are not put into practice they become mere imaginations, the same way if organizations do not adapt to the change they will only face downfall and eventually technical lag. Will we become slave to this digital world or will this digital world serve us as we command? Only time will tell. The rise of this digital era has already embarked. 



MR FIRAS JADALLA,
REGIONAL DIRECTOR- MIDDLE EAST,
GENETEC

Security of Security

THE CONCERN FOR SAFETY PLAYS IN THE MIND OF ORGANIZATIONS BE IT BIG, MID-SIZED OR SMALL. CANADA BASED GENETEC'S SECURITY CENTER IS ONE SUCH UNIFIED PLATFORM FOR IP BASED VIDEO SURVEILLANCE, ACCESS CONTROL AND AUTOMATIC LICENSE PLATE RECOGNITION AIMED AT PROVIDING COMPLETE SECURITY WHICH IS SUITABLE FOR ALL TYPES OF ORGANISATIONS. A LOOK INTO GENETEC'S EXPANSION PLANS, MIDDLE EAST MARKET, NEW INNOVATION IN SECURITY CENTER ON SUBSCRIPTION BASIS AND BLENDING SOFTWARE WITH HARDWARE FOR OVERALL SECURED ENVIRONMENT.

Zooming in Security Centre

The latest version of Security Center (unified security platform) introduces new video encryption and authentication enhancements, reduced bandwidth consumption through H.265 support and a redesigned interactive

map-based command and control module. The new security threat countermeasures in Security Center 5.4 include authentication and encryption methods to ensure that only authorized personnel can access the security system. By establishing a secure and trusted

connection, Security Center is able to authenticate communications within the system, validating and ensuring that data and video are not exchanged with outside sources.

Demand for Surveillance and Access Control

It's an all-too-familiar scene; operators jumping from one monitor to another, navigating through different video surveillance and access control applications to investigate an incident, or more importantly, handle an emergency and neutralize a threat. This common scenario of security operators trying desperately to piece together information to make objective decisions begs for greater operational efficiency, and becomes the main catalyst for security directors' ears to perk up when security system unification is brought to the table.

Innovating Security Centre

Security Center Subscription introduces new flexible ownership and payment options that allow customers to get access to Security Center on a 'pay-as-you-go' basis. Subscribing customers receive the same local, on-premises version of Security Center (unified security platform) and pay for it on a monthly or annual basis, as opposed to purchasing the entire system upfront. We have recently introduced a 90-Day Trial for Security Center Compact Edition. For a limited time, Genetec certified channel partners can sign up for a 90-day trial of Security Center Compact.

Roadshows in MEA

The Middle East Roadshow was an educational event covering our primary markets in the region: Abu Dhabi, Kuwait, Muscat, Doha, Riyadh and Jeddah. The aim was to address the local markets directly and offer a half day of detailed presentations on the latest innovations and regional outlook.

The Vertical Story and Expansion Plans

With flagship customers like the Dubai International Airport and many citywide and government installations throughout the Middle East, via an integrated network of resellers, integrators and consultants looking to offer world-class unified IP security solutions in diverse industries like hospitality, education, retail and stadiums. As Genetec continues to grow its presence in the Middle East, offering world-class unified IP security solutions across this diverse region, we are currently expanding in Saudi Arabia by hiring additional regional sales managers dedicated to serve the western part of the Kingdom. ➔

PRINT A CARD. ANY CARD.

SECURE ID ISSUANCE WITHIN REACH.

HID Global is a leading provider of secure ID solutions, offering a wide range of products and services to meet the needs of businesses and organizations. Our solutions are designed to provide secure ID issuance within reach, ensuring that your organization's security is always protected.

With HID Global, you can ensure your security is always protected. Our solutions are designed to provide secure ID issuance within reach, ensuring that your organization's security is always protected.

Our solutions are designed to provide secure ID issuance within reach, ensuring that your organization's security is always protected.

GLOBAL DISTRIBUTION

FIRM FOOT ON SOLUTIONS

While the market has been running the race of usurping the services domain and being MSPs for their customers at large, Mario Veljovic of Global Distribution FZE asserts that their focus is on their core infrastructure and solutions distribution arm— at least for the moment. In an exclusive rendezvous with EC MEA, Mario talks about the company's Q1 performance, expansion in the African market and Global solutions network that testifies the 'Rise of solutions distribution'.



■ MARIO VELJOVIC, VICE PRESIDENT SOLUTIONS, GLOBAL DISTRIBUTION MEA

Mario Veljovic, Vice President Solutions MEA at Global Distribution FZE strongly discarded any affiliation to the booming concept of 'Distintegrators', as we sat across the table discussing the inclination of the market towards more value added services and the rising expectation from distributors to provide managed services. He says that the distributors who are actually acting as resellers are slightly disturbing the partner ecosystem.

"Our focus is on the core infrastructure solutions and we do not see any scope in the services regime at present," says Mario. "We would want our partners to take up the role of service providers and meet the customers' end to end needs." According to Mario, we are in midst of a solution-hungry market as IT has become the centre of all business operations. The new generation of CEOs are more positive towards IT and the gap between the CEOs and the CIOs have been significantly diminishing. "The whole eGov drive in UAE has been driving us in that path. Traditionally Oil and gas, as a sector, were written off when it came to investment in IT. But the situation has been

changing as the oil and gas took to automation technologies, which thereby helped us to work on some crucial projects in that sector with our partners. We have repeatedly encountered decision makers of O&G sector who say that they found maximum synergy in streamlining all of their processes when everybody worked on the same platform. If you have multiple suppliers working on different ERPs then there is a communication gap; if all work on the same ERP platform it calls for less human intervention. We have acquired a business in the UAE focused on SAP. We are able to offer skills and licenses of SAP through our network of partners. Thus, there are a lot of resources which really fit into our vision for the solutions distribution part where we bring together every components of an infrastructure, right from cabling to network security monitoring to CCTV."

Global Distribution's new offering to the solutions world is the 'Global Solutions Network' for channel enablement and development. A solution distribution arm and distribution landscape promoting solutions with channel for vendor.

"Our focus is to identify the right set of channel and develop and enable partners."

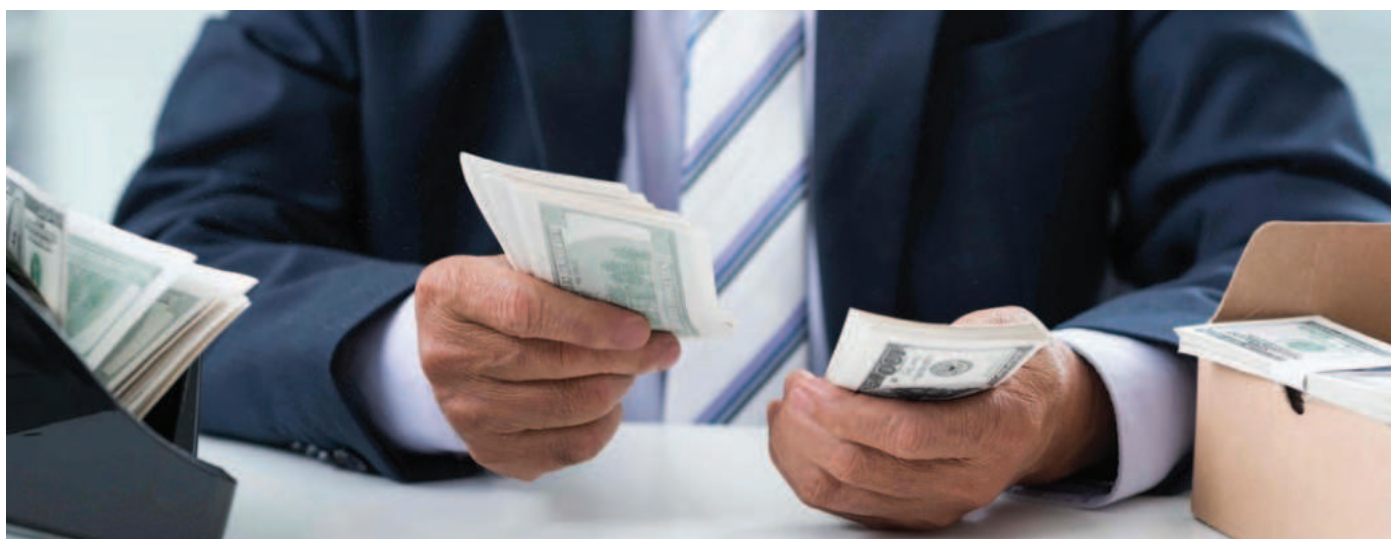
According to Mario, training has become an inevitable part of any distributor's ecosystem. Global Solutions networks prepares the partners for delivering channel ready smart IT solutions that is laid on the foundation of 4 Cs—Coverage, Credibility, Channel and Commitment. "Our vision is to identify the channel, enable the partners, map solutions with the channel strength and thus support distribution. 2 years back, probably we were the first company to define the term solutions distribution."

Global Distribution achieved a 40% growth in the Q1, contrary to the prophecies of 2016 being a slow year for the IT fraternity. "Today, there are lot of vendors who are very prominent and visible who can merely yield you revenue, so you need a basket of those vendors who reach the economy of scale you need to operate and finance your business. We have the portfolio, the expertise and the team to help you get started. It is always a three step process for us; recruiting partners, enabling partners and developing partners. ➤

INVEST EASY

Business Easy with 'Invest Easy'

Simplifying the business environment of Oman – the “Invest Easy” project



Starting a business in Oman used to be a cumbersome and time consuming process. All the paperwork had to be done manually, there was no integration between different government agencies and therefore the officials were only able to process low volumes of applications.

To rectify these problems and to encourage the economy, a business-oriented One-Stop-Shop (OSS) for Company Registration was set up early in 2000s, where the customer service functions of different government agencies were co-located to provide customers with a faster service and to eliminate the need to physically travel between different locations.

Technology transformation of OSS started in 2003 and the first version of OSS software went live in 2006. This was an improvement at the time, and the registration of companies increased significantly. In 2010 the system was upgraded to work on cloud services, allowing close to 24/7 system availability.

In 2013 work started on a complete overhaul of the existing system, to provide the business community the availability of a significantly larger amount of e-services, along with quicker and more

reliable online system, which would be secured with state-of-the-art digital solutions.

The project was renamed “Invest Easy” to reflect the purpose and perspectives of the system upgrade. The first new services were introduced in 2014, with the launch of the new portal and mobile application. In the beginning, the investors were only able to search and view for Commercial Registration information, but as the project has progressed, the amount of available services has been ever growing, with over 60 e-services available today and more than 80% of counter services are also now online.

These new online services allow starting a new company within minutes (the fastest online registration has been done in 1 minute 50 seconds, which is a standing world record), but also to update company information, apply for business licenses, manage places of activity, add new business activities, submit an annual report and so forth.

When previously all the business activities required licensing, now there are 76 activities that can be started without a license. Also, nearly half of the existing business activity licenses can be

applied to using the new online system.

As the whole system data is digital, it is now used to create comprehensive overviews of the current state of economy of the Sultanate, in order to provide the decision makers precise and up-to-date data which allows to implement the right strategies for economic development. The effects of the project have already started to show. The number of companies registered in 2015 has gone up by 40% compared to 2014. 28% of the new registrations have been by people under 25 years of age. That means the next generation is embracing the new possibilities the online services has provided. In April 2016, already 30% of new companies were registered using the online service.

The innovations done in Oman are an example for the whole world, as the United Nations Conference on Trade and Development has recognized the project with a rating of 10 out of 10 and placing it in the very top of the business oriented government portals in the world. The project has also been recognized with several awards, including the GCC Award for Best Government E-service in 2015 and the Al-Roya Economic Award for the Best Government E-service in 2016. 

BULWARK AND KERIO

Securing Modern Workplace Collaboration

Bulwark and Kerio Technologies came together for the first time to organize a series of channel enablement sessions consisting of technical and sales training for partners in the Middle East and GCC region. The Kerio Partner Forum focused on how to best succeed in the messaging, collaboration, voice and security market with Kerio products.

As digitization climbs up the modern enterprises' ladder, the term 'place' from work has slowly been diminishing. Collaboration and communication solutions have been ruling the roost as people are increasingly working outside traditional boundaries, which have further driven the demand for synchronized security across collaboration devices.

To further empower these capabilities, Kerio and Bulwark recently hosted their first channel enablement program in the Middle East. In an exclusive interview, Richard Gooding, VP Marketing of Kerio Technologies, said, "The belief that runs in Kerio's blood is that, Small and Mid-sized Businesses should be able to connect, communicate, and collaborate securely with flexible, accessible and easy to use technology. We protect networks from viruses, malware and malicious activity, and aid business communication and collaboration through email, messaging and voice solutions." Kerio has been a Bulwark partner for the past 16 years and believes that Bulwark has played a key role in helping Kerio establish a firm foot in the region. "Bulwark is the local face of Kerio in the Middle East. We never believed in having partners who just ship and sell products; Bulwark is a true Value Added Distributor that has played a key role in understanding, marketing, explaining and selling Kerio solutions in the Middle East market."

"Kerio Cloud for messaging and collaboration, KerioConnect for email and more, KerioControl for unified threat management and network intelligence, and Kerio Operator for VoIP are key solutions brought in by Kerio for the modern



■ RICHARD GOODING VP MARKETING, KERIO

workplace. Same page is also a collaboration solution on which we are investing a lot of focus. Kerio solutions can be deployed as cloud, on-premises or hybrid solutions."

On this occasion, Jose Thomas, Managing Director of Bulwark said, "As the VAD for Kerio in the Middle East, we distributed the very first Kerio product in this region. Bulwark is the single VAD for Kerio in the region and we have been training our partners and making them aware of the Kerio solutions, their product positioning and implementation. Kerio has launched different solutions for IM and voice collaboration, which



■ JOSE THOMAS MENACHERY CEO, BULWARK DISTRIBUTION

are enabling modern organizations who have remote offices to be connected to their branches. This is the first time that Bulwark and Kerio have partnered for such a program and we look forward to more opportunities in the future for our entire partner community and customers."

"Our value proposition is based on delivering enterprise-class technology, built and designed for small businesses, which is simple to use and easy-to-administer. Through the channel, we deliver the powerful technology of other enterprise players, but without the complexity," said Richard. ➤

DARKMATTER

Internal Threat Mitigation Measures

“Mistakes or malicious action by employees remains the greatest threat to government cyber defences.”



■ STEPHEN BRENNAN, SENIOR VICE PRESIDENT CYBER NETWORK DEFENCE AT DARKMATTER

People Factor

People remain the number one vulnerability for government organisations and this holds true right across the board from the tax office to military command centres. Edward Snowden's data leakage and the WikiLeaks scandal have highlighted the danger of malicious disclosure, but more often than not the threat comes not only from deliberate employee sabotage, but rather from ignorance or careless practise.

Of the top five cyber incidents faced by government professionals the most frequently experienced (52%) was still employee misuse; this can range from deliberately ignoring security protocols, to inappropriate personal use, to downloading material that might have a huge reputational impact on the department. 49% had also experienced “phishing” attacks

where an employee is fooled into opening a malicious attachment because it is disguised in an innocuous email. Evolutions of these threats continue to test even the strongest controls and alert employees.


Threats from hostile governments or sophisticated criminal organisations, dubbed “Advanced Threats” by the industry often use an initial employee mistake to embed themselves in a targeted department, gaining persistent access to a system and becoming increasingly difficult to detect. So employee mistakes can have implications far beyond the immediate incident.

Overcoming the Problem

Public organisations can mitigate against the employee threat by robust adherence to a few

key principles. Departments should hold to the rule of least access combined with robust data classification; in short employees should only have access to the data and systems they need to do their jobs effectively – an operations manager doesn't routinely need to see the work of a financial controller and vice versa. It's also essential that all data in a system is classified at the appropriate level and, most importantly, real controls and processes are in place to prevent employees being able to accidentally breach these rules. Too often stretched resources mean that these processes fall by the wayside.

A good way for departments to protect themselves is by implementing technology and intelligence partnerships with properly vetted contractors. These managed service providers have several advantages; they are dedicated professionals who focus on cyber security rather than seeing it as an onerous add on to core functions, they have the necessary expertise to spot and counter advanced threats and, by pooling threats from various departments and organisations they can build up a greater understanding of the threat picture than any one IT department alone.

There will never be a magic bullet for defeating cyber threats where users are involved, this is a constant battle, but through a combination of training, processes and judicious use of outside expertise government security professionals can help mitigate against the employee threat. It's reassuring to see that 61% of government cyber professionals agreed that employee training must be a lead priority. We may live in a virtual age, but people will continue to remain the weakest link, grounding us in reality. 

FOCUS KUWAIT

The Evolving IT Landscape of Kuwait

The oscillating market of Oil and Gas has created an impact on Kuwait, however the progressive nature of the economy has open the doors for other sectors in its recent budget. Entry of new players in the market, adoption of IT, government interactive portal, vision 2035, young leadership and much more, this tiny country has big plans to excel using advance mechanisms.

■ BY: SONAL LUNAWAT <SONAL@ACCENTINFOMEDIA.COM>

Nestled at the top of the Gulf, the small Arab nation of Kuwait is an oil rich economy which is known to have sixth largest oil reserves in the world. The enthralling land is always in the limelight for its high standard of living owing to its high GDP as well as the worth of Kuwaiti Dinar being the highest valued unit of currency in the world. According to the World Bank, Kuwait has the 4th highest per capita income in the world. Kuwait definitely has the potential of being one of the most advanced Gulf region due to its relaxed norms and young population ready to embrace technology. Total IT spending of Kuwait will increase at a CAGR of 1.4% over 2016-2020, with software and services expected to outperform, as per BMI research.

ICT MIRROR OF KUWAIT

Kuwait telecom market is one of the highest penetrated market in GCC in terms of mobile subscribers and mobile broadband subscribers. The internet penetration as well is quite high in the region at almost 79.9% which clearly proves the usage of smart phones for social media, real

time updates, research, communication and other smart phone applications by the tech savvy young population. However, in a recent report by IDC the mobile handset market is projected to shrink by 6% year on year in 2016.

When it comes to ICT in public and private sectors one can say that there has been a growth in adapting to IT trends like cloud, mobility, big data and social networking but enterprises largely remain conservative and reluctant to adopt to newer solutions or experiment with innovations

or get new vendors on board. Both public as well as private sectors have started investing in IT developments to attain Vision 2035 of Kuwait and compete with their GCC peers. "We need to understand that in Kuwait we have a significant opportunity to embrace new solutions. There were a number of customers in the past who had not invested in IT, and today Kuwait has the opportunity to outperform other regions by leap-frogging legacy ICT and going straight into leading technology to provide more services

STRENGTH & CHALLENGES



- Growth in retail and real estate
- More start ups
- Young entrepreneurship
- Dynamic economy
- More customer-vendor interaction
- Growth of informal sectors



- Lengthy Processes for approval
- Time to procure technology
- Skill shortage
- Failing to fully utilize economic potential
- Conservative outlook
- Difficulty in selling ICT ideas to businesses

KUWAIT VISION 2035 OBJECTIVES



GDP improvement



Private sector motivation



Human development



Population and Social Development



Government efficiency

and solutions to customers”, said Charles Nahas, General Manager, Microsoft Kuwait.

There has been extreme growth witnessed in the infrastructure market to change the face of Kuwait to encourage tourism and attract investors. The latest smart city project Al Barayeh is a very famous initiative across the world which has also been awarded. Recently a deal was signed between Kuwait Public Works and a Turkish firm for construction of a new airport terminal





MR. CHARLES NAHAS
GENERAL MANAGER MICROSOFT
KUWAIT

“There is more appetite in both the private and public sector to leverage transformational IT to provide more services, to be more effective, and, in the current economic context, reduce costs.”



ANAND CHOUDHA
MANAGING DIRECTOR, SPECTRAMI

“Key business operations will not be put in cloud in near foreseeable future, as long as vendors will start investing in local cloud, adoption will increase”



KUWAIT GOVERNMENT ONLINE

The government portal Kuwait Government Online (KGO) is a very successful initiative implemented by the government for the citizens, government officials, visitors and also information for outsiders. The portal has various innovative methods in practice like ePayment, Civil ID, law and order information, updates from the government, electronic services, complains, redressal and much more.

to triple passenger capacity. “The IT landscape in Kuwait is looking promising, we are seeing a big intake from all the sectors from Banking to Government. We are seeing customers interacting more to understand and uptake key next gen

solutions especially in security area”, commented Anand Choudha, Managing Director, Spectrami.

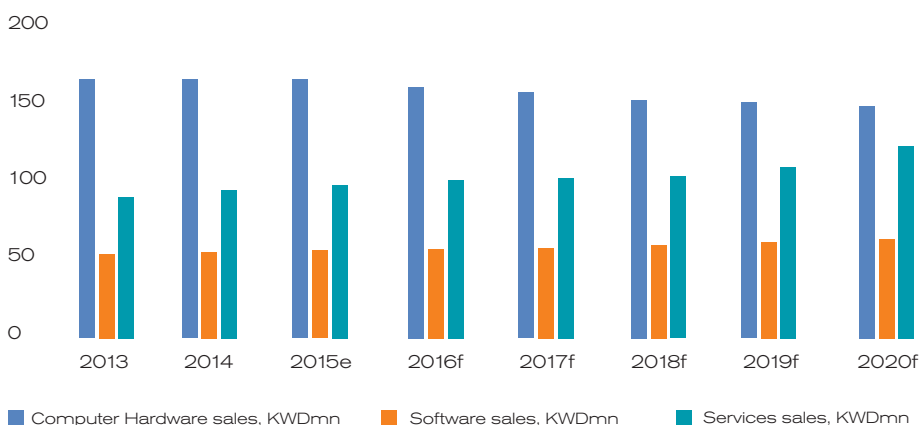
RECENT BUDGET

94% of the economy is oil dependent and a major

source of the country’s revenue is generated through the Oil and Gas industry, owing to the fluctuating oil market the nation suffered immensely. Kuwait saw a record deficit budget jumping by 50% in 2016-2017, focus was also shifted to other booming industries which includes retail, services, infrastructure. In order to broaden the horizonsof development there has been lot of emphasis laid on changing the face of the nation and attaining political and economic stability. Infrastructure projects have not been halted or delayed or have seen budget cuts in spite of the uncertainty of global oil prices.

HARDWARE TO UNDERPERFORM AS PRIVATE CONSUMPTION SLOWS IN SATUEATED MARKEY

IT MARKET FORECAST BY SEGMENT(2013-2020)



e/f = BMI estimate/forecast. Source: BMI

FINALLY

Given the high dependent nature of Kuwait on Oil and Gas industry, there will be major ICT investments once the market stabilizes. Big Data and risk management solutions will be adopted by the Oil and Gas industry like other GCC nations. Kuwait lags behind its fellow GCC peers, as it was ranked 62nd in the IT network readiness index by WEF, however one can’t overlook the reforms and plans taken up by the government to raise its bar and become a hi-tech country. Kuwait has all that it takes to emerge as a well equipped IT sound nation. ➡

OMA Emirates' Multi-Loyalty 'Benefits Beyond' Scheme

Cards and Payments ME was a platform for OMA Emirates to showcase their brand new scheme which is also called 'Bazaar', aimed at providing ease of usage and hassle free operation.

FOCUS IN CARDS AND PAYMENTS 2016

We launched our new multi-loyalty scheme 'Benefits Beyond' at Cards & Payments Middle East 2016. We have been making strong strides in developing our portfolio of retail solutions.

Benefits Beyond is a Business-to-Business-to-Consumer loyalty program that enables retailers to collect to enroll for a co-branded loyalty program and analyze customer data and the supply chain data including distributors, dealers, and sales agents. It helps in developing targeted communication programs that will boost the revenue of retailers. The most critical feature of the program is that it allows customers to use the card across multi-stores to accumulate as well as redeem points.

IN DEPTH ABOUT BENEFITS BEYOND

We have made strong investments in our research and development and over the years our in-depth knowledge of the industry has driven us to look beyond our existing product portfolio while making a conscious effort to make inroads into the IT services sector. We aim to provide value additions that will enable our customers to not only streamline IT processes but to also provide them platforms that will help them work closely with their customers and build on their loyalty programs. Our Benefits Beyond loyalty




NIRANJ SANGAL
GROUP CEO, OMA EMIRATES

scheme has been designed to bring on a range of merchants under one umbrella and in turn help customers avail of the points across multi channels and locations.

What is exciting for the customer is that they are now not limited to availing of their loyalty points in one store or location, but now have the advantage of using the card across all the merchants who will be a part of the program. This could span across branded stores, supermarkets, airlines and even avail of their points at places of entertainment. It can also be utilized to make bill payments as well as top up air time. The loyalty scheme is built on the OMA Retail Suite which lays the foundation to connect the member retailers through a fully automated ERP system and represents an ecosystem of web portals and Windows, Android application. The highly scalable solution is built for both large and small organizations and is capable of being used across business sectors.

OTHER ASPECTS

The common branded card, 'Benefits Beyond' also works as e-purse wallet (prepaid) that allows consumers to add money to the wallet to use along with loyalty points in real time across the OMA Emirates network of over 10000 POS terminals.

The cards include multi-features that make it extremely easy to use and include Smart Cards, Magnetic Stripe as well as Contactless options. 

HID Securing Identity Solutions



CHRISTOPHE MALGORN
REGIONAL SALES DIRECTOR, SECURE ISSUANCE

FOCUS AT CARDS AND PAYMENTS 2016

Highlight for Cards and Payments 2016 for HID Global is its customer-centric secure access solutions for the region's Banking and Financial Services industry. Under the theme, "Your Security Connected," also our enhanced ActivID authentication offering for digital banking. We also unveiled our latest Direct-to-Card (DTC) FARGO DTC5500LMX ID Card Printer/Encoder designed to meet the high-volume, card issuance demands of large government agencies, universities, healthcare facilities and other large enterprises. In addition, our new FARGO HDP5600 ID Card Printer/Encoder that builds upon its high definition printing (HDP) solutions for retail stores, recreation facilities, governments and other organizations focused on brand image and/or visual security will be on display. We have got a very prominent project in the region for the Governmental sector and the banking sector, with this show we are trying to address the banking side of the business. We are working in terms of activities through seminars with resellers, we got some big distributors in the region, we are also inviting resellers from the rest of the territories and also looking at having digital media campaigns.

PARTNERING TO ACHIEVE EXCELLENCE

We are committed to operating through a channel only, the machine will be sold through integrators. We are looking at partners, resellers, distributors who have a wide reach along with capabilities to promote, support and service our machine in the future. Also, they must be capable to invest alongside HID in terms of commercial investment.

OTHER ASPECTS

An important aspect of HID's participation will be its mobility initiative, which includes solutions, services, investments, and alliances that expand the capabilities of trusted IDs on mobile devices across a growing range of access control, authentication and Internet of Things (IoT) applications.

MasterCard Innovative Payment Experience



MILAN GAUDER
GROUP EXECUTIVE OF GLOBAL PRODUCTS AND
SOLUTIONS FOR MIDDLE EAST AND AFRICA.

We are unveiling the Beam Wallet in collaboration with MasterPass by MasterCard which enables customers to make mobile payments and earn rewards at over 3,000 stores across the country. Users filling up at the ENOC gas stations can stay in their car as they make payments with a few taps on the mobile phone. It's fully secure, enabled and behind that you can have MasterCard scanner for payments in other networks as well.

We have moved from traditional plastic payments to a world beyond cash or plastic, we digitize transactions for the future by doing that we can fight cash economy and we can increase the share of electronic payments in the world. Cross border remittance is another focus area for us, through our network you can send money with the help of our partners globally. Security is a priority for MasterCard.

Everything that comes from MasterCard is better than its previous generation. It is a continuous revolution of new technique. Digitization is the new wave of security in the internet world, together with all the industry players with EMV pool, we do this to make all internet payments safe and secure. We believe in bringing out safe solutions which are convenient so that people can easily adopt to it, the younger generation is always ready to experiment and try new technological innovations whereas people who are reluctant take time to adapt to new innovations. However, our solutions are aimed at making lives simpler. The MastePass and Beam Wallet collaboration can be described as...safe, simple and ideal consumer experience.

Thales Reviving the Card Capabilities



PHILIP SCHREIBER
REGIONAL SALES DIRECTOR FOR THALES
E-SECURITY MEASA

During Cards and Payments 2016, Thales unveiled its payShield 9000 hardware security modules (HSMs) used by Swiftch to help secure the first Visa Ready and MasterCard self-certified mobile card payment acceptance solution for merchants and acquirers throughout the United Arab Emirates (UAE). Swiftch developed a highly secure mobile point of sale (mPOS) solution that allows merchants of all sizes to accept payments using just a standard smartphone or tablet and a low cost mobile card reader.

Thales HSMs are a critical component in securing Swiftch's mPOS solution. Designed specifically for the payment industry, payShield 9000 HSMs secure devices running card issuing and payment processing applications. The Swiftch application integrates payShield HSMs with mobile card readers from Miura to enable a point to point encryption (P2PE) zone to be established between the card acceptance point and the internet-based payment gateway.

Philip Schreiber, Regional Sales Director for Thales e-Security MEASA, said, "Mobile acceptance is seeing tremendous growth globally with a predicted 50% annual growth rate between now and 2020. But there has remained a gap between the payment options available at fixed, in-store point of sale terminals and mobile devices due to the lack of appropriate security technologies available. Thales is working closely with innovators such as Swiftch to close that gap by delivering the same high levels of security to the mobile world as have become common place in the tradition in-store fixed terminal environment."

Finesse Overcoming Banking Frauds



AJAY ALEX
PRACTICE HEAD, GRC, FINESSE

Finesse and CustomerXPs showcased Clari5, whose differentiated approach deploys a central nervous system in banks with the ability to stop fraudulent transactions with real-time, actionable insights. Clari5 Enterprise Fraud Management is a real-time intelligent Big Data solution which combats sophisticated fraud.

Ajay Alex, Practice Head, GRC at Finesse said, "Banks in this region are being targeted for various kinds of Frauds, as we are seeing numerous news uptick on how hackers are trying innovative & targeted attacks to breach banks existing security. The Government and central bank in this region has been very proactive in this regard and has issued directions and circular to banks to upgrade its existing security and put in necessary checks and balances in place. Understanding the current challenges and the dynamic environment which bank operate in, these factors have compelled us to look at the issue of Banking Fraud holistically, and rather than offering point solutions, we are pleased to provide Clari5 platform. We believe that Clari5 helps banks to utilize its existing internal data that provides insights and intelligence to arrive at specific individual level transaction behaviors (which are difficult for any hackers to replicate) for all their existing customer data sets, and helps to identify and point out on a real-time basis, potential fraud transactions and positively intervene before a fraud transaction gets committed to the system."

Some key highlights of CustomerXPs' Fraud Management solutions that can help global banks & financial institutions to have better fraud management & revenue maximization: Fraud management in Real-time; Reduce sophisticated frauds; Delivers real-time actionable insights; Regulatory compliance; Reduce reputational loss; Highly scalable, extendable, easy maintenance; Cross channel and Cross pollinated; Short implementation cycle and easy integration; Quick ROI.

HID

Implementing mobile access in five easy steps

Globally, mobile access control has emerged as the next form of secure access, with regards to entering buildings, premises etc. The Middle East too is ready for this form of convenient and secure access



■ WISAM YAGHMOUR, REGIONAL SALES DIRECTOR MEA, PHYSICAL ACCESS CONTROL AT HID GLOBAL

Within the Middle East, organisations have already seen the value of secure access solutions. In a recent Middle East focused HID Global survey, 52 percent of the respondents said that they have already deployed basic secure access solutions. Additionally, 50 percent of the respondents said that their organisations were planning to upgrade their access control solutions within the next 12 months.

The key to implementing a mobile access solution within an organisation lays in the five steps outlined below.

1. Audit and assess your current building control system

It is vital to assess your building's current physical access control infrastructure to determine the requirements for moving to mobile. Is your organisation ready to deploy a mobile access control solution? If not, what steps do you need to take to make it mobile-ready?

If you have already invested in physical access control, such as entry cards or tokens, the objective should not be to simply substitute one credential form for another. While mobile access control may replace cards or badges in some cases, in many other environments it makes more sense if phones supplement cards to develop a secure and convenient experience.

2. Analyse which mobile devices need to be supported for your business

The next step is to think about which devices you need to support, to ensure your employees can make the most of mobile access.

You should also consider how many users will need to use the mobile access solution? What areas of the environment would benefit most from mobile access like car parking or main entrance? What different roles and access rights need to be assigned and managed?

3. These considerations will vary from business to business. If you allow staff to bring their own devices (BYOD), or if you provide them with one, this will affect the range of technologies that your solution needs to support. Upgrade your on-site hardware to match your mobile access requirements

Once you've completed auditing and analysis of the technology required, you can now plan for the installation of new hardware, or the upgrading of previous readers. If readers need to be replaced, make sure the new devices are mobile-ready for access control, even if you do not use this function at the moment. This will

ensure your investment is safe for the long term.

4. Ensure you have suitable software to support your mobile access system

The next step is to make sure your mobile access system is supported by software that increases operational efficiency by managing the enrolment and provisioning of mobile IDs over-the-air.

5. Create mobile IDs for workforce and issue to staff

The final step in your access system implementation is to issue mobile IDs to your staff. More and more providers are enabling their software to be available through the App Store or Google Play, allowing users to download the associated apps. After the app is installed on the users' mobile device (with a verification step for extra security), their mobile will be set up as a digital access control card.

Deploying the optimal architecture for employee mobile access solutions has the potential to transform your company's culture, security and employee convenience. By keeping these steps in mind, your implementation process can be smoother than you think. ➔

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Facilitating Secured Means of Transactions

Network International is known for its global payment solutions and bringing to forefront innovative mechanisms to provide ease and safety in transactions. In a candid chat with Mr Bhairav Trivedi during Cards and Payments 2016 he revealed about Network International's future plans, vertical voyage and a sneak peek into the world of ensuring tight security to achieve maximum customer satisfaction.

like to think Network as the best little company you've never heard of. You typically walk in a store and ask whether they accept Visa or MasterCard, you don't ask do you process with Network? But we facilitate all your transactions. We look at two parts of a typical credit card- one is you kept the piece of plastic, you'd fill a form, hand it in and a week later or so a card appears in your inbox, every month you get your statement and you pay. There is a back end process to all of that, all this is handled by Network, so that we call bank processing or issuer processing network. The other aspect is when you go to a merchant and buy something, the guy swipes your card you're done with it, magically payment is made and goes from your bank account to the merchant's bank account. That's what we do, facilitate all stages of transactions. We process millions of transactions and this happens seamlessly, tonnes of transactions every single day.

HIGHLIGHT FOR CARDS AND PAYMENTS 2016

Firstly, we look at the payment chain and we can play wide across this, when you look into our strategy of forward looking it is to diversify our products suite right across our payment chain. For us our goal is when you think of payments you think of Network International first, because that's the guy who is going to facilitate you as an institution or enterprise. Secondly, we are here at Cards and Payments to announce a number of initiatives like we are the primary drivers for Dubai Smart Government transactions. We constantly strive to bring innovation to our



BHAIRAV TRIVEDI
GROUP CEO, NETWORK
INTERNATIONAL

geography. We try and bring things with a surety that it will work.

SECURITY

There is an element of physical security and there is an element of digital security, as a payment processor we have to be certified by all of these

schemes, something called as PCIDSS (Payment Card Industry Digital Safety Standards). We go through the examination with payment card officials, we manage that every year, because if we get compromised people get compromised.

For us data security is the biggest thing. When you know bad guys will attack you, you typically hire bad guys to try and attack you in a stimulated environment to figure out if you are vulnerable. So we do ethical hacking constantly, penetration testing, disruption etc. at the back end to ensure our systems are fully secured.

DISRUPTIVE TECHNOLOGIES AND INNOVATIVE SOLUTIONS

We are primarily driven by technology, so we are constantly on the cutting edge of the piece. We are always looking at what's happening in the technology space, we are seeing more and more migration to form factor since the convenience factor for consumers is the key. Nobody wants a tedious process or to perform additional steps. We make it as easy and simple for consumers.

VERTICAL FOCUS IN MEA

I think the next big vertical we are focusing on is ATM, it's a natural progression; payments, cards, cash, all involved in a single machine. We can be the providers for end-to-end ATM services. We can take ATMs from the bank's balance sheet, give them on a lease basis and locate them, we would service and monitor it. Monitoring can happen real time. ➤

**KEY CAPABILITIES**

- Consists of four 100-metre-long cylindrical reflectors which cover an area larger than five professional hockey rinks
- Delivers up to 13.9 TFLOPS of peak single-precision floating point performance
- AMD FirePro S9300 x2 Server GPU the world's fastest single-precision GPU accelerator.
- First professional GPU accelerator to be equipped with High Bandwidth Memory
- Makes data analysis possible to study the impact of dark energy on our Universe

AMD FirePro S9300 x2 Server

FirePro S9300 x2 Server GPU is the world's fastest single-precision GPU accelerator, to analyze extraordinary amounts of data to help create a new, very detailed 3D map of the largest volume. Rather than using traditional dish-shaped telescopes, CHIME consists of four 100-metre-long cylindrical reflectors which cover an area larger than five professional hockey rinks and gathers signals for the critical computational analyses supplied by the AMD FirePro S9300 x2 GPU cluster.

Based on the third generation AMD Graphics Core

Next architecture, the AMD FirePro S9300 x2 Server GPU delivers up to 13.9 TFLOPS of peak single-precision floating point performance. It is the first GPU for data center use equipped with High Bandwidth Memory (HBM). The 1TB/s memory bandwidth enabled by HBM on the AMD FirePro S9300 x2 GPU is 3.5X the memory bandwidth of the closest competitive solution while providing over 15X the memory bandwidth and 12X the peak single-precision performance of competing CPU solutions, making it a compelling addition to traditional x86 platforms.



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FORTIGATE 6040E ENTERPRISE FIREWALL

First in Fortinet's new 6000 series of ultra-high throughput enterprise firewalls, the FortiGate 6040E delivers the unprecedented next-generation firewall performance, effortless scale, and superior security so large enterprises don't have to compromise between security features or network speed disruption. Fortinet's new FortiGate 6040E enterprise next-generation firewall is designed to secure the vast amounts of mobile and cloud traffic for the largest of enterprises. Fortinet bolsters its Security Fabric with its new FortiASIC CP9 next-generation Content Processors. CP9 accelerates the inspection of computationally intensive intrusion prevention (IPS) and secure socket layer (SSL) VPN traffic to deliver the level of performance required to deploy security wherever it is needed within the infrastructure. Overcoming the limitations of traditional next-generation firewall solutions, the FortiGate 6040E is built on an innovative new processing architecture, utilizing FortiASIC content and network processors to offload and accelerate the security performance of its dual CPUs.

**KEY CAPABILITIES**

- 320Gbps enterprise firewall throughput.
- 80Gbps throughput with all next-generation firewall features enabled.
- FortiASIC CP9 brings enhanced SSL decryption performance to close gaps in the attacksurface.
- Intelligent networking, security, processing, and management capabilities are all efficiently integrated within a small form-factor chassis.
- Six different interface configuration options tailored to match individual customer needs.



Xerox Duplex Travel Scanner

Bringing increased convenience and efficiency to mobile users, Xerox introduced its first portable scanner capable of scanning two-sided documents in a single pass.

The new Xerox Duplex Travel Scanner, designed for use with Windows and Mac OS computers, allows continuous feeding of pages up to 8.5x14 inches for creating multi-page files of one and two-sided documents.

Featuring USB power for portable use with laptops and desktop PCs, the lightweight Duplex Travel Scanner, just over one pound, is bundled with a comprehensive software suite for creating, organizing and sharing searchable PDF documents, rendering image files in a variety of formats from photographs or other graphical printed material, and enhancing the scans of tattered originals to produce remarkably clear and clean images.

Designed for work in an office, home or mobile environment, the Xerox Duplex Travel Scanner accepts originals as small as 1.5 inches (38mm) wide. To facilitate fast setup for first-time use, the Xerox Duplex Travel Scanner is packaged with a Quick Install Guide. Its Windows productivity software bundle includes Visioneer OneTouch, Visioneer DriverPLUS, Visioneer Acuity, Nuance PaperPort, Nuance OmniPage Pro, and Nuance PDF Converter. For Mac computers, software features include Mac TWAIN, incorporating many features of Visioneer Acuity, and Visioneer Scan Utility.

KEY CAPABILITIES

- Maximum optical scan resolution is 600dpi
- Color output depth is 24 bits
- Two sided documents can be scanned in one go
- Bundled with comprehensive software suites
- Allows continuous feeding of pages up to 8.5x14 inches for creating multi-page files of one and two-sided documents



Eaton's 2.2 kW and 3 kW versions of 9PX series UPSs

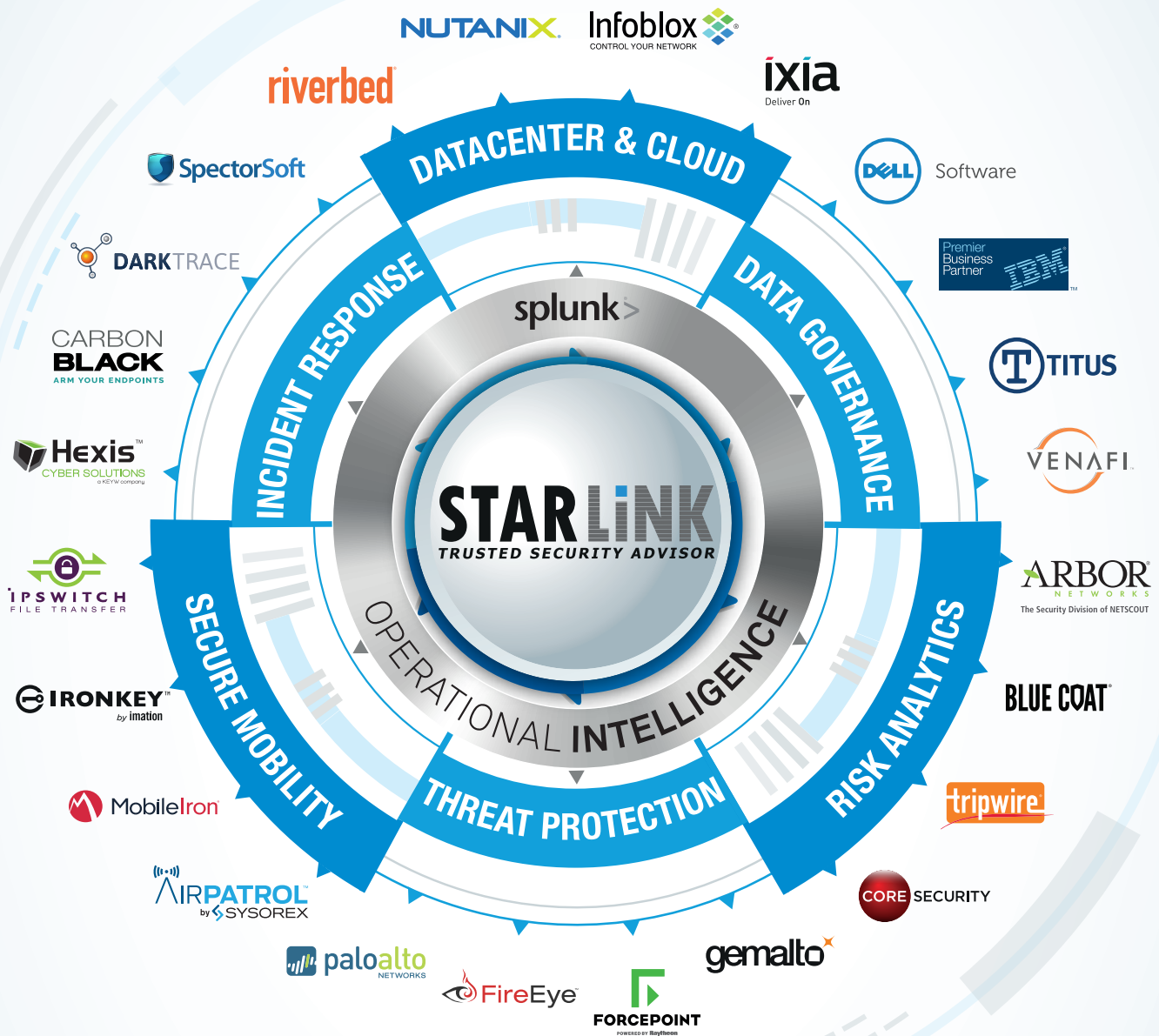
Power management company Eaton has launched new 2.2 kW and 3 kW versions of its 9PX series UPSs, which are ideally suited for providing high quality power protection for virtual servers, hyperconverged solutions, networking devices and small data storage systems. A key feature of these innovative UPS products is the unity power factor, which means that for a given rating they can power more equipment than conventional UPSs. The products also distinguish themselves through exceptionally high efficiency, which reduces energy costs and cooling requirements. In addition, they are available in optional network versions that support advanced virtualisation capabilities. Eaton's new 9PX UPSs are available in 2U versions, which make effective use of space in conventional deep IT racks, and 3U versions, which are ideally suited for use in smaller enclosures with restricted depth, or to protect conventional tower IT devices.

KEY CAPABILITIES

- Features dual-conversion topology
- Provides effective protection against all types of power quality problems
- When operating in on-line mode, they can achieve an efficiency of 94%
- All models have a built-in LCD display that provides full status information and operational analytics
- Users can get more useful power out of their UPS – typically 11% more
- Calculations are no longer needed to work out the size of the load the UPS can support

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