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MARKETING DIRECTOR,
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TECHNOLOGIES

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"At Dell Technologies, diversity
and inclusion (D&I) is a business
imperative. We unlock innovation by
celebrating differences." /32

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ANUSHREE DIXIT
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30 years ago, humanity took a step towards future by typing three letters 'www'. According to International reports, Worldwide web inventor Tim Berners-Lee stated that he is on a mission to fix the problems of online abuse, misinformation and data protection that were not envisioned when the system was created decades earlier. A very profound statement that he made in a recent interview is that "Solid is going to be a ubiquitous data storage system that will give people control of their data."

In the world of human-machine partnerships, we are seeing humans gradually propelling their role in the digital economy as the center of innovation and progress. Our cover feature with Dell Technologies strongly lives in sync with this progress. Haidi Nossair, Marketing Director, Middle East, Turkey and Africa at Dell Technologies tells us how customers are at the heart of the company's strategy and how Dell Technologies with its family of businesses continue to create technologies that drives human progress and digital transformation. #RevolveDX! Yes, that is our lookout of the entire sphere of transformation and its various facets that redefined the organizational roadmaps in 2018. Well, as the world celebrates 30 years of www, we at GEC Media Group are celebrating five years of Future IT Summit. With our hashtag 'RevolveDX', we are celebrating the fearless innovations and fierce disruptions that made their way through 2018.

Join us as we unveil some newer segments in the event, the most pivotal one being The CIO 200 Coffee Book 2018-19 unveiling. We are super excited to welcome our amazing CIOs who would be flying in from KSA, Kuwait, Oman, Bahrain, Egypt, Ghana, Kenya, India to celebrate this moment with us.

CONTENTS

Nedaa Signs MoU with Dubai University

Nedaa and University of Dubai (UD) recently joined forces to be actively involved in the human capacity development and lifelong education of the locals.

Top executives of Nedaa and UD signed a Memorandum of Understanding (MoU) to formalize the agreement. Their cooperation seeks to push forward the goals of the National Strategy for Innovation launched by H.H. Sheikh Mohamed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

H.E. Mansoor Bu Osaiba, Chief Executive Officer, Nedaa, said: "There is the need for the academia and the entities from both the government and private sectors to become allies to make the UAE one of the best countries worldwide. Nedaa and UD are doing exactly that. Through our creative partnership, we will help foster knowledge exchange and innovation in the country, with a special focus on skill and competency enhancement of our nationals by engaging them in continuous training and education. Human capacity development and education are going to be the central theme of our strategic cooperation."

Under the MoU, their five main areas of collaboration are education, student internship and placement, recruitment, research and innovation, and joint seminars and conferences. Accordingly, the two sides are looking at developing communications technologies and related technological scopes, which is Nedaa's field of expertise as a unique pioneer in the specialized communications market, to achieve their commitment within the bounds of the agreement.

Both parties also agreed to embark on relevant research and studies, working mutually to utilize their shared and available resources. The leading institutions consented as well to the joint provision of tools and systems to help facilitate local government services.

DELL EMC EXPANDS DATA PROTECTION CAPABILITIES

Dell EMC reveals new and enhanced capabilities to the Dell EMC Data Domain and Integrated Data Protection Appliance (IDPA) portfolio of backup storage appliances designed to offer organisations real-world flexibility and value with expanded multi-cloud capabilities and improved performance. The enhancements also provide mid-sized organisations and remote offices of larger organisations with more choice and options in obtaining enterprise-level data protection. Data Domain OS 6.2 and IDPA 2.3 software now provide customers with even more choice to extend their data protection to public clouds with expanded Cloud Tier support to Google Cloud Platform and Alibaba Cloud, thereby, enabling more flexibility for long-term retention. This is in addition to support already offered across AWS, Microsoft Azure, Dell EMC Elastic Cloud Storage, Virtustream, Ceph, IBM Cloud Open Storage, AWS Infrequent Access, Azure Cool Blob storage and Azure Government Cloud. Also, a new Free-space Estimator Tool for Cloud Tier helps enable more efficient capacity management to help reduce on-premises and cloud storage costs.

Dell EMC also expanded its ecosystem of supported public cloud providers for Data Domain Virtual Edition (DD VE), which provides software defined data protection on-premises and in public clouds, to AWS GovCloud, Azure Government Cloud and Google Cloud Platform. This adds to the already supported platforms AWS S3 and Azure Hot Blob. The expanded cloud ecosystem combined with the previously announced increased capacity for DD VE – up to 96TB per instance – ensures customers will receive the same level of protection within their growing cloud environments as they receive from their on-premises Dell EMC appliances.

Gemini Joins the BT Radianz Cloud Community

Gemini Trust LLC (Gemini), a New York-based trust company, has joined the BT Radianz Cloud. The move provides Gemini access to one of the world's largest, secure networked financial cloud communities — which consists of thousands of brokers, institutions, exchanges and clearing and settlement houses — while providing community members access to the growing cryptocurrency market.

Founded in 2014 by Cameron and Tyler Winklevoss, Gemini offers customers the ability to cross connect directly to its trading infra-structure — matching the sophistication of major global equities and derivatives exchanges.

By joining the Radianz Cloud, Gemini taps its global market reach and ability to scale with a commercial structure familiar to large institutions.

Institutions that are already members of the Radianz Cloud community can benefit from the performance and reassurance of Radianz connectivity when accessing Gemini's platform.

"No other cryptocurrency exchange in the world offers our calibre of top performance and breadth of connectivity options. Adding Radianz Cloud connectivity to our current low latency offerings in the NY5 data centre allows our existing institutional customer base to access our FIX interface whether they are directly connected or in AWS. This strengthens our institutional investor connectivity and helps us better scale our offerings in this space," said Nick Vigier, chief information officer at Gemini.

NETAPP REPORTS THIRD QUARTER FISCAL YEAR 2019 RESULTS

NetApp reported financial results for the third quarter of fiscal year 2019, which ended January 25, 2019. "Although I am disappointed that revenue came in at the low-end of our guidance range, we continue to demonstrate discipline in how we manage the business. We are playing into the big market transitions from a position of strength and are focused on execution to maximize our opportunity in an uncertain macroeconomic environment," said George Kurian, chief executive officer. "Our flash, hybrid cloud infrastructure, and AI solutions are serving as pillars of customers' new architectures and we are seeing adoption of our cloud offerings as part of our customers' foundation for moving applications and data to the cloud. We have conviction in our strategy to drive long-term growth." In the first quarter of fiscal 2019, NetApp adopted Revenue from Contracts with Customers (ASC 606) using the full retrospective method of adoption. Accord-ingly, NetApp's condensed consolidated balance sheet as of April 27, 2018, condensed consoli-dated statements of operations and cash flows for all fiscal 2018 periods presented, and all related financial statement metrics included herein, have been restated to conform to the new rules.

EMAAR MALLS ACQUIRES FULL STAKE OF NAMSHI

Emaar Malls has fully acquired Namshi, the leading regional fashion e-com-merce retailer. This follows acquiring the remaining stake of Global Fashion Group (GFG) in Namshi, in an all-cash transaction of AED 475.5 million (Euro 114.3 million; US$ 129.5 million).

GFG and Emaar Malls entered into a strategic partnership in 2017 when Emaar Malls acquired a 51% stake in Namshi. Over the past two years GFG has worked together with Emaar Malls and the Namshi team to strengthen the company's offering by bringing global expertise in e-commerce and shared resources such as global brand acquisi-tions and technology innovations to the platform.

Emaar Malls' full acquisition of Namshi is a natural evolution of the company's digitally-driven strategy to leverage the growing e-commerce market in the Middle East and North Africa region.
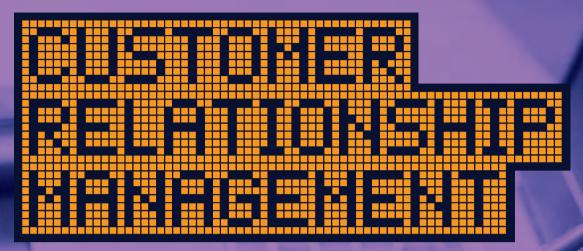
The full acquisition reinforces the position of Emaar Malls in the rapidly growing online market in the Middle East, complementing its physical retail assets portfolio.

KHALIFA FUND SIGNS MOU WITH CENTRAL BANK OF THE UAE

Khalifa Fund for Enterprise Development (KFED) signed a Memorandum of Understanding (MoU) with the Central Bank of the UAE which will enable the Fund to employ the direct debit system of the Central Bank and receive payment from its' entrepreneurs directly from their accounts in any bank which operates within the UAE.

The agreement was signed by H.E. Mohammed Ali Bin Zayed Al Falasi, Deputy Governor, Central Bank and H.E. Abdulla Saeed Al Darmaki, CEO of Khalifa Fund of Enterprise Devel-opment, in the presence of senior officials from the two parties, on Wednesday (February 13, 2019) at the headquarter of the Central Bank in Abu Dhabi.

The agreement allows the Fund to deduct the amount of payment due from the entrepreneurs on a monthly basis from their bank accounts upon their approval and on the date determined by the parties. This will enhance the financing relationship between the project owner and the Fund, which facili-tates in reducing the cost of the project and expedites payment processes, and thereby help startups in the efficient implementation of their projects.

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Spire Solutions and EclecticIQ Join Hands

Spire Solutions and EclecticIQ have partnered to strengthen the security threat posture of organizations in the Middle East.

EclecticIQ empowers threat analysts to perform faster, better, and deeper investigations while disseminating intelligence at machine-speed. EclecticIQ's products will be showcased at the Spire Solutions stand CDS-B3 during the Cyber Defence Summit in Riyadh, Saudi Arabia on February 13th and 14th.

"EclecticIQ is a unique threat intelligence platform that does not just aggregate threat feeds. But instead it is the only TIP that has a holistic approach built to consolidate, analyze, manage, action, collaborate and disseminate intelligence and reports. We are excited about complementing and augmenting our threat intelligence and digital risk protection story with EclecticIQ.", said Avinash Advani, CEO at Spire Solutions.

"Threat intelligence is one of the fastest-growing areas in cybersecurity across multiple industries. But doing it right is the key. In partnership with Spire and their network with local trusted partners, we will provide customers in the Middle East with a solution that takes care of the multi-source correlation of intelligence and performs in-depth analysis to derive real value in the simplest way.", said Herro Zoutendijk, Regional Director MEA at EclecticIQ.

HYTERA LAUNCHES P-LTE MCS SOLUTION AT MWC BARCELONA

Hytera Communications Corporation Limited (Hytera) is unveiling its P-LTE Mission Critical Services (MCS) solution at the Mobile World Conference 2019 (MWC 2019) held in Barcelona, Spain. As Long Term Evolution (LTE) excels in broadband, high data rate and all-IP networks, customers from many vertical sectors have an increasing need for high-rate data and multimedia dispatching services. This is the main driver for global PMR players seeking to leverage LTE features to better address mission critical communications. 3GPP even defined mission critical services (MCS), including mission critical Push-to-Talk (MCPTT), mission critical video (MCVideo) and mission critical data (MCData) in Release 13, 14, and 15. The Hytera P-LTE MCS solution complies with both LTE and MCS standards and can serve many mission critical industries, such as public safety, rail transit, dock and port, airport, energy, mining, forests and factories with voice and video services, high-traffic data transmission, and multimedia dispatch. It's able to boost customer capabilities in daily communication and dispatch as well as improves their operational efficiency.

60 SECONDS

LINKSYS & TREND MICRO JOIN FORCES

Linksys revealed new software updates for Linksys Shield in the Middle East. Powered by Trend Micro, Linksys Shield is the aptly named premium subscription software service for Velop Tri-Band users, enabling them to block unwanted content and provide an additional layer of digital protection for their connected devices and families.

TP-LINK AND NEW TREND HOST PARTNERS MEET

TP-Link and New Trend Computer Networks LLC hosted an entertaining networking evening for channel partners. The meet was organized on a Dhow Cruise with top management from both the firms interacting with the SI's that was followed by a pleasant gathering. At the session, the SI's & customers were introduced to the SMB and SOHO product range of TP-Link. A comprehensive presentation of SMB product line – Networking products like Jetstream, Omada, Pharos and Safestreams was presented.

EVANSSION PARTNERS WITH ZIMPERIUM

Evanssion has signed a distribution agreement with Zimperium, the global leader in mobile device security. Through this partnership, Evanssion will provide Zimperium's complete mobile threat defense platform to help customers across the MENA region secure both corporate-owned and bring-your-own devices (BYOD) and the mobile enterprise apps.

BBK SUCCESSFULLY PARTNERS WITH SUNTEC

SunTec has partnered with BBK Bahrain (formerly known as Bank of Bahrain and Kuwait), to ensure all transactions from 2019, comply with VAT regulations in Bahrain without any disruption to the bank's business. SunTec, with its product, Xelerate, enables financial services organizations to smoothly comply with VAT regulations. SunTec ensures greater efficiency and transparency in tax compliance. Pre-packaged with 200+ features, the out-of-the box VAT solution has been designed to react seamlessly to changes in VAT law, policies and practices.

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Apple Pay Now Available to Visa Cardholders in KSA

Visa has brought Apple Pay to its Saudi-based cardholders. Apple Pay allows prepaid, debit and credit cardholders to make easy, quick and secure purchases using their iPhone and Apple Watch in stores that accept contactless payments. Visa cardholders can also make payments with Apple Pay in-app or on the web.

Apple Pay will allow Visa cardholders across the Kingdom to make payments using their Apple devices while ensuring that their financial details are private and secure. Security and privacy are at the core of Apple Pay. When you use a credit or debit card with Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorized with a one-time unique dynamic security code. Commenting on the launch, Ali Bailoun, Visa's General Manager for Kingdom of Saudi Arabia, said: "Mobile payments are becoming an ever-present part of consumers' lives. In today's world, people expect speed and convenience without security being compromised — an approach that Visa embodies. As a country filled with tech-savvy, mobile-first consumers, we are delighted to work with Saudi Payments and our bank partners to help bring Apple Pay to Visa cardholders here, making their payments experience easier, faster and more secure than ever before. This launch also aligns with one of the goals of Vision 2030 of creating a cashless society, and we enthusiastically welcome Apple Pay to the market and are excited to help Saudi Arabia usher in this new era of payments."

VERITAS SOLIDIFIES AWS PARTNER NETWORK STATUS

Veritas NetBackup and Veritas Backup Exec have attained Amazon Web Services (AWS) Storage Competency status, reaffirming Veritas as an AWS Partner Network (APN) Advanced Technology Partner offering solutions validated by the AWS Storage Competency.

Veritas NetBackup and Backup Exec now support multiple AWS storage classes, including Amazon Simple Storage Service (Amazon S3), Amazon S3 Standard-Infrequent Access (Amazon S3 Standard-IA), and Amazon Glacier.

For organizations of virtually all sizes using the cloud or considering a move to the cloud, Veritas' industry-leading backup and recovery solutions can make data management and protection to, from, and within AWS much easier. This also extends Veritas' commitment to accelerate cloud adoption for organizations globally.

"Today's announcement expands on the relationship between AWS and Veritas as well as Veritas' goal to provide organizations with robust cloud solutions to manage and secure data across the cloud and on-premises environments," said David Noy, vice president and general manager, Product Management and Alliances, Veritas. "Achieving AWS Storage Competency status helps us achieve our goal of helping enterprises implement long-term data retention strategies with one of the most reliable data protection experiences in the cloud."

VAD TECHNOLOGIES AND INFRASCALE SIGN DISTRIBUTION AGREEMENT

VAD Technologies has signed a Distribution Agreement for the Middle East with Infrascale. Under the Agreement VAD will distribute Infrascale's Disaster Recovery Solutions in the Region, and the partnership is part of Infrascale's global expansion Strategy Program.

"Partnering with leaders such as VAD Technologies in specific geographies is cornerstone to our global expansion strategy" said Tom Paone, SVP of Sales at Infrascale. "VAD's expertise in the market, and as a value-added distributor, will enable Infrascale to quickly reach VAD's extensive partner ecosystem in the UAE, Oman, Bahrain, Qatar and North Africa, all the while enabling them with best-in-class, industry leading solutions".

"We are excited to partner with Infrascale and working with a Gartner "Leader" in the DRaaS Market" says Mario M. Veljovic, General Manager at VAD Technologies. "We are constantly looking for disruptive technologies to ensure that our Resellers can offer the latest and greatest, high-performance enterprise solutions to their customers. Infrascale complements perfectly our mission."

Infrascale Disaster Recovery is a hybrid-cloud Disaster Recovery as a Service that helps mitigate the downtime caused by server crashes, ransomware attacks, or natural disasters.

"Customers using Infrascale will be able to lower their Total Cost of Ownership (TCO) by keeping the most recent and most important backups on a local (on premise) appliance, with the remainder of the data securely archived to the cloud to stay always productive,"

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Cisco Data Center Goes Anywhere Your Data Is

Application innovation is at the heart of the digital economy. A new era of apps is redefining what data centers are and need to be capable of supporting. Because today, the data center is no longer a fixed place. It exists wherever data is created, processed and used. That is why Cisco is announcing a new architecture that extends the data center to everywhere that data lives and everywhere applications are deployed.

To bring this "data center anywhere" vision to life, Cisco is introducing a range of innovations across networking, hyperconvergence, security and automation. They include: The expansion of ACI into the cloud with Amazon Web Services

(AWS) and Microsoft Azure environments; The extension of HyperFlex into branch offices and remote locations to power applications at the edge; Enhancements to CloudCenter to help customers manage the lifecycle of applications across multiple cloud environments; A radically simpler way for customers to buy and manage the technology across the entire data center architecture, via a single Enterprise Agreement. "Enterprises should be able to deploy applications based on the needs of their business, not the limitations of their technology," said Osama Al-Zoubi, Chief Technology Officer, Cisco Middle East and Africa.

ASWAAQ UNVEILS ITS LATEST DIGITAL TECHNOLOGIES

aswaaq, is unveiling its latest digital solutions during the 2019 innovation week in Dubai, including 'Reach' and 'In Box' store, which provides customers with a new, more convenient and intelligent shopping experiences. Available in both English and Arabic, the smart phone app enables customers to complete their purchase transactions in seconds and without having to wait at cash Counters. The app, which can be downloaded from both Apple and Google stores, allows customers to scan barcodes available on the items they wish to buy through a built-in feature. Once completed the scanning, the app deducts the total amount from the available balance on the user's 'Wafa' account, and calculates earned rewards points. The artificial intelligence-based solution further cements aswaaq's leadership in the retail sector, and falls in line with developments witnessed by the emirate of Dubai.

MOVEMENTS

Dell EMC appoints HAVIER HADDAD as GM for Gulf

StarLink appoints ZAIDOUN ARBAD as COO

Xerox Appoints NIYAZI MEHMET SEZER as General Manager, Saudi Arabia

NUMBER GAME

$973b

IT spending in EMEA is projected to total $973 billion in 2019: Gartner

WEB CLIPS

OOREDOO SELECTS ERICSSON FOR 5G

Ericsson has been selected by Ooredoo Qatar to make its 'Supernet' fully 5G-enabled and enhance the digital lives of people, enterprises and industries across Qatar. The 5G deal will see Ericsson Radio System, 5G New Radio solutions, and 10 Gbps microwave solutions digitally transform and modernize Ooredoo's existing mobile networks and introduce the latest 5G technologies across the country.

COURSERA EXPANDS INTO THE MIDDLE EAST

Coursera revealed its expansion into the Middle East region during an event in Dubai. As part of its growing commitment to the region, the company also launched its enterprise platform 'Coursera for Business' to partner with leading government and private organizations including the Abu Dhabi School of Government (ADSG), DEWA, Etihad Airways, TECOM Group, and Dubai Asset Management on their workforce development goals. Coursera will also be opening an office in Abu Dhabi to better serve the region.

NOON EXPANDS OPERATION TO EGPYT

Noon has revealed its expansion into Egypt. The move will mark a significant step in noon's growth journey since its successful launch in the KSA and UAE just over a year ago. As it prepares to enter its third regional market, noon promises to bring customers in Egypt more choice, affordability and convenience across a wide range of products including electronics, fashion, beauty, baby, home and kitchen, as well as free, fast delivery and free returns.

WIPRO LAUNCHES QUMIC

Wipro Limited launched QuMiC (Quick Migration to Cloud), a comprehensive platform designed to transform the way organizations migrate to Oracle Cloud. Using QuMiC, Wipro and Oracle aim to simplify and accelerate the journey to Oracle Cloud for their customers. Wipro is a Platinum level member of Oracle PartnerNetwork (OPN). Wipro's QuMiC is a unique platform that migrates all aspects required for a cloud implementation, i.e. process definitions, configurations, data, and code to Oracle Cloud for a wide variety of software environments.

Herfy taps into Capillary Technologies Solutions

Herfy Food Services Co has signed an agreement with Capillary Technologies to revamp its digital platforms for enhanced customer engagement and experience.

Herfy is the largest quick service restaurant (QSR) chain in the Kingdom and one of the largest in the Middle East with over 367 stores, surpassing most of international restaurant chains in terms of presence in the Saudi Arabia.

Capillary Technologies will facilitate Herfy to adopt a mobile first approach for intelligent customer engagement. Capillary will implement this with Progressive Web App (PWA) to syndicate Herfy's web page and mobile application.

Commenting on the partnership with Capillary, Mr. Louay Ajam, Marketing & Advertising Asst. Director at Herfy Food Services Co, said, "We are glad to associate with Capillary Technologies to tap their solutions that will give a seamless digital experience to our customers. This is a continuation of our digital transformation journey. As a market leader, Herfy is constantly innovating and elevating its customer experience. The development of the e-commerce platform is part of our digital strategy to build a strong digital ecosystem so that customers can conveniently interact with the brand."

MOHAP ORGANIZES A CONFERENCE ON "INNOVATION ACCELERATORS"

In collaboration with Monash University, Australia, the Ministry of Health and Prevention (MoHAP) organized a conference on "Health Innovation Accelerators". The conference was held at the Learning & Development Centre in Sharjah, as part of the UAE Month of Innovation's events under the slogan "Innovate For Health". The conference witnessed the participation of Mr. Saqr Al Hemeiri, Chief Innovation Officer, Learning & Development Centre Director in Sharjah, lecturers in the innovation field, digital health, information technology and artificial technology (AI), in addition to a number of technicians and doctors. Mr. Saqr said: "The conference comes in line with MoHAP's strategy, which aims at enhancing the culture of innovation in the institutional work environment, developing modern systems for innovation management, promoting and building capabilities in the health innovation field." "Also, the conference represents an occasion for showcasing the innovations in fields of the advanced innovative technology, and the role of artificial intelligence in healthcare and virtual hospitals, in addition to discussing the effective innovation elements and the latest innovative technologies, as well as education and healthcare technology platforms and addition of future skills in health education," Al Hemeiri added.

FUJITSU IMPLEMENTS SAP HANA FOR DRC

Fujitsu has successufully implemented SAP HANA® for Dubai Refreshment Company (DRC), the sole bottler and distributor for PepsiCo in the region. The project went live in less than five months of commencing implementation with Fujitsu, and will also deliver support services for five years. The migration will enable DRC to make available business reports within seconds, ramping up employee productivity, and easing the delivery of live data analytics without the need of a data warehouse.

SAP HANA is a market-leading in-memory data and application development platform. Fujitsu Integrated System PRIMEFLEX for SAP HANA is backed by 40 years of experience in delivering fast, secure, high availability implementations that enhance operational efficiency and business productivity. Fujitsu migrated ten SAP applications, in addition to managing the migration from a legacy database to the new environment. This enabled 350 users in five locations to have anytime access to core business functions.

I.AM+ TO LAUNCH AI-POWERED OMEGA IN THE MIDDLE EAST WITH MAJID AL FUTTAIM

Majid Al Futtaim and I.AM+ will launch the AI-powered Omega platform will be rolled out for the first time in English and Arabic through Majid Al Futtaim's Carrefour and VOX Cinemas brands in the Middle East. The Los Angeles-based technology company, I.AM+, has chosen the Middle East as its English version launch market, following the partnership announcement with Majid Al Futtaim at the World Economic Forum, in January 2019.

Majid Al Futtaim will introduce the AI-powered voice assistant to its customers this year, enabling an entirely new level of experiential retail at various customer touchpoints when shopping for groceries or booking movie tickets. The I.AM+ Omega platform, customised for Majid Al Futtaim customers, will engage consumers in localised conversational and contextual style interactions, available in English and Arabic, delivering deep cross domain knowledge for a seamless customer experience. The announcement was made at the seventh edition of the World Government Summit in the presence of His Excellency, Omar bin Sultan Al Olama, UAE's Minister of State for Artificial Intelligence.

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Pure Storage Brings Hyperscale Architecture to the Enterprise

Pure Storage has added new DirectFlash™ Fabric capability for end-to-end NVMe and NVMe-oF support in Purity 5.2, the software-defined engine of its FlashArray//X products. The new capability further extends Pure's leadership in empowering customers to approach hybrid cloud with a new level of unified infrastructure — to run apps anywhere and protect data everywhere.

DirectFlash Fabric enables customers to improve performance of enterprise mission critical applications as well as new web-scale applications that traditionally have relied on direct attached storage. With this announcement, Pure becomes the first mainstream enterprise storage provider to widely support NVMe-oF RoCE, which enables enterprises to get flash media closer to applications for more real-time access and greater consolidation.

"The future is delivering applications and services at the speed of thought," said Chadd Kenney, Vice President of Product and Solutions, Pure Storage. "To do this, applications can no longer live within barriers, they must interact, intercommunicate and share datasets in real-time. Architectures must converge and break down the barriers that exist today. DirectFlash Fabric is a key component for helping enterprises unify SAN, DAS, and Cloud."

SWISSLOG STRENGTHENS ITS BUSINESS FOOTHOLD IN THE MIDDLE EAST

Swisslog revealed a series of local business initiatives from the appointment of a new Regional Sales Manager to its recent advancements in robot and data-based automation. The automated logistics firm's recent initiatives are in response to the steady increase in demand for software and robotics solutions, designed to address the challenges of tomorrow. Swisslog newest recruit is the appointment of Anis El Shaar as Regional Sales Manager for the Middle East to oversee its regional business operations with a focus on the Kingdom of Saudi Arabia and the UAE. In this role, El Shaar is responsible for supporting new clients through the complete sales cycle as well as maintaining the relationships with existing accounts. Bringing decades of experience in identifying and penetrating new markets, El Shaar's core responsibilities also include the development and implementation of innovative automated warehouses with all related processes.

AL RAJHI BANK SELECTS TEMENOS

Al Rajhi Bank has chosen Temenos to power its digital transformation journey and enhance its Islamic lending and financing product capabilities. The bank has opted for a complete renovation using Temenos T24 Transact as well as a host of additional digital solutions including Temenos Infinity and Temenos Loan Origination product. The signing ceremony, which took place in Riyadh on February 26th, was attended by Mr. Waleed Al Mogbel, Deputy CEO at Al Rajhi, Colin Jarrett, Head of Global Development at Temenos, and Jean-Paul Mergeai, Managing Director Middle East & Africa at Temenons. Headquartered in Riyadh, Saudi Arabia, and with a network over more than 570 branches, Al Rajhi Bank chose Temenos to replace its lending systems after a rigorous competitive evaluation. Implementing Temenos software will enable the bank to introduce new lending products to the market and servicing its growing number of customers more quickly and efficiently. The new solution will also support Al Rajhi Bank's growth ambitions and its vision to bridge the gap between modern financial demands and intrinsic Islamic values, whilst spearheading numerous industry standards and development. The bank, one of the most progressive banks in the Kingdom of Saudi Arabia, with a strong focus on customer-centricity, will also be able to offer market-leading products and services to its customers through enhanced digital channels.

NEXIGN AFFIRMS IMPORTANCE OF DIGITAL PARTNERSHIPS IN TELECOM MARKET

Nexign revealed new capabilities to its product portfolio that will empower communications service providers (CSPs) to build digital partnerships and collaborate more efficiently, with other industry players, on a global level. This will enable CSPs to create new business models, accelerate time-to-market (TTM) for new advanced products and services and reduce total cost of ownership (TCO) by up to 25%, all while improving the overall user experience. As a result, end-users will benefit from personalisation, optimisation and expanded service offerings from CSPs.

Commenting on the importance of collaboration in the telecoms sector, John Abraham, principal analyst at Analysys Mason said, "Ecosystems are at the heart of what makes a digital service provider (DSP) truly successful. To this end, in order to enable a value-driven ecosystem around its core offerings, operators must have the platforms in place that can not only seamlessly onboard new partners and enable them to offer their services, but also offers true value to partners that choose to be part of the operator ecosystem. This makes partnerships and ecosystems absolutely critical for operators."

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Reveal the truth in information.

Authlogics Signs SPECTRAMI

Authlogics has signed SPECTRAMI as one of their major distribution partners. The value-added distributor expands the availability of the Authlogics Authentication Suite of password compliance, multi-factor authentication and password replacement solutions throughout the, , Middle East, Turkey and Africa.

Working with Authlogics, SPECTRAMI and its channel partners are now able to notify organisations regarding breached passwords found on the dark web and provide a fix that helps them comply with regulation such as GDPR, whilst providing a migration path to a password-less future.

SPECTRAMI specialises in end-to-end solutions across information security, data centre infrastructure and data communication networks. It assists enterprises to meet regulatory standards on their infrastructure, protect confidential data assets and applications.

Anand Choudha, CEO of SPECTRAMI states: "Social engineering often bypasses even the best security systems by exploiting human nature. An effective strategy must include information only known to relevant parties and this information should not be divulged as part of the establishment of mutual trust."

TAFAWUQ FACILITY MANAGEMENT LAUNCHES NEW 'TAFAWUQ GO'

Tafawuq Facility Management, a subsidiary of the UAE-based Eltizam Asset Management Group and a provider of integrated facilities management services, has launched Tafawuq GO – a new maintenance mobility solution that will initiate a substantial reduction in paper use and printing cartridges in line with the company's technology investment program, environmental goals and innovation agenda.

The entrepreneurial development is part of Eltizam's latest announcement to invest USD 5 million in next-generation property technologies over next 3 years to solidify its market edge, sustain momentum and accelerate its 'Vision 21' business transformation program that aims to turn Eltizam from a growth company to a customer company. "We are on the cusp of a paradigm shift in how technology is used to manage the built environment and make our cities smarter. The UAE is leading the way in the smart transformation of cities, and we at Eltizam are working hard to stay ahead of the curve," said Chris Roberts, Chief Executive Officer, Eltizam Asset Management Group.

GOOGLE SELECTS EQUINIX

Google has selected Equinix for its Los Angeles area cable landing station (CLS) supporting the Curie subsea cable system, the first subsea cable to Chile in the last 20 years. In the U.S., the cable will land directly at the Equinix LA4 International Business Exchange™ (IBX®) data center located in El Segundo, Calif. Google has selected Equinix as its CLS at LA4 due to the company's expertise in delivering and managing cable landing stations. The Curie cable is expected to go live in 2019.

The Equinix CLS configuration is ideal for extending the backhaul capacity of a subsea cable system directly to the ecosystems of companies in its high-density IBX data centers. This architecture greatly simplifies network design and allows cable operators easy access to a dense, rich ecosystem of networks, clouds and IT service providers. Equinix has been selected as an interconnection partner in more than 25 of the current subsea cable projects. Jim Poole, Vice President, Business Development, Equinix: "With the significant increase in global data traffic, we see corporations running global businesses demanding access to high-capacity, low-latency networks capable of connecting them to data centers across oceans with stringent levels of reliability. Any user of a subsea cable system that lands inside one of our Equinix global data center termination points has instant, low-latency access to a host of vibrant industry ecosystems inside Equinix, and that's a huge advantage."

DELMA EXCHANGE PARTNERS WITH TELEPHONY COMMUNICATION TECHNOLOGIES

Delma Exchange has partnered with Telephony Communications Technologies to deploy Avaya IP Telephony Solutions across its network of offices and exchanges in the UAE and other branches internationally. The implementation will help Delma Exchange enrich its communications experience for customers and will lay the foundation for future upgrades.

Delma Exchange operates 6 branches across the UAE and Middle East region and other branches internationally. The exchange boasts of a global clientele across the retail, private and corporate sector, providing foreign currency exchange services as well spot and forward contracts, and market orders.

The key challenge faced by Delma Exchange was ensuring that their customers were able to reach their dedicated account managers without having to go through an operator to conduct time sensitive currency transactions. This was not possible through the existing conventional EPABX system. The exchange also wanted to ensure that their internal offices, call centers and head offices were connected to allow for the same level of efficiency across locations. With conventional methods of communication no longer being sustainable to ensure business efficiency, Delma Exchange's aim was to eventually have the IP Telephony systems form the backbone of its communications with the system connecting to the online chat and calling system, website, and call center.

SECURE CONNECTIVITY

should be a fundamental right for every organisation!

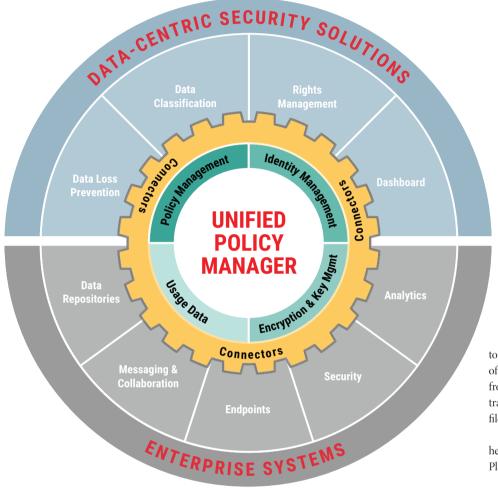# ERICOM SOFTWARE IS A LEADER IN SECURING & CONNECTING THE DIGITAL WORKSPACE

Ericom's offerings include innovative remote browser isolation, secure remote access & zero trust browsing solutions

SECLORE DATA-CENTRIC SECURITY PLATFORM

The Seclore Data-Centric Security Platform makes it easy to utilize bestof-breed solutions to ensure full protection and tracking of sensitive information.

Seclore Data-Centric Security Solution Suite Seclore provides several of the core Data-Centric Security solutions including:

- **Rights Management**
- **Data Classification**
- **Document-Usage Tracking**

The framework also includes a library of Seclore pre-connectors for leading DLP solutions including McAfee, Forcepoint, Digital Guardian, and Symantec, making it effortless for organizations to utilize their favorite DLP offering. These solutions work together to automate the discovery, classification, protection and tracking processes. By reducing the intervention of humans in the process, Seclore enables organizations to consistently achieve a high level of document protection and tracking.

Integration with Existing Infrastructure Most documents are created and stored in systems such as transactional, ERP, file shares and ECM systems. As well, most documents are shared using email and file-sharing services. The Seclore Data-Centric Security framework includes: • Seamless integrations with leading email and messaging systems • Library of pre-built connectors for leading file sharing, ECM and ERP systems • Robust API toolkit for creating integration with other transactional systems The goal of the connectors is to automatically protect sensitive documents as they are downloaded and shared to rapidly and consistently close the security gaps. Seclore Unified Policy Engine Through the innovative Seclore Unified Policy Manager… the DataCentric Security solutions and the existing infrastructure systems work seamlessly

to discover, identify, protect and track the usage of documents as the documents are downloaded from file shares, content management and other transactional systems and shared via email or file-sharing services.

The Seclore Unified Policy Manager is the heart-and-soul of the Data-Centric Security Platform. It includes the following:

Seclore Policy Management facilitates the mapping of access/discovery/classification rules (from Data Classification, DLP, ECM, ERP, file-sharing systems) with the granular usage controls of Rights Management. Seclore Identity Management enables both internal and external users to authenticate using a variety of methods including Google Authentication, ensuring the adoption and use of protected documents is frictionless. Integrations with eMail and Messaging systems and connections to external systems and other Data-Centric Security solutions such as DLP and CASB Encryption and Key Management. You can utilize the encryption technology shipped with the Seclore solution, or you can seamlessly leverage your preferred encryption methods. Document Usage Tracking data is consolidated for viewing and analysis via the Seclore Dashboard, or to be exported to leading SIEM, GRC and other reporting solutions using a Seclore Connector. ◤

POWERED BY

UiPath

wipro

UAE
March 18, 2019

#HOW AUTOMATION
WILL SHAPE THE FUTURE OF YOUR BUSINESS

THE ADDRESS
DUBAI MALL

DUBAI

BROUGHT BY

Enterprise
ADVISER

OFFICIAL MEDIA PARTNERS

Enterprise
CHANNELS MEA

BT BUSINESS
TRANSFORMATION

5TH EDITION

FUTURE IT SUMMIT 2019 PRELUDE

I t is no surprise that 2018 was a year of disruptive trends locally and globally. Major disruptions that redefined the Middle East and Africa IT industry portrayed how innovation in technology was embraced with full might and how they helped organizations to set themselves a league apart in seamless customer service delivery. Marked as one of the benchmark IT Summit in the region, The Future IT Summit 2019 is dynamism personified. Scaling up further, the event will witness the coming together of 300+ leading technology and business decision makers from the region's leading government sectors and most coveted private sectors to discuss the existing and emerging realities in digital transformation.

GOING BACK TO THE HISTORY

'Future' and 'IT' are synonyms. Nobody knows what they have in store for the human race. GEC Media Group successfully brought these synonyms on a unified platform. Enterprise Channels MEA hosted its first 'Future IT Summit' at the Address Hotel—Downtown Dubai on March 16, 2015. The event that won accolades from the market for its sheer excellence in addressing and exploring the Hybrid Cloud brought together IT stalwarts and key players from across the region to discuss the latest in cloud technology and work upon partner enablement strategies. ⬉

TIMELINE

PARTICIPATION

216

135

120

100

YEAR 2018
VENUE: Al Falak Ballroom, Burj Al Arab

KEY ATTRACTIONS
MOE Patronage, Top 10 IT Companies to work for; GCC's Digital Agenda and Readiness

YEAR 2017
VENUE: Al Falak Ballroom, Burj Al Arab

KEY ATTRACTIONS
Titans Badge of Honor,
Readiness of GCC Region in Adapting Third Platform Technologies Specially Cloud

SPEAKERS
Shaikh Salman Bin Mohammed Al Khalifa, General Director of IT, IGA Bahrain

Dr. Hani Al Zaid, CIO, Saudi Shura Council, KSA

YEAR 2016
VENUE: Armani Hotel, Burj Khalifa

KEY ATTRACTIONS
Cloud and Internet of Things

SPEAKERS
Hussam Juma, Director of Enterprise Architecture and Business Process, Dubai Customs

Yahya Al Mawali, ICT Advisor, TRA Oman

YEAR 2015
VENUE: The Address, Downtown, Dubai

KEY ATTRACTIONS
Hybrid Cloud Market

SPEAKERS
Simon Bradford, Cloud Technologies Director, Microsoft Public Sector MEA

Dr. Tamer Aboualy, Security Practice Lead, IBM Security MEA

5TH EDITION
CATALYSTS AWARDS 2019

The Catalysts Awards is in its 5th edition this year and carrying forward its legacy, it will once again recognise the trailblazers of the industry who we call "The Catalyst" – A person behind every successful organization who thoroughly pushes his/her limits to achieve excellence that goes beyond horizons. A person who empowers the brand recognition of their organization with unwavering commitment and passion! A person who has mastered the art of innovation and emerged as a true business enabler of their organization! And last but not the least, A person who causes that change!

THE TITANS
CELEBRATING THE SUCCESS, HONORING THE BEST

BADGE OF HONOR - 2019

The Future IT Summit hosts a mega platform to celebrate The Titans who have been the Catalysts of change as the IT decision makers of their respective organizations. Every year we take this opportunity to honor over 50 CIOs who have been a part of the Titans magazine. As our Vision states, 'Not everybody makes it to The Titans…. But the Best'. The Titans 'Badge of Honor' is not an award that determines the capability, it is an HONOR that echoes the supremacy.

For the third time in the United Arab Emirates, GEC Media Group is back with "The Top Ten Best IT Companies to work with in 2019". The award honours companies that have demonstrated extraordinary leadership with a proven track record of growth, profitability and essentially employee happiness. The prospects of taking home The Top Ten Best IT Companies award has brought the leading organizations back to our event each year. Held along with The Future IT Summit and The Catalysts awards, the event also extends opportunities for companies to network with the industry leaders and government officials.

wtx
women in technology transformation 2019

Emirates Safer Internet Society (eSafe) has signed a strategic partnership MoU with GEC Media Group in Dubai for all its events. This International Women's Day, GEC Media is upholding women safety online in close association with e-Safe. Women are driving change in the Middle East and Africa tech industry and the trend has been rising since the past few years. A power-packed session of 30 minutes where 6 powerful women leaders hailing from GCC come together for an interactive session on being a women leader, opportunities, challenges, success, and how their respective organization have been the strongest pillar of support in the journey. In special focus would be empowering women safety in cyberworld and the key role played by organizations in ensuring this.

Sales Strategy Pyramid for Next-Gen Partners - Pulse Secure

PULSE SECURE LAUNCHES ACCESS NOW PARTNER PROGRAM TO ACCELERATE CHANNEL SALES AND SERVICE OPPORTUNITIES

ALAN FINDEN,

CHANNEL AND DISTRIBUTION DIRECTOR - EMEA, PULSE SECURE

previous partner program, the new Access Now partner program features:

● Online and onsite certification and training
● Interactive partner resource portal
● Discounted demo equipment
● Enhanced deal registration
● Joint marketing funds and sales promotions
● Enhanced lead registration process
● Dedicated account management and support teams

The program also allows partners to take advantage of the Pulse Access suite packaged for managed services. The solution offers Managed Security Service Providers (MSSPs) an accelerated, cost-effective means to differentiate and build out their service portfolio to meet the massive demand for protected connectivity to cloud applications and hybrid IT resources. The packaging includes virtual appliance form factors for VMware, KVM and Hyper-V, and supports deployment in hosted cloud environments such as Microsoft Azure and Amazon AWS.

Pulse Secure uniquely offers its channel partners a Secure Access portfolio comprised of Virtual Private Network (VPN), Enterprise Mobile Management (EMM), Network Access Control (NAC), Web Application Firewall (WAF) and virtual Application Delivery Controller (ADC) solutions within a unified management framework for data center and hybrid IT implementation. Enterprises of every size and industry trust Pulse Secure to enable secure access seamlessly, no matter where users and applications reside, and to orchestrate compliant connectivity, data privacy and application resiliency across mobile, network and cloud. ◤

P ulse Secure launched their new Access Now Partner Program. Designed to offer partners the opportunity to establish themselves as a go-to source with a solution in Secure Access, Access Now provides an enhanced opportunity for top line revenue and bottom line profit growth while setting them apart from the competition.

"Our growth has been driven by superior product and customer satisfaction, achieved by our sustained investment to create a single, integrated secure access platform," said Alan Finden, Channel and Distribution Director, EMEA for Pulse Secure. "We designed the Access Now program to enable our channel partners to make the investments in training and effort we need to jointly succeed in bringing this unique platform to our mutual customers."

"The new Pulse Secure partner program is

very good news for the market and a positive step forward for the leading provider of secure access solutions. It fully demonstrates Pulse Secure's commitment to the Channel," said Kizitho Ilongo, Director, Westcon France, Cybersecurity, Networking, Unified Communications & Collaboration.

As part of the Pulse Secure Access Now partner program, the company will recognise three program tiers: Authorised, Preferred and Elite. Each level represents the partner's proficiency, expertise and growth in selling Pulse Secure solutions to their customers. Partner rewards and incentives are differentiated at each level and will reflect the partner's investment in Pulse Secure's solutions. Along with the program's easy to understand structure, partners will also benefit from a dedicated support team.

Building on the success of Pulse Secure's

Sales Strategy Pyramid for Next-Gen Partners - Eaton

CUSTOMERS ARE RAPIDLY SHIFTING THE WAY THEY LEARN ABOUT AND BUY PRODUCTS AND OFFERINGS. AT THE SAME TIME, THE TOOLS, DATA, AND ANALYTICS THAT DIRECT SALES ACTIVITY ARE BECOMING DRAMATICALLY MORE SOPHISTICATED. IT'S TIME TO TRANSFORM THE GO-TO-MARKET APPROACH BY TAKING THESE FACTORS INTO CONSIDERATION.

KARIM REFAS,
REGIONAL CHANNEL MANAGER, EATON

WHAT ARE THE TRENDS AFFECTING SALES FORCE AND WHAT ARE THE BENEFITS OF SALES TRANSFORMATION?

In the modern day, with the current economic climate and various other financial implications affecting various industries, customers are typically half-way through a purchasing decision before they reach out to any supplier. They know what they want and from who to purchase. With this mind-set and decision-making, they are reshaping the sales role. Therefore, it is imperative for Channel companies to transform their revenue engine and move away from traditional transactional business and move towards a consultative approach.

Companies need to have the confidence and know-how to be seen as trusted advisors for their customers, the intelligence and deep understanding of their business and market. The most advanced Channel Partners today usually select only one vertical segment and become experts and the go-to business. They acquire the necessary knowledge, skill-set to build, workforce to build a comprehensive offer for their customers in this vertical and bring them a turnkey solution.

This allows organisations to replicate their standardised bundle of solutions to all customers in the same vertical, therefore driving down cost-to-serve and lead times. The most advanced channel partner companies go one step further by adding recurring service business into the package, which gives them guaranteed revenue streams and loyalty from their customer base for whom the switch of supplier would become very costly.

Closing the skills gap is another avenue companies need to explore. Eaton has accompanied partners for several decades to help them develop the right skills so that they are adequately prepared for the challenging market. Partner enablement is one of the core elements of our Power Advantage Partner Program.

The programme is designed to help solution providers grow their business through power quality and UPS solutions. The partner programme, which is a phased approach, is a multi-tiered scheme comprising Authorised and Premium partner tiers and is based on commitment to Eaton and value delivered, with focus on solution selling with dedicated training and partner certifications.

Eaton has also designed a free online training portal that is flexible for users and consists of many modules that last from five minutes to 15 minutes. We also hold regular seminars across the region where our experts provide concentrated training sessions. ↖

Sales Strategy Pyramid for Next-Gen Partners - CommScope

"ENSURING THAT WE ARE A CRITICAL PART OF THIS TRANSFORMATION IS PART OF OUR GOAL TO BE THE PREFERRED PARTNER TO OUR CUSTOMERS, OUR SUPPLIERS, OUR DISTRIBUTORS, OUR CHANNEL PARTNERS, AND EVEN OUR TECHNOLOGY PARTNERS"

EHAB KANARY,

VICE PRESIDENT OF ENTERPRISE, MIDDLE EAST AND AFRICA, COMMSCOPE

WHAT ARE THE TRENDS AFFECTING SALES FORCE AND WHAT ARE THE BENEFITS OF SALES TRANSFORMATION?

Our markets are changing, and this change is happening faster than ever. Many of our customers are under tremendous pressure to perform more efficiently and are facing increasing sources of competition. Ensuring that we are a critical part of this transformation is part of our goal to be the preferred partner to our customers, our suppliers, our distributors, our channel partners, and even our technology partners.

The CommScope Infrastructure Academy, for example, can help partners and sales teams future proof their skills by getting ahead in the growing network infrastructure market.

There are different ways people learn today. These methods include classroom, textbooks, computers, handheld devices, and other electronic appliances.

VIRTUAL REALITY (VR)

VR has the unique ability to transport you to an entirely fabricated, yet seemingly completely real environment, and this makes it perfect for educating individuals and teams on the different scenarios they may face whilst doing their jobs. In VR, you can create the exact scenarios students will be expected to handle on the job. Learning by doing is proven to work better than learning by observing, and this is exactly what VR can offer.

VR is also perfect for quantifying how students perform in training, both for setting benchmarks on how well staff should perform, and for showing how an individual's performance improves (or not) over time.

AUGMENTED REALITY (AR)

It is highly likely that AR can make educational environments more productive, pleasurable, and interactive than ever before. AR not only has the power to engage a learner in a variety of interactive ways that have never been possible before but also can provide each individual with one's unique discovery path with rich content from computer-generated three-dimensional environments and models.

GAMIFICATION

Gamification in eLearning is fast emerging as an effective technique to engage learners. Gamification is the process of applying gaming designs and concepts to learning or training scenarios to make them more engaging and entertaining for the learner. The learner can experience "fun" during the game and still learn if the level of engagement is high. A good gamification strategy with high levels of engagement will lead to an increase in recall and retention. It provides instant feedback so that learners know what they know or what they should know. This too facilitates better learner engagement and thereby better recall and retention. Points, badges, and leaderboards make training competitive and drive strong behavioral change especially when combined with the 70/20/10 principles.

The 70/20/10 model is about creating a culture of recognizing informal learning as well as promoting opportunities to learn informally. People should realize they are learning as they are doing, rather than thinking they always need to attend a training session in a classroom. We believe it is a philosophy, not a formula, and the technologies discussed will inevitably help support it. It is a powerful way to engage and encourage employees. ↖

CYBER SENTINELS

TAKE A LOOK AT WHAT WE HAVE GOT IN STORE FOR YOU!

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HAIDI NOSSAIR, MARKETING DIRECTOR, MIDDLE EAST, TURKEY AND AFRICA AT DELL TECHNOLOGIES

WE DRIVE
HUMAN PROGRESS

"At Dell Technologies, diversity and inclusion (D&I) is a business imperative. We unlock innovation by celebrating differences."

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

Digital economies are the key pillars in forming a sustainable global agenda today. As organizations worldwide are building up their capacities to have a strong ICT infrastructure, Dell Technologies stands up as the powerhouse and propeller for this transformation.

Dell's $67 billion acquisition of enterprise storage and cloud provider EMC in 2016 was the largest deal in history between two technology companies, and it is already reflecting its results as Dell Technologies recorded revenues of $89.6 billion as of Q3 Fiscal Year 2019 (trailing twelve months). This integration resulted in a wider and more diverse ecosystem of partners and mainly customers allowing us to work closer with them to help them achieve their transformation objectives. Fiscal 2019 witnessed a steady business growth and market share gain and the company continued to invest in the region and drive strategic partnerships as they unveiled the Dell Technologies Customer Solution Center in Dubai, which was followed by a series of milestone partnerships such as Ministry of AI, Dubai Municipality and more.

Haidi Nossair, Marketing Director, Middle East, Turkey and Africa at Dell Technologies says that the time is ripe to reap the benefits of the same.

THE MARKET OUTLOOK

2018, as we have observed, has been a year of fearless transformations. From HCI to Cloud and all the way to multi-cloud— we saw tremendous initiatives coming from the end-user side. Haidi segments this transformation into four key areas that has data at the heart of it. "The Fourth Industrial Revolution is in many ways already

underway and it is fuelled by the digital economy with Data at the heart of it. The power of this data lies in the insights we can extract from it for real time action. This is giving way to key emerging technologies that are disrupting and changing the world we live in and will allow us to look at opportunities that never existed before creating the human machine partnership." According to her, the key trends that are derived from this evolution are:

● Data Analytics through AI, ML & DL: in the next seven years we will see data grow to 160 zettabytes and beyond. With this exponential growth the volume and velocity of the data will overwhelm the human capacity to analyse it to get actionable insights. Artificial intelligence and its derivative fields will enable us to analyse, inform and will enable machines to act with us or on our behalf empowering us to achieve things never been possible before.

● The 5G rush: 5G devices are slated to be introduced sometime next year with the much-anticipated next-generation network that promises to completely change the data game in terms of speed and accessibility. 5G will unleash the potential of IOT combined with AI, ML & DL at speed that never been witnessed before and will give us access to a whole new range of opportunities for human machine partnership especially in industries like healthcare, oil and gas and automotive..

● The Multi-cloud wave: The spectrum of emerging technologies requires modernization of application, architecture and infrastructure to push technology to scale beyond the human capacity. This is the foundation for the modern data center. The business need to have the innovative compute power to process the data, the system to store it and the multi cloud platform

where they extract the insights from the data and drive automation.

● Modern Workspace and its readiness for Gen Z: Millennials will have to make room for the next generation with Gen Z (born after 1995) crowding into the workplace over the next year – creating an increasingly diverse workforce spanning five generations! 98% of Gen Z will have used technology as part of their formal education, many already understand the basics of software coding and expect only the best technology to be a part of their work experience.

● Sustainability as a business imperative is not anymore nice to have: Business is looking at sustainability as a way to drive efficiency and long term board objectives. It is becoming a key driver for Digital Cities to ensure sufficient and available resources for citizens and residences.

FOR A CHANGE

Change can bring rich opportunities' – this has been the Dell Technologies takeaway from major presentations and sessions done across the region. As technology is driving monumental changes in all enterprises, I ask Haidi how Dell technologies is embracing this wave.

"In Dell technologies customers are at the heart of our strategy and we continue to create technologies that drives human progress," says Haidi. "As I mentioned earlier, the Digital Transformation and adoption of emerging technologies require modernization of application, architecture and infrastructure to achieve the full potential of the transformation. With our end to end portfolio we are in very good place to help our customers with innovation from the edge to the core and to the cloud. Our value proposition to them lies in the innovation and integrated technologies of all the seven strategically aligned businesses

"THE TEAM THAT WORKS TOGETHER SUCCEEDS TOGETHER'

'Dell, Dell EMC, VMware, Virtustream, Pivotal, RSA, SecureWorks' under Dell Technologies with capabilities around application modernization, innovative compute systems, robust storage, converged and hyper converged technology, enterprise quality multi cloud offerings and data protection and security solution paralleled with edge devices."

Innovation is another important pillar in the organization's strategy. "We invest in R&D for the long term, and incubate high-growth businesses in emerging areas. Dell Technologies continued investing $4.5 billion in R&D annually and we invested an additional $100 million in innovative start-ups focused on future tech areas like artificial intelligence, machine learning, Internet

of Things, genomics and others through Dell Technologies Capital."

RE-ENGINEERED DNA
Dell and EMC merger has been one of the most complex coming together in the history of mergers and acquisitions with various structuring and re-structuring creating new dimensions in the company. Now, four years down the lane how does the core DNA of the company look like? Haidi replies with a smile, "Dell Technologies continues to deliver technologies that drive human progress. Our customers are at the heart of everything we do, and we are committed to help them accelerate their digital future and realize the full potential of the technology that can

help them achieve their business objectives which includes enhancing their customer experience, generating new revenue streams, accelerating the cycle of innovation, and achieving new level of efficiencies to create competitive differentiation." Dell Technologies has spent $12.8 Billion on R&D .

At Dell we work and lead by our Culture Code, embrace our differences and invest in talents helping them evolve and find their passion. We also come together through our Employee Resource Groups around various social topics to build a culturally intelligent workforce that conditions the respect of our diverse cultures and contribute to the communities we work in."

STAYING RELEVANT
Dell Technologies often claims to be a future-looking company in whatever technologies or solutions it brings forward to the market. As the marketing director for the region, Haidi says that her strategy is all about staying relevant to the customers and consistent with their needs. "As data grows the need for information technology grows and so does customer curiosity and connectivity. Our customers today are savvy and are hyper connected and they expect relevant content and seamless customer experience with protection of privacy. Our marketing strategy remains consistent with customers' needs at the forefront and is more relevant to the digital world we live in. We are maximizing the power of data to drive actions and plans based on insights. This will allow us to give our customers personalized experiences. When it comes to customers' privacy, we take it seriously and adopt strict GDPR measures," says Haidi.

CELEBRATING WOMANHOOD, CELEBRATING EQUALITY
March is the month of International Women's Day, so I cannot help but ask Haidi about how she feels about women empowerment in a digital age. We have seen a lot of endeavours coming from Dell for Women Empowerment and various sessions being held for the same. Are we really in an era where women and men are considered equal in workplace? Haidi says that companies in the top-quartile for gender diversity are 21% more likely to outperform on profitability. Companies with diverse management are more likely to develop new and innovative products.

When asked about work-life balance Haidi asserts that she is a great believer in work life inclusion. "We lived in a wave where we had to go to work to use technology, then evolved to the next wave we live in right now where technology

HUMAN PROGRESS STEP BY STEP

5DTFs

5 DTFs in 2018 to 14 DTFs in 2019, bringing customers & partners closer

$100mn

Invested $100 million in innovative start-ups focused on future tech areas AI, ML etc

$4.5bn

Continues investing $4.5 billion in R&D annually

Partnerships

Followed by a series of milestone partnerships such as Ministry of AI, Dubai Municipality and more

$67bn

Dell's $67 billion acquisition of EMC was the largest deal tech history

'HAIDI SAYS...'

Our value proposition to customers lies in the innovation and integrated technologies of all the seven strategically aligned businesses 'Dell, Dell EMC, VMware, Virtustream, Pivotal, RSA, SecureWorks'
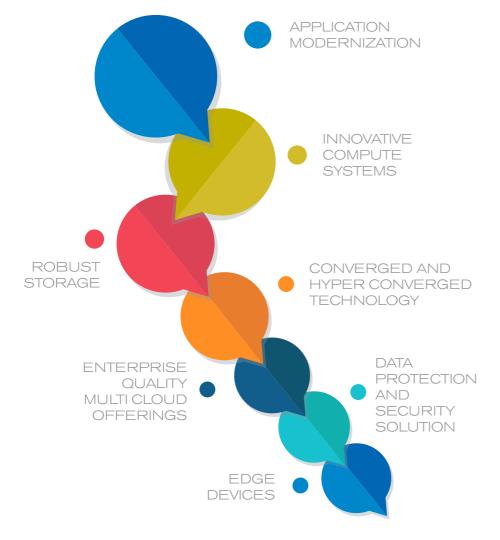
Beyond 2020, humans' reliance on technology will evolve into a true partnership with humans, bringing skills such as creativity, passion and an entrepreneurial mindset

At Dell we work and lead by our Culture Code, embrace our differences and invest in talents helping them evolve and find their passion

We are maximizing the power of data to drive actions and plans based on insights. This will allow us to give our customers personalized experiences.

Dell Technologies recognizes that a company dedicated to continued growth and innovation must be just as committed to equality and inclusion

7 STRATEGICALLY ALIGNED BUSINESS UNDER DELL TECHNOLOGIES THAT CATER

APPLICATION MODERNIZATION

INNOVATIVE COMPUTE SYSTEMS

ROBUST STORAGE

CONVERGED AND HYPER CONVERGED TECHNOLOGY

ENTERPRISE QUALITY MULTI CLOUD OFFERINGS

DATA PROTECTION AND SECURITY SOLUTION

EDGE DEVICES

is mobile and you can take it and work with you wherever you are. We are soon moving into the next wave of immersive technologies where indeed the technology is mobile but it also comes to us. In this world, the computer isn't just sitting on a desk or placed in your hands, it's all around you. This will accelerate work life inclusion and we can create the balance with no time or location restrictions. Additionally all the emerging technologies will breathe ease into jobs that once required labor intensive work to be done by data scientists like farming, use of heavy machinery in manufacturing, etc.

CELEBRATING DIFFERENCES

According to Haidi, at Dell Technologies, diversity and inclusion (D&I) is a business imperative. "We unlock innovation by celebrating differences. We have initiatives that focus on ethnic and cultural empowerment within our workforce. The company also deploys initiatives for women recruitment and development and have mobile & remote workforce policy. The company offers formal training, networking, mentoring and other resources to effectively advance women around the globe. We host an annual Summit for Dell Technologies Women Entrepreneur Network which brings together women from different countries and various industries. They are women who are not only launching and running successful businesses, they are helping each other and their local communities. A diverse and inclusive environment ensures that Dell Technologies is a place where people want to work and team members feel they belong, and our values reflect those of our customers." ↖

AGILE AND DETERMINED

"KALEYRA PROVIDES A COMPREHENSIVE PACKAGE OF CUSTOMER ENGAGEMENT SOLUTIONS THAT CATERS TO NOT JUST PUTTING ACROSS THE RIGHT COMMUNICATION KEEPING IN MIND CUSTOMER PRIVACY"

MOHAMAD FARAZ,

VP BUSINESS DEVELOPMENT - INDIA & UAE, KALEYRA

? 'Kaleyra' is a unique name. What does it stand for? Tell us about its operations in the Middle East.

The name Kaleyra comes from "Kalos", that in greek means moral, physical and ethical "beauty"- that recalls Ubiquity traditional values - and "Eyra" that in Hindi means "panther", an agile, determined and resolute animal - Characteristics that are related to Solutions Infini values. With the merge of these two realities, Kaleyra was born: a global company specialized in Cloud Communication services for banks and companies of all sizes.

We started out operations in the Middle East in 2017 when we first established our base there. The market potential that we see in Middle East is extremely high and industries are more interested in solutions such as WhatsApp for Business, RCS and new product, Kaleyra Hexa.

? How was the year 2018 for the company?

2018 was a very eventful year for Kaleyra. We announced the acquisition of Solutions Infini by Ubiquity at MWC Barcelona 2018. This was followed by a strategic rebrand to Kaleyra. The brand entered into two major markets, Europe and APAC. We later went on to acquire Washington based Hook Mobile, by doing so, Kaleyra entered into the Americas.

? How is Kaleyra planning to bridge the gap between businesses and its customers?

Our competitive edge is the quality of service in message delivery and customer support through services that help business connect and communicate with their customers increasing customer retention and satisfaction in an easy and effective manner.

We have taken the notoriously complex telecommunication process and simplified it in a manner that would help a business manage their calls/messaging services with menial intervention.

By introducing a disruptive set of features such as Txtly (a URL shortener that gives in-depth insights into the end customers), Number Lookup (An intelligent solution that provides real-time, key information about every single mobile number across the world) and Valify (an in-built two-factor Authentication platform that helps nullify account frauds like account takeover or compromise, transaction frauds.), we ensure that our platform is a built to suit every customer's needs.

Our new product, Hexa which is an Omni-Channel platform will work as a one-stop shop for all business communication needs where a person can access Messaging, Voice, Fintech, Numbers and WhatsApp and RCS services all within one login.

? What is your go to market strategy? Tell us about your major partnerships.

The business model is primarily based on direct operator connections with the telecom operators across the world. By enabling companies to connect and contact customers in a seamless way with programmable voice and message communication services through a robust cloud based platform. Kaleyra provides a comprehensive package of customer engagement solutions that caters to not just putting across the right communication keeping in mind customer privacy.

We have built technological and strategical partnerships with major players such as AWS, Visa, WhatsApp, Facebook, Zoho etc.

? How is digital transformation impacting business communication? How are your solutions transformative?

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We are constantly evolving our technology by introducing all the new channels that are being used the most by the end users. With API integrations, we make it even easy for businesses to integrate our solutions into their products.

? What is Kaleyra's roadmap for this year?

In February, 2019, Kaleyra went public on New York Stock Exchange after a business combination deal with GigCapital. This was in the pipeline for over 3 years and this is a big moment to the Kaleyra family. The way forward would be to leverage this platform and reach out to larger enterprises across the globe and establish ourselves as one of the biggest cloud communication solutions provider in the world. ↖

SHOULD YOUR BUSINESS USE CHATBOTS?

"Chatbots sift through vast amounts of data to provide a customer with clear-cut and personalized information so that customers don't have to undergo the tedious exercise of navigating websites or IVR menus or wait over the phone to be attended by a call centre agent"

◼ SUNIL PAUL, CO-FOUNDER & COO, FINESSE

When a virtual assistant greets you when you call your bank or when a chat box solicits your contact details on a travel website or the information you search for on a real estate broker's listing page, irrespective of time of day, you are experiencing chatbots at work.

If one parses the many definitions of chatbot over the Internet, they all broadly agree that it is a computer programme or software that engages with human users with pre-determined messages in a conversational format.

Thanks to artificial intelligence and natural language processing capabilities, the current crop of chatbots are able to mimic human conversations. As a result, diverse sectors from banking to healthcare to industrial services are turning to chatbots to drive their customer service interactions and glean valuable intelligence on customer

and market behaviour as a bonus.

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

Chatbots are typically embedded in customer engagement channels like websites and apps or within chat platforms such as Facebook Messenger or SMS so that customers can enjoy 24x7 access to the company without waiting times.

Chatbots sift through vast amounts of data to provide a customer with clear-cut and personalized information so that customers don't have to undergo the tedious exercise of navigating websites or IVR menus or wait over the phone to be attended by a call centre agent. Where the

querying gets too complex, chatbots can escalate the case to a human agent.

For companies hawking consumer facing products and services, chatbots can boost conversion rate and increase sales. Moreover, companies using such solutions are also perceived as innovative.

Where companies have to deal with multi-cultural environments like the Gulf region, chatbots can help them listen to the needs and preferences of their customers better.

Dealing with millennial generation that is growing up with Alexa and Siri, and accustomed to instant responses required companies to integrate virtual agents or artificial conversational entity (ACE) technologies like chatbots into their customer outreach strategies. And consumers are increasingly favouring chat over email for communication.

Gartner has predicted that 25 percent of customer service operations will use virtual customer assistants by 2020. Organisations report a reduction of up to 70 percent in call, chat and/or email inquiries after implementing a VCA (Virtual Customer Assistance), according to Gartner research. They also report increased customer satisfaction and a 33 percent saving per voice engagement.

However, use of chatbots isn't limited to customer facing operations. Companies could also be looking to use chatbots for internal operations – for example, they can be used as personal assistants for scheduling appointments or ordering office supplies. They can be also used in project management for automating team communications and reporting and tracking expenses.

Platforms are aplenty for building both Artificial Intelligence-based and Command-based chatbots. But before jumping on the chatbot bandwagon, enterprises need to answer three basic questions:

A) What do you need a chatbot?
B) What problem or challenge will it solve?
C) Who are the target users? What value will it offer them?

Once you have answered these questions, also spare some time to find successful use cases – only a consistent Return on Investment (ROI) can justify your investment. ◤

Superior User Experience

BITS SECURE IT IS TO DELIBERATE IN TERMS OF EXTREMES BY CONSTANTLY GOING IN THE SUPERFLUOUS MILE TO GENERATE THE BEST EXPERIENCE FOR OUR PATRONS,

MOHANBABU, MURUGESAN

BUSINESS HEAD, BITS SECURE IT INFRASTRUCTURE

BITS Secure IT has braced through the times by creating a superior user experience. May it be Data Center Infrastructure management, Unified Communications or Solutions like storage, networking, cyber security, BITS Secure IT has proven its excellence by seamlessly delivering end to end solutions to all domains. We at BITS Secure IT possess an successful track record in providing a wider spectrum of service in both On Premises and Cloud hosting solutions. Our commitment, dedication and transparent business approach are the major reasons for our successful endeavors. We constantly upgrade and ensure to be at par with the technology to meet up the present and future requirements and solutions for our clients. BITS Secure IT is to deliberate in terms of extremes by constantly going in the superfluous mile to generate the best experience for our patrons, BITS Secure IT always ensure

to stay in the forefront of our client's attention, no matter how good their proposal becomes and ensure 100% satisfaction with perfection. When it comes to Digitalization, It enables people and business to engage with technology and to get things done in a more reformed way. This means a radical shake up and transformation in all our interactions, communications, business functions and models. The after effect of this will be an explosion in real time data volume, where it is vital to have low latency and immediate data processing. It is essential to bring data source to void any delays as proximity is key to any latency. This generates a call for a supplier and an added modular IT Service Solution. We at Bits Secure IT are committed to focus in offering smart solutions for clever businesses in a diverse manifestation, ensuring high data availability coupled with swift response time along with shorter latency as handy to the source of information. According

to BITS Secure IT, the Data centers are subject to continuous upgradation as the technology is rapidly evolving. The need to understand the life cycle of IT gains prominence and with ease of offering and deeper understanding, we provide diversified solutions. BITS Secure IT is aiming at a growth plan for the next 5 years, "Confidence"– to become an end to end IT Service/Solution Provider with "Develop" when we expand our capabilities, partnership & geographical presence.

"Success" – when we won several accolades across several vendors; "Grow" – when we witnessed a remarkable development consistently even in the prevailing market conditions. It is now the time to move towards the phase, "Aspire" where we are looking forward to be the Top System Integrator across locations. We do believe in raising our own standards to become the most trusted partner for all our clients. ↖

IS THE REGION
FINTECH
HUNGRY?

Our special feature on Fintech and Fintechers this month takes a closer look into how the technology and investment landscape is set to take a sharp turn in 2019 and extend financial services to the unbanked population.

◼ BY: ANUSHREE DIXIT <ANUSHREE@GECMEDIAGROUP.COM> ◼ PHOTO: SHUTTERSTOCK

GCC has always been a favorable market for Fintech, since its inception. In GCC, UAE and Saudi are expected to have a critical role in structuring the success of the regional Fintech sector.

According to reports, investments in Gulf-based fintech startups are expected to reach US$ 2 billion in the next decade, compared to a mere US$ 150 million invested in the last 10 years, according to a new study by MENA Research Partners (MRP), a leading research company in the region. The fast growing smart cities and increased privatization are touted to be one of the strongest reasons behind the evolution of Fintech. The private sector in both markets is also stepping up its investments in fintech.

In the following section, we are collating all the major Fintech happenings and industry comments on the present and future of Fintech. (collated from agency resource and industry leaders' opinions)

Middle East's Fintech power was recently underlined by Bahrain when Financial and technology sectors converged for a week of events, conferences and workshops promoting the dynamic FinTech industry. The disruptive power of FinTech is being increasingly felt across the Middle East as Governments look to diversify their economies and improve productivity through increased uptake of innovation and technology. Such transformation is showing through in the numbers already, with GCC start-ups expected to raise US$2bn of private funding in the next decade, in comparison to only £150m in the previous ten years. The potential for even greater change is illustrated by the fact that 86% of the MENA population remained unbanked in 2017[2]. This is despite a very high mobile phone penetration rate and more than half the region's population being under 30. Two factors that would usually help drive the uptake of digital services.

To make the most of the conducive conditions internationally recognised reforms have taken place across the region, such as open banking; regulatory sandboxes; and the updating of regulations to reflect the digitised economy. Bahrain has been at the forefront of these efforts, often collaborating with global partners, including the Global Financial Innovation Network, a coalition of 11 financial regulators including from the UK, US, Hong Kong and Australia seeking to design and implement a global sandbox. Or through the region's first and largest FinTech Incubator, Bahrain FinTech Bay, which has a roster of international supporters including Microsoft, Cisco and American Express.

The Fintech industry is an integral part of the Kingdom's Vision 2030 digital transformation program. According to a recent study by MENA Research Partners (MRP), private-funding investments in GCC-based Fintech startups is

At Saxo Bank, we pride ourselves on democratizing trading by providing the same products and tools across the entire trading and investor universe including, but not limited to, individual traders, investors, robo-advisors and wholesale clients. As we expect FinTech to continue to accelerate in the region, newer startups are likely to look out for state-of-the-art technology to deliver services or, indeed an incumbent bank, embarking on a new IT project to keep up with the pace of technology.

To address the changing market dynamics and rising client expectations, banks and other financial institutes must move forward towards a 'shared economy' and focus on their specific core competencies in the value chain. Partnerships and outsourcing are the way forward, as firms can deliver customized and relevant solutions to their customers with flexibility and ease. This will enable a bank, for instance, to focus its efforts on individual strengths whilst leveraging expertise from others.

STEVE WELLER,
CEO OF MENA REGION,
SAXO BANK

Today's era is marked by the fierce competition from many FinTech companies; and banks are already addressing the FinTech challenge through levelling the field and opening up their systems with APIs to allow authorized access into their banking services.

Many FinTech applications require connectivity, and many distributed financial transactions today require data (including data for authentication, authorization and accounting) that reside across multiple data centers. From a security perspective, there is always the risk of a denial-of-service (DoS) attack on the network and thus organizations must tackle the identity/privacy protection issues that arise with the growth of emerging technologies. As we will continue to see the adoption of cloud, Internet of Things and FinTech growing in the GCC region, and UAE specifically, it is crucial that enterprises recognize that scalable, programmable and simple connectivity, supported by wide-area networks whose services can be orchestrated end-to-end is the underpinning technology that supports their viability.

AZZ-EDDINE MANSOURI,
GENERAL MANAGER
OF SALES AT CIENA
MIDDLE EAST

In recent years, multiple factors have fueled the growth of 'Fintech', an industry which has been around for five decades. The World Trade Organization estimates that as much as 90% of global trade relies on bank intermediation of some form — through traditional trade products, financing or payment. Furthermore, new regulations have opened the banking sector to increased competition, creating countless opportunities for finance and technology professionals alike.

Today, the industry is receiving unprecedented backing from organizations and regulatory bodies. Abu Dhabi Global Market (ADGM) recently aided a smart blockchain sukuk platform between Al Hilal Bank and startup Jibrel. As digital transformation becomes a priority for all organizations across sectors, Fintech is gaining significant traction.

The Fourth Industrial Revolution is about leveraging advanced technology, such as, Internet of Things (IoT) and Artificial Intelligence (AI) to blur lines between physical and digital worlds, motivating banks to transform the way they operate.

WISSAM KHOURY,
MANAGING DIRECTOR,
MIDDLE EAST AND AFRICA,
- FINASTRA

expected to reach $2 billion in the next decade, and the number of Fintech companies across the MENA region is expected to double from 130 to 260 over the next two years.

Ziyad AlYousef, Managing Director, Saudi Payments said: "The Kingdom, through the Fintech Saudi initiative aims to transform into an innovative Fintech hub with a thriving ecosystem driven by local and international stakeholders. Furthermore, the Government has implemented multiple reforms to promote the digitalization of financial services and drive towards a cashless society which is a game changer initiative within the Financial Sector Development Program under the kingdom's vision 2030. ◣

VALUE-ADD SOLUTIONS

"DISTRIBUTION HAS ALWAYS REMAINED KEY AND CORE TO OUR BUSINESS AND PARTNERS AS A TRUE VALUE-ADD. WITH DEMANDING BUSINESS REQUIREMENTS, MARKET TRENDS AND EVOLVING CHANNEL, OUR PRIORITIES STAND CLEAR IN CERTAIN AREAS." SAYS MANSOOR IBRAHIM, DISTRIBUTION SUCCESS MANAGER, VERITAS.

MANSOOR IBRAHIM,

DISTRIBUTION SUCCESS MANAGER,
VERITAS

? How was the year 2018 for Veritas? What is the focus of the company this year?

Data Management has been one of the top priorities for companies over recent years. Veritas reinvented itself adding intelligence to data protection. In 2018 we saw the drive towards big data and analytics, which is also being driven by the upsurge of machine/remote data; a greater need for compliance, driven in particular by regulations such as Europe's GDPR, and; the emergence of mobile and the cloud as platforms operating in concert/hybrid with in-house/datacentre IT environments.

Such changes appear to have driven Veritas to focus on "broad enterprise data management capabilities".

Focus this year will not change as such. More data is being created by more people and more devices in more locations under more regulatory requirements than at any time in the past. Knowing where your data is, how to manage it, who owns it, who has privileges to see and use it and what resources to feed it with (backup, deduplication, data quality tools and so on) has become even tougher.

Drilling into this subject we find firms now styling themselves as dedicated information management specialists. Veritas Technologies skews this tag slightly by calling itself a multi-cloud data management firm with a strong emphasis on software-defined controls. The company points to the fact that the predicament here described is also about being able to securely copy data across multiple cloud environments using data connector technologies and (where needed) being able to bring some of that data out of public cloud datacenter environments onto private cloud on premises environments.

? How is Veritas protecting its customer's data against loss from physical errors or accidental deletion during backup?

Organizations are rapidly adopting cloud office environments like Office 365. According to Gartner, "By 2021, more than 70% of business users will be substantially provisioned with cloud office capabilities." As organizations begin to fully realize the numerous benefits associated with Office 365 subscriptions, it is critical they also take steps to protect their Office 365 data to help ensure it is easily recoverable in the event of a data loss. Organizations should also ensure their Office 365 files are preserved and searchable to comply with strict regulatory requirements. Veritas Data Protection and Governance for Office 365 gives organizations critical tools to manage their Office 365 data including Veritas SaaS Backup, a new cloud-to-cloud backup and recovery solution designed for comprehensive Office 365 data protection and recovery, and Veritas Information Map and Veritas Enterprise Vault.cloud. Information Map software presents a real-time view of file attributes and usage across the Office 365 ecosystem, while Enterprise Vault.cloud solution helps organizations retain and discover Office 365 data in support of regulatory compliance and legal requirements. Veritas NetBackup and Backup Exec solutions, customers can protect data and ward against loss from physical or logical errors, such as system failure, application error, or accidental deletion

? As a Distribution Success Manager, what are your top 3 priorities for this year?

Distribution has always remained key and core to our business and partners as a true value-add. With demanding business requirements, market trends and evolving channel, our priorities stand clear in certain areas

Channel Enablement – With Veritas's dynamic portfolio supporting customer's most important asset….DATA, it's important for partners to understand the value-add solution we bring to the table solving customers biggest challenge around Data Management. Our drive will be to strengthen our existing and new partner's core competencies through enablement and showing market opportunity they have with Veritas as a solution.

Alliances alignment – Customer environments continue to get more complex with hybrid infrastructure. Veritas solution is designed to support the seamless management of data across clouds, platforms, or infrastructure, with integration to leading cloud providers like Amazon Web Services, Google Cloud, IBM Cloud, Microsoft Azure, and Oracle Cloud. We look to enhance our focus with alliances in the region.

New routes to market – We see good interest from Service Providers wanting to sign up with Veritas especially around Data Protection solution which is core to our entire portfolio. The new VeritasTM Service Provider Program enables service providers of all sizes, to incorporate Veritas technology into their larger service offerings, in a more efficient and streamlined manner. ↖

DESIGNING NETWORKS FOR IOT

The Internet of Things has become an exceptionally popular catchphrase over the past few years. A simple search of the phrase on Google gives well over 200 million results, an impressive number for anything so specialized.

■ SABBAHUDDIN KHAN, REGIONAL MANAGER - MIDDLE EAST, ALLIED TELESIS

IoT is quickly becoming more and more prevalent and is well on its way to attaining the status of a fourth significant service to be delivered over telecom networks.

IOT TRENDS

Since 2010, industry leaders have been predicting an explosion in the number of connected devices. These predictions have ranged from 50 billion by 2020 to 1 trillion by 2025!

Unlike traditional data applications, IoT has no practical limit as to the number of devices deployed. There can only be so many PCs, laptops, mobile phones and tablets per person—how many gadgets can one person use at a time? However, the number of IoT devices is only limited by the scope of the applications themselves.

NETWORK DESIGN

As the amount of IoT devices grows, the underlying telecommunications networks that support and serve them must also adapt. Telecommunication infrastructures must be designed to accommodate the traffic they carry. Voice, video and data each have particular characteristics and requirements for successful transmission over the network. IoT traffic differs significantly in its nature and thus has unique network requirements that must be taken into account when designing the network that will carry them.

IOT TRAFFIC CHARACTERISTICS

Most IoT devices send and receive very little data. The vast majority of traffic is in the form of periodic transmissions of several lines of text containing sensor measurements, coordinates, toggle switch positions or simple commands, to name a few. This means that very low bandwidths are necessary at the access layer of the network. One of the major aspects that make network design challenging for IoT is the sheer number of connected devices. Where traditional LAN segments may contain on the order of tens or hundreds of devices, IoT applications can easily require thousands or more on a single network. Although the low bandwidth usage by each individual device does not pose a problem at the access layer of the network, moving in towards the distribution and especially the core layer, the problem begins to become more prevalent.

ADDRESSING THE NETWORK ADDRESSING CHALLENGE

The potentially vast number of IoT devices in a single network segment puts a massive strain on network resources as far as Layer 2 and Layer 3 addressing at the core network. MAC address tables and ARP tables can get extensively large. There are several ways to tackle this issue. What will be implemented in each case depends on several factors—one of the most important of which is cost. If a new network is being designed from scratch, it's much easier to engineer it to accommodate IoT traffic patterns from its inception. If there is an existing network infrastructure and it is to be modified to handle IoT traffic, which is often the case, reengineering such a network can be more expensive than its worth.

EMPLOY CORE NETWORK TECHNOLOGY WITH SUFFICIENT RESOURCES

Among the simplest and most cost-effective solutions is to use core network technology that has the necessary capacity and resources, including CPU power and memory, to accommodate the enormous MAC address and ARP tables needed for a large number of IoT devices per subnet. This is especially useful when dealing with a network that may have undergone a recent upgrade without taking such traffic needs into account. This method can effectively help avoid the cost of extensively reengineering the network. Not only will this extend the life of the network, but it will also make corporate administrators happy that they don't need to spend a lot more money to accommodate IoT.

CONFIGURE ROUTING AS CLOSE AS POSSIBLE TO THE ACCESS LAYER

If a new network is being designed from scratch, this is the way to go. Networking professionals have learned from Network Design 101 that broadcast domains should be kept small to avoid broadcast storms and improve efficiency. This means moving routing from the core network to the distribution network, and even to the border between the distribution and access networks. The result may be a more complex IP addressing scheme, but a much more efficient network.

USE IPV6 ADDRESSING

IPv6 has been engineered especially for use with large numbers of devices such as those found in IoT applications. Not only does IPv6 provide a seemingly inexhaustible supply of addresses, but it operates in such a way to allow for many more endpoints per subnet. Because IPv6 has done away with the broadcast, broadcast storms aren't as much of a concern. A network segment can safely increase by up to a factor of ten with very little impact on network functionality. This provides for fewer subnets with many more devices within each, making management simpler and more efficient.

WRAPPING UP

IoT is definitely here to stay. All indicators show that it is quickly becoming a part of the mainstream telecommunications industry. We will be closely watching these trends and examining how the technology evolves, and how the market and individual users will be taking advantage of this significant paradigm shift.◥

THE DIGITAL OILFIELDS
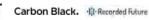
The technological advances have constantly shaped every stage of the oil and gas industry. Some of the experts share their insight into how technological advancements have been shaping the future of this sector.

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

The oil and gas industries have been witnessing changes over the last few years globally and the Middle East region is no exception. Digitalization is a key enabler in the oil and gas sector to reduce costs and increase workforce productivity. As of November 2017, $250bn projects were under execution and by 2025 an additional investment of $399bn in new projects is expected in the Middle East & North Africa region.

THE MIDDLE EAST REGION

It is no secret that the regional oil and gas industry has been reaping the benefits of technology investment for a number of years. And as always, the United Arab Emirates has been at the forefront of innovation. The UAE Minister of State for Artificial Intelligence Omar Sultan Al Olama said

technologies are reshaping the energy scene globally. According to reports, the Port of Fujairah, the world's second largest oil bunkering centre is now using blockchain to track oil storage data.

The Abu Dhabi National Oil Company (ADNOC) has collaborated with IBM to pilot a blockchain-based application that integrates oil and gas production across the full value chain. The system will provide a secure platform for tracking, validating and executing transactions at every stage.

Last year, Siemens opened a new centre in Abu Dhabi to develop digital and artificial intelligence-based solutions for regional customers in the water and oil and gas industries. Leveraging Artificial Intelligence gives competitive advantage in maintenance, assets, drilling, exploration, simulation, logistics and surveying.

ROB HOWARD,
VP - MENA, ASPENTECH

YASSER AL GHAMDI,
BUSINESS DEVELOPMENT
MANAGER - MEA, EMERSON
AUTOMATION SOLUTIONS

VIEW FROM THE INDUSTRY

As one of the pioneering companies which have expanded engineering services through digital technologies, Emerson has seen how digital transformation strategies have created significant impact in companies' overall performance - from cost reduction, efficiency in productivity, health and safety of staff, overall security, and environmental impact of operations. These are essential factors that make businesses profitable.

Thus, building a successful strategy for oil and gas companies requires revisiting current digital operations as a first step, given that latest technologies can now provide real-time insights on the conditions and performance of oil wells and reservoirs. Yasser Al Ghamdi, Business Development Manager – MEA, Emerson Automation Solutions says - Emerson has taken its extensive experience in automation technologies to the digital oilfields in the region to offer wireless connectivity to users, instantly demonstrating connected measurement points without having to deal with the time, costs, and risk exposure that comes with the trunking and cabling installation process, which is an often occurrence in the field and thereby overcoming the risks and challenges of using traditional connections.

With its range of digital technology applications such as Field Instrumentation and Sensors, Control Systems, Safety Integrity Systems, Final Control, Fiscal Measurement, and Reliability Analytics, Emerson makes it easy for oil and gas operations to adapt to changing technologies and become more globally competitive and flexible to market fluctuations.

TRANSFORMING THE OIL & GAS SECTOR

The future for operators is defined by growing complexity. Assets are multiplying across industries, the data they generate increases all the time. The ability to leverage this massive collection of data to extend the life of assets and maximise the return on capital employed represents one of the greatest sources of profit still available. To manage this complexity and use it to their advantage, operators are increasingly digitising their businesses. Aspentech sees growing demand for tools that drive asset performance management and that will be a key focus area during 2019. Much of this is being driven by the ongoing expansion of the Industrial Internet of Things (IIOT) market, which according to research firm, Markets and Markets, is expected to grow from US$64 billion in 2018 to US$ 91.4 billion by 2023, at a CAGR of 7.39% during that forecast period.

According to Aspentech, the greatest opportunities in this sector are driven by the pace at which technology is evolving. It is increasingly possible for organisations to attain access to large volumes of data quickly, sensors are more pervasive and less expensive and increased connectivity is driving the move to advanced analytics. Yet this high-speed access alone is currently not giving decision-makers either the time or insights they need to break through operational excellence barriers.

Rob Howard, Vice President MENA, Aspentech commented - The tipping point comes with the practical and reliable application of advanced analytics enabled by real-time data and machine learning. Today, we are seeing new connected offerings made possible by industrial automation innovation. We see rapid growth in machine learning, making insights about plant and equipment available more quickly to senior decision-makers; and in mobility, visualisation and analytics, providing simple interfaces and insight to data and models. Together, these approaches are helping drive asset optimisation and, in turn, helping maximise performance, uptime and lifespan in a system-wide context. In parallel they are providing the insight companies need to lower costs, improve yields, reduce energy consumption and improve quality, all leading to greater profitability.

Improving asset reliability through predictive and prescriptive maintenance techniques is also fast gaining momentum. These technologies have huge potential across the sector, offering a better alternative to the traditional calendar-based approach to asset maintenance.

With this approach the focus is analysing issues known to cause a problem such as vibration in a pump or compressor. Sonic monitors can be added to the device and when vibration exceeds a certain level, alerts can be sent to advise operators that remedial action is needed.

Prescriptive analytics adds a new layer of sophistication to the methodology, moving it from a product-based to a broader process-based approach. Critically too, the approach also tells the operator the root cause of the problem. It can inform them not only that the compressor is going to fail but also that its impending failure is directly linked to the leakage of liquid into the gas lines at a certain concentration or even just a slow change in the pressure recorded, for example. It is still in its infancy today but over the course of 2019 we expect to see the level of interest and excitement around this approach gathering pace all the time. We expect to see significant demand for these kinds of predictive and prescriptive analytics tools across our core markets.

That is one of the biggest opportunities in the industry today – and AspenTech is well placed to drive the growth of this burgeoning market sector. ↖

COMMSCOPE 3.5 GHZ ANTENNAS

CommScope has introduced new 3.5 GHz-capable antennas for macro and small cell densification to help increase network capacity and migration to 5G. Customers deploying newly licensed spectrum bands will be able to increase capacity in existing LTE networks and prepare for future 5G networks with CommScope's 3.5 GHz-capable base station antennas.

PLEASE SEND YOUR FEEDBACK AT INFO@GECMEDIAGROUP.COM

HTC 5G HUB

HTC has unveiled the new HTC 5G Hub, a first-of-its-kind dedicated 5G mobile smart hub that commands the rapid speeds of the future. Designed for ease of use in both home and office environments, this versatile device enables smooth 4K video streaming, low-latency gaming, and 5G mobile hotspot features for up to 20 users. Carriers across the globe will offer the HTC 5G Hub—including Sprint, Telstra, and recently added European carriers: EE (UK), Three UK, Deutsche Telekom (Germany), Sunrise (Switzerland), and Elisa (Finland).

KEY CAPABILITIES
■ Allows customers to use 5G on multiple devices
■ A 5-inch HD touchscreen allows for ease of use and high-quality visuals
■ Is at the forefront of cloud-based virtual reality (VR) technology
■ Users will be able to stream VR content from the cloud
■ No PC or cables required
■ Can replace a Wi-Fi router and remove unnecessary cables
■ Intuitive voice command and remote-control features
■ Supports the powerful Wi-Fi capabilities offered on the Snapdragon 855 Platform
■ Businesses can connect up to 20 devices safely and securely

R&M PRIME ODF Systems

Middle East telecom operators and fibre optic network planners can now benefit from greater planning freedom as R&M launched PRIME, a high-density cabling platform for Optical Distribution Frames (ODF). At maximum capacity, 5,376 optical fibres can be connected in an ODF with R&M's PRIME modules, setting new density standards for the Fibre-to-the-Home (FTTH) market. Above-ground street cabinets and basements, main distributor frames, central offices and POP sites are some of the most important locations for the PRIME ODF racks. Here they can form the nodes of local broadband networks such as city rings and feeder networks. The platform is also suitable for fibre optic distribution in data centres, and the backhaul networks of mobile communication providers.

Siemon launched its end-to-end TERA Category 8.2 copper cabling system, delivering transmission performance up to 2 GHz to support emerging high-speed 25 and 40 Gigabit (25/40GBASE-T) applications in data centre switch-to-server applications. Siemon's end-to-end TERA Category 8.2 copper cabling system was founded on our Siemon TERA connector that was originally chosen as the ISO/IEC 11801 interface for category 7A/Class FA and easily achieved new Category 8.2 compliance.

KEY CAPABILITIES
■ Modular PRIME distributors can be assembled, adapted and extended as separate blocks
■ Up to 14 PRIME modules can fit in a 19'' or ETSI rack
■ No tools required for assembly in R&M ETSI racks
■ PRIME modules can be assembled from the front or back in 19" racks
■ PRIME range contains fibre units for fibre optic termination, splice and breakout cabling as well as patch cord and overlength storage
■ Drawer technology ensure the fibres remain in a guide and protects the fibres during assembly, maintenance and cleaning
■ The connectors can be detected and operated when the drawer is pushed in and can be pulled into a service position for cleaning and inspection

Pure Storage Direct Flash

Pure Storage has added powerful new DirectFlash Fabric capability for end-to-end NVMe and NVMe-oF support in Purity 5.2, the software-defined engine of its FlashArray//X products. The new capability further extends Pure's leadership in empowering customers to approach hybrid cloud with a new level of unified infrastructure -- to run apps anywhere and protect data everywhere. With the new capability, Pure is extending its DirectFlash technologies to Non-Volatile Memory Express (NVMe) over Fabrics to enable increased efficiencies across the network, in particular with Red Hat Enterprise Linux and cloud-native, web-scale applications such as MongoDB, Cassandra and MariaDB get the benefits and efficiencies of enterprise grade shared storage. FlashArray//X supports end-to-end NVMe on 25G and 50G Ethernet ports. Interoperability with NVMe-oF-capable NICs is available or planned from Broadcom, Cisco, Marvell and Mellanox.

KEY CAPABILITIES
■ Enables customers to improve performance of enterprise mission critical applications
■ Delivers massive optimization between storage controllers and hosts over fast networking
■ Offers Ethernet customers a 50 percent latency reduction compared to iSCSI

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