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ENTERPRISE SOLUTIONS ADVISORY FOR CHANNEL PARTNERS

Kamran Khayal
General Manager
Trigon

MASTERING DISTRIBUTION

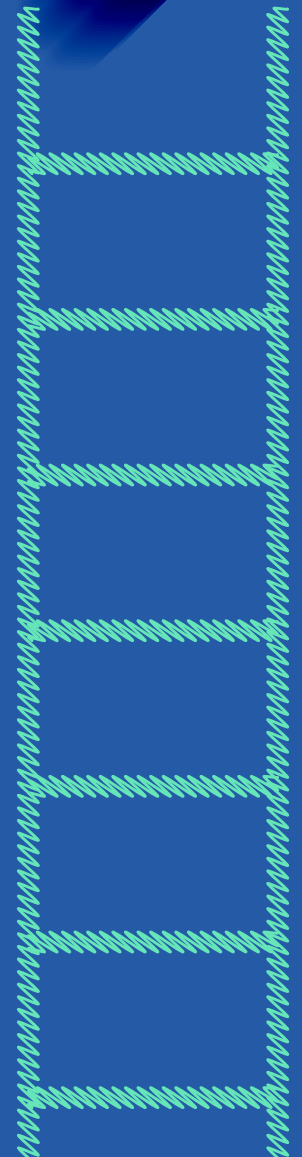
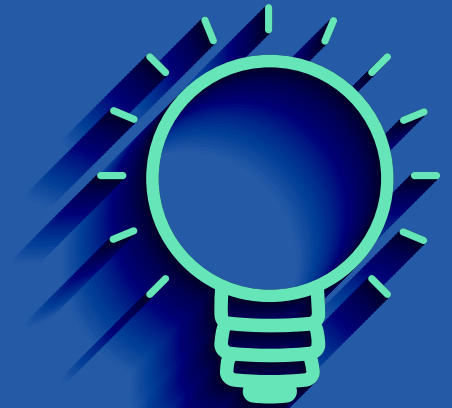
Kamran Khayal shares how Trigon ensures efficiency and consistency across its ICT distribution network in 17 countries, and outlines strategies for growth.

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New horizons

Although the global PC market saw a slight dip in the third quarter of this year, the introduction of AI PCs and the transition to Windows 11 are expected to drive demand. According to Gartner, PC demand is projected to rise toward the end of 2024, with more robust growth anticipated in 2025 when the PC refresh cycle will peak. Recently, there has been a surge of Copilot+ PC launches from major vendors, signaling positive news for channels focused on this segment.

Canalys research suggests that AI-capable PC shipments are expected to exceed 100 million units by 2025, accounting for 40% of all PC shipments. By 2028, market analysts predict vendors will ship 205 million AI-capable PCs, representing a remarkable compound annual growth rate of 44% between 2024 and 2028.

For channel partners, it's crucial to develop an effective elevator pitch for selling AI-powered PCs. Defined as devices equipped with GPU and NPU for superior AI performance, these PCs offer enhanced security and privacy by storing data locally, unlike cloud-based AI solutions. In the past, the focus for PC hardware revolved around operating systems and processor speeds. However, AI PCs offer far more, handling a variety of complex tasks to boost productivity.

Currently, AI PCs come at a premium, so partners should prioritize the enterprise market before targeting the consumer sector. AI PCs can help companies predict IT infrastructure failures, minimizing downtime and reducing operational costs. Additionally, this may be an ideal time to promote printers, as PC upgrades often lead to printer replacements. This is promising news for managed print service providers, who can relieve enterprise customers of printer management by overseeing everything from toner refills to maintenance, ensuring a smooth and efficient printing experience.

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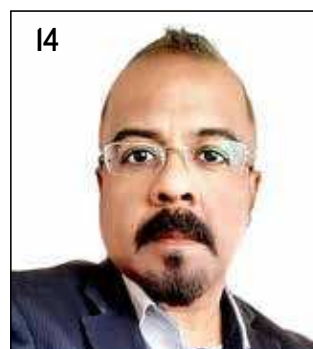
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GEC AWARDS 2024

Shines Spotlight on Tech Leaders and Innovators

The GEC Awards 2024, held at Habtoor Palace Hotel on the evening of the 14th under the theme of "Retro Tech," recognized outstanding contributions across

multiple categories in the tech industry. Here's a summary of the evening:

- **Top Distributors:** Recognized leading distributors who have driven the true vision of the channel.

- **Top Resellers:** Honored value-added resellers who have excelled in the channel by delivering integrated solutions.

- **Innovative Vendors:** Celebrated vendors who brought significant changes to the



ICT landscape in 2024 through innovation.

- **Top Project Executions:** Applauded those who have delivered exceptional technology projects, positively impacting the industry.
- **Top System Integrators:** Recognized for their unparalleled service portfolios and cutting-edge unique selling propositions (USPs).
- **Top MSPs-** Recognized the leading

service providers who have demonstrated excellence in delivering managed IT and security solutions.

The evening was filled with glitz, glamour, and vibrant performances, including a captivating dance that showcased the fusion of technology and art. Ronak Samantaray, Co-Founder and CEO of GEC (Global Enterprise Connect), opened the event with an inspiring keynote address, setting the stage

for the night's celebrations and unveiling the new brand identity. Jeevan Thankappan, Managing Editor, announced exciting new initiatives, including the launch of the region's first AI magazine, The AI Times, and a wellness magazine titled BlueVerve, along with a brand-new digital platform, GEC Newswire.

The Retro Tech Night added a sophisticated, nostalgic flair to the proceedings, with rhythm and melodies enhancing the event's energy.





A special thanks went to the event's partners, which included Dell Technologies, Sudo, Lexar, Zscaler, Positive Technologies, Check Point, SolarWinds, Bulwark Technologies, emt Distributions, Secureworks, Tech First Gulf

Distribution, Mindware, Mitsumi Distribution, StorIt, StarLink, LinkShadow, Pure Storage, Help AG, Ingram Micro, NetApp, Zoho, Asbis, Seagate, Finesse, and Redington.

The GEC Awards 2024 not only celebrated

present achievements but also offered a glimpse into the future, where GEC aims to bring the community together under one roof, blending business discourse with entertainment in a seamless and harmonious manner. ➡



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Middle East cybersecurity: Navigating emerging threats and trends

Hesham Fayed,
Managing Director for
Middle East & Africa
DXC Technology



As Cybersecurity Awareness Month comes to a close, it has been an opportunity for public and private organizations in the region to take stock of their cybersecurity goals, measure their progress, and be prepared for what lies ahead. Spending on security products and services in the Middle East and Africa (MEA) is already expected to grow by over 10% year on year in 2024 reaching \$6.2 billion, according to IDC projections.

Hesham Fayed, Managing Director for Middle East & Africa at DXC Technology, highlights five significant ways that organizations in the region are transforming their security programs to defend against cyber threats.

1. AI rising as a key player in the fight against cybercrime

In the battle against cyber threats, AI offers significant benefits due to its ability to process vast amounts of data, identify patterns and detect signs of an attempted attack. It's also a useful tool for detecting malicious activity in a system or network, and spotting anomalies or suspicious behaviors.

But while the cybersecurity industry is focused on how to use AI to stop bad actors, cybercriminals often use AI itself to increase the speed, scale, and intensity of their attacks. For example, phishing emails have evolved from simple deceptive emails to ones that have become more advanced, harder to spot, and significantly more dangerous.

Attackers are also successful at using deepfakes to perpetrate fraud or manipulate an audience into action.

One recent Cisco study highlights a significant surge in the use of AI technologies in cybersecurity strategies, with 91% of companies surveyed in the UAE integrating AI in their security defenses. As AI adoption continues to swell in the region, it is imperative that organizations create automated AI-based security controls and response mechanisms to react faster and more accurately to cyberattacks, reducing possible downtime and protecting personal and business-critical data.

2. Cyber, cyber everywhere

In the region, people are more connected to their phones, apps, and social channels than ever before. This has increased the opportunities for attackers to gain attention and potentially target people for online fraud or abuse. This can have devastating consequences for organizations if proper cyber awareness isn't applied. The uptick in cybersecurity incidents has coincided with the shift to remote working as criminals seek to take advantage of the increased attack surface available to target. Perimeter security deployed at the office is no longer suited to adequately defend employees in this new environment or with modern interconnected capabilities.

For years, the industry has looked to control Shadow IT devices and systems in the workplace that are connected to networks without permission. Now, it is faced with Shadow AI (the

use of AI systems and tools within an organization without formal approval or oversight), which is a growing problem and has real consequences around the confidentiality of our data.

3. Attacks targeting critical infrastructure—and our homes

When the lights go out or the gas is cut, most people are unlikely to think it's the result of an industrial cybersecurity breach. But this operational technology (OT) is an emerging battleground for cyberattacks, with the systems that control and automate factories and critical civil infrastructure becoming a target.

With threat actors bent on doing damage to society, organizations must be ready to respond to these kinds of incidents and recover from them while minimizing loss. This year, OT cyber threats will likely continue to grow, putting pressure on industries to ensure they stay one step ahead by baking in cybersecurity protection across their operations.

4. Broadening the talent pool

As organizations confront the complexities of escalating cyber threats, they need people with the right skills to protect their data and systems. The cybersecurity skills gap is widening both locally and around the world, leaving many organizations vulnerable to increasing cyber threats.

The lack of qualified professionals is largely due to how quickly the cybersecurity industry and cyber threats have evolved. One way around this is to broaden the candidate pool to bring junior candidates into the fold and grow them with on-the-job training. This can include candidates who might not have the specialized skills required but come with analytical potential, problem-solving skills, and technical promise. By also providing proper training to existing employees, organizations can empower them with career mobility and to become the first line of defense against potential threats.

In addition, AI and machine learning can work as a force multiplier for smaller security teams, which gives organizations a better chance against the newest strains of malware. This is not meant to replace valuable and scarce expertise, but rather augment it by using AI to support overtaxed security analysts and enabling security teams to focus their attention on higher-value tasks. 📌

Employees are not the weakest links

Michael Cole,
CTO,
European Tour Group



Michael oversees the technological operations and cybersecurity for the 100+ international professional golf tournaments held annually. Michael discusses ways his organization has effectively built a cybersecurity culture to strengthen its cyber resiliency.

Cybersecurity is not just about technology; it's also about the organization's culture and its people. This month is Cybersecurity Awareness Month, reinforcing the understanding that cybersecurity is everyone's responsibility and that employees do not have to be and should not be the weakest link. They are critical to every organization's cyber strategy and can be the strongest first line of defense, acting as a human firewall.

Securing ETG's Smart Cities

Professional golf has undergone a huge technological transformation in the last few years with data analytics, biometric analysis, virtual reality training, and other digital advancements. Also, there have been innovations in broadcasting tournaments on TV and online, which is a complex endeavor due to the use of up to 120 cameras across 18 holes over four days.

The ETG tournaments are divided into four separate tours: the DP World Tour, the Challenge Tour, the Legends Tour, and the G4D (Golf for the Disabled) Tour. They are staged in 40

countries, and more than 150 golfers playing at a tournament. In addition to these events, ETG also manages the European side of the Ryder Cup tournament. These tournaments are televised in over 160 countries, an addressable market of over 600 million households.

The use of smartphones for video and imagery used to be banned on the courses, but now the ETG has implemented a "digital first" approach to always give stakeholders the correct information at the right time. This is why we now have many online applications. There's one app for volunteers and another for players. There is also an app for incident management for health and safety along with an app for fans around the world and, of course, one for fans on the course, transforming the golf courses into operating like "smart cities." For these smart cities, the focus is no longer on just connectivity and being a data-led organization; it is also about accurate insights and intelligence. However, this embrace of technology has led to the expansion of ETG's threat landscape, immeasurably increasing the organization's vulnerability.

Now, the primary question ETG has had to grapple with is: "How do you securely network a 'smart city' that must be rebuilt multiple times each year in different locations around the world and with no more than a few days of annual downtime?"

Developing the Human Firewall

**“The Human Firewall”
Is the Best Driver
for Building an
Organization's
Cybersecurity.”**

While board-level buy-in and top-down engagement are critical aspects of any cybersecurity strategy, Michael believes their bottom-up awareness campaigns are key to successfully protecting ETG's tournaments and stressing that ETG staff members are not "the weakest link," as some security specialists say, but rather valued as part of the organization's first line of defense.

Michael divides technological transitions into three stages. The first stage involves deploying technology, which can be done quickly. The second stage involves implementing the new process, which may take a little longer to think through, implement, and embed. The third stage involves changing the culture, which takes much longer because the mindsets that need to be altered are deeply rooted in the organization.

Getting the Board on Board

If organizations want to build a cyber-aware workforce, they must start by acknowledging the people piece of it. It has to start at the top. Organizations need to use meaningful language with the board and executives to get leadership behind efforts to support this human firewall concept. When terms such as cyber terrorism and cyberthreats come up, leadership needs to know that three areas of the organization can be significantly impacted: reputation, financials, and staff morale and motivation. These are key topics that interest any board of directors or leadership team. By changing the narrative and putting it into a language that they truly understand and that truly resonates with them helps make cybersecurity a board-level agenda item for discussion and drives the cyber protection mindset from the top.

Business leaders, technical developers, and everyone must always consider security. When an organization reaches this point, it has successfully changed its mindset. Security is a behavior and should never be an afterthought. 🏏

What are the world's top CEOs thinking?

Abdulelah-al-Barrak,
Partner, Oliver-Wyman



Seif Sammakieh,
Partner, Oliver-Wyman



Wyman has shared important insights from its recent report *The New Growth Agenda: How CEOs are Navigating Emerging Shifts in Geopolitics, Trade, Technology, and People*, based on a survey of more than 100 chief executives of NYSE-listed companies, many of which have a truly global footprint and hold interests in the Middle East region.

Ahead of the Future Investment Initiative (FII) Institute Summit in Riyadh this week, under the theme 'Infinite Horizons: Investing Today, Shaping Tomorrow', this publication provides investors and policymakers with insights into key trends and opportunities shaping the future of industry and enterprise.

The report by the management consulting firm's think tank Oliver Wyman Forum reveals that today's business environment is particularly mixed, and both promising and uncertain at the same time. It notes that: "today's CEOs don't have the wind at their back – they're traveling directly into it."

Because of this, CEOs are putting both growth and efficiency at the top of their agenda, are investing in AI, are prioritizing workforce performance, and are seeking to reduce exposure to geopolitical risk. It also highlights key trends in talent development and digital transformation that are pivotal areas of focus in Saudi Arabia,

aligning with the Kingdom's Vision 2030 goals.

Seif Sammakieh, a partner in Oliver Wyman's Government and Public Institutions Practice and the head of the Riyadh office highlighted a key connection between the priorities of CEOs and an essential strategy in Saudi Arabia: "The findings of our report, *The New Growth Agenda*, make it clear that upskilling talent is a top priority, with 31% of CEOs investing in filling critical skills gaps and reskilling their workforce. This is also a priority in Saudi Arabia, where the labor force is being rapidly upskilled in burgeoning sectors such as tourism, entertainment, and hospitality. A substantial investment in talent development will be critical for the country's success, and to do so while rapid technological changes reshape the global workplace is remarkably timely."

Key insights from the Oliver Wyman Forum report include:

- The rise and opportunities around AI will be a core topic at FII, and the report underscores that the technology is a key force driving optimism, noting that 96% of CEOs see AI as an opportunity rather than a risk.
- However, wider optimism about the potential of new technologies is balanced by concerns around rising global tensions and increased government intervention, and CEOs are adapting their operating models accordingly – 78% of those surveyed plan to act in the next two years to address geopolitical instability, protectionism,

and changing government industrial policies.

- Many of the forces that drove corporate growth in the recent past — disinflation, low capital costs, deregulation, free trade, labour mobility, and geopolitical stability among them — have reversed course or are in jeopardy. Top concerns regarding business disruption include regulation, protectionism, and government subsidies (54%), volatile inflation and interest rates (51%), and geopolitical instability (37%).

- Only 12% of respondents ranked climate transition among their top three business disruptions, and sentiment is mixed regarding whether it's an opportunity or a risk – 45% see it as a risk, 55% opportunity.

- Companies are actively reviewing their supply chain strategies, with 59% of CEOs de-risking or diversifying their supply chains to mitigate global risks, reflecting a proactive approach to managing uncertainties.

Abdulelah AlBarrak, a partner in Oliver Wyman's Government and Public Institutions Practice in Riyadh, said: "The findings of *The New Growth Agenda* align well with the ambitions and scope of the FII Institute Summit, as investors from around the world gather in Riyadh to put growth at the top of the agenda. It identifies major opportunities in AI, as well as concerns that validate taking action now – more than 40% of CEOs cited not moving fast enough on AI and being left behind by competitors as one of their top AI-related risks." 🏠

Increasing need for managed SOC: Future of cybersecurity as a service in the age of data explosion

Sajith Raj,
ICT Distribution
Consultant



From the year 2019, the world has witnessed unprecedented growth in digital data. Data growth has kept its year over year growth at a fast pace and as per analysts, by next year the data volumes at global level will exceed 180 zettabytes. This will create incredible business opportunity for the data related business. At the same time it also brings significant risk. While digital transformation is taking its leap forward, organisations are using high volume of interconnected devices and data streams. Such scenario is creating and increasing compels and vulnerable digital ecosystem. In such environment, cyber security has evolved from being a mere option to an important and critical necessity.

With the increase in interconnectivity, organizations are facing escalating cyber threats, ranging from data breaches and ransomware to sophisticated nation-wide attacks. Protection of data has become very critical, and many organizations have been investing in in-house Security Operations Centers (SOCs) to manage this responsibility. However, the increasing complexity of digital threats and the rapidly growing volume of data have made managing as in-house SOC both costly and resource intensive.

Relevance of Managed SOC

Managed SOC has become a choice for many to address increasing challenging in maintaining

in-house SOC. Organisations can access the latest cybersecurity expertise and technology by outsourcing security operations to managed service provider. It also hel in reducing the hight costs associated with building and maintaining an in-house team. Manged SOC's offer scalable solutions, which allows businesses to focus on their core operations while maintaining a high level of security.

Due to the restricted budgets for cyber security Organisations are being forced to find more cost-effective solutions without compromising the security of digital assets. Managed SOC's provide the solution to enable companies to leverage external expertise and infra while keeping costs under control.

The Role of Value-Based IT Distributors

The increasing demand in managed SOC's will drive change in the role of IT distributors. Traditionally, such distributors are focused on providing hardware and software. Very few offers managed services, however the evolving cybersecurity landscape is driving them to offer more value-added services. To address the ever-growing demand for cybersecurity solutions, IT distributors must scale their operations and evolve into Managed Security Services Distributors (MSSD).

Being an MSSD, value-based IT distributors can provide services to partners, enabling them to become Managed Security Services Providers

(MSSP). This model allows IT distributors to offer holistic cybersecurity solutions that address the unique needs of organisations facing a rapidly changing threat landscape. MSSDs can bridge the gap between cybersecurity vendors and end-users by delivering integrated solutions that cover wide range of security needs.

The Fragmented Nature of Cybersecurity Solutions

Despite the growing need for robust and complete cybersecurity measures, the solutions available in the market remains highly fragmented. Most of the current cybersecurity vendors are specialised in only one or two areas, leaving organizations with option of sourcing from multiple vendors to create a comprehensive cyber defence solution. This patchwork approach often results in gaps in coverage, making it difficult for organizations to protect their data effectively.

Managed Security Service Providers (MSSP), backed by MSSDs can offer more complete and integrated cybersecurity solutions. Even though solution is built from multiple vendors, MSSD's can build own managed services and offer as cohesive packages. This approach simplifies the cybersecurity landscape for organizations and ensures that they have access to advanced solutions which can address all aspects of their security requirements.

The Future of Cybersecurity: A Service-Focused Approach

As the digital landscape continues to evolve, the approach to cybersecurity also should keep up the pace. Organizations need comprehensive, scalable, and cost-effective solutions to manage the growing risks associated with data growth and cyber threats. Managed SOC's, supported by managed service providers (MSSDs & MSSPs) provide the answer to this challenge.

In the coming years, industry will witness continued shift towards cybersecurity-as-a-service, where organizations outsource critical security operations to trusted providers. IT distributors that can transform themselves to MSSDs will be well-positioned to capitalize on this trend, offering valuable services to their partners and helping organizations navigate the complexities of the modern cybersecurity landscape. 🔴

The future of storage management: When the going gets complex, the smart enable self-service

Fred Lherault,
Field CTO, EMEA Emerging,
Pure Storage



Storage management is quickly evolving. Driven by AI and digital transformation, data centres must handle massive data growth, unprecedented application agility requirements, spiralling complexity, plus skills shortages and soaring energy costs.

It's not so much a sea change as a perfect storm. But that brings opportunities for improvement. Organisations can modernise their IT infrastructure and operations to take advantage of a new era in storage management built around policy-based management, self-service provisioning and automated storage-as-code approaches.

The data challenge

Of the fundamentals that impact storage management, our relationship with data is crucial. Since 2010 the average annual rate of data growth has been around 38%, according to Statista. That includes some peak years — such as during the pandemic — when data creation spiked, with a total predicted volume of 181 zettabytes globally by 2025. A staggering amount, with no signs of slowing down. Deployed storage has tracked increased data volume, with 6.7 zettabytes

installed in 2020 — bearing in mind a lot of data created is not retained — and an annual growth rate of 19% predicted to 2025.

Planning for such rates of data growth is a headache for enterprises, especially with the traditional investment and depreciation cycle.

At the same time, soaring electricity costs have driven the need for better use of energy in the data centre. IT organisations now also need to focus on efficiency and sustainability of their infrastructure.

The act of storage provisioning was also a time (and headcount) consuming process, particularly in organisations vertically-segmented between business departments and IT's sub-units of software, servers, storage and networking. Requests to deploy and provision storage necessitated a tortuous route from requesting units to storage admins. Often the organisation needed many admins with multiple skills to manage numerous storage environments across several storage vendors and technology. All of this could easily take weeks.

When the going gets complex . . .

Dealing with data growth and increased

application complexity previously meant throwing extra resources at the problem in the form of additional storage administrators. However, to simply increase storage admin headcount is not only inefficient, but practically impossible in today's IT landscape. The skills to manage multiple legacy storage arrays often don't exist or are very costly to hire. Not only this, but modern organisations want their employees to be focused on innovation, increasing productivity and customer experience, rather than day-to-day provisioning tasks.

Today, labour-intensive approaches to storage management no longer make sense. The old vertically-segmented paradigm of IT management has melted away in the face of new IT architectures. We are in transition — via digital transformation — to new norms that include cloud operating models and infrastructure-as-code with storage specified as part of the application development and deployment process. Agility and speed of delivery are now more important than ever and organisations are expected to be able to adapt to new requirements swiftly.

. . . the smart enable self-service

Where dedicated storage resources are employed, organisations want to significantly increase the volume of storage managed per FTE. But, crucially to the new paradigms, much storage provisioning passes over to development phases of application deployment, triggerable by self-service selection of storage performance profiles or coded in via APIs. With new application deployment models such as containerisation, storage resources are defined as part of the application configuration file, designed to be deployed automatically by the orchestration platform.

Here, applications spin up and scale rapidly with storage requirements built into those lifecycles, and at a rate often beyond what humans can manage manually. At such a speed of operations, storage management has to work via pre-set policy, auto-provisioning and auto-scaling. 🏠

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GBM and Splunk partner to drive digital innovation and strengthen cybersecurity offerings in the Gulf

Gulf Business Machines (GBM) and Splunk has announced a partnership whereby the two companies will collaborate to deliver work within the UAE, Oman, Kuwait, and Bahrain markets.

The agreement was signed during GITEX Global 2024 by Bassam Rached, General Manager – Technology at GBM and Ahmed El Saadi, Area Vice President Middle East & North Africa at Splunk. The collaboration underscores GBM's commitment to bringing innovative solutions to meet the digital transformation needs of its regional customers.

As a Splunk partner GBM will offer customers a complete portfolio of Splunk's industry-leading solutions. These include the Splunk platform, and its security and observability solutions.

The integration of Splunk's advanced data analytics, cybersecurity, and observability capabilities with GBM's extensive digital infrastructure and security services will help to empower businesses to secure critical systems and empower customers in their resilience and



digital transformation journeys. Furthermore, by incorporating real-time data monitoring tools, customers should find it easier to gain deeper visibility into their IT environments to proactively address issues and optimize performance.

Ahmed El Saadi, Area Vice President

Middle East & North Africa at Splunk said, "Today, organizations are increasingly seeking advanced solutions to address their complex digital transformation challenges. Our partnership with GBM comes at a crucial time as businesses strive to remain competitive in an increasingly connected world."

Redington hosts 'The Vertical Congress' in Saudi Arabia to help transform key industries



Rawad Ayash,
President, Saudi Arabia, Redington

Redington has hosted its flagship event, 'The Vertical Congress' in Riyadh, Saudi Arabia. 'The Vertical by Redington' showcases

tailored industry-specific digital solutions. It brings enterprise-grade technologies for supporting customers in all verticals to

accelerate and grow their business in the digital age.

The Vertical Congress – Riyadh Edition focused on redefining business outcomes in BFSI, Education, Construction and Healthcare across the Kingdom. The summit featured industry leaders such as Huawei, Microsoft and HPE as Diamond sponsors; ASUS, AWS, Freshworks, Forescout, Hitachi Vantara, Microsoft CSP, MSI and Lenovo as Gold Sponsors, and Enterprise DB and Deepas | Emojat as Bronze Sponsors. Dharshana Kosgalage, Executive Vice President, Technology Solutions Group, Redington MEA, said, "Our commitment is to assist Saudi Arabian businesses in adopting digital technologies and achieving their digital transformation goals. 'The Vertical by Redington' provides businesses with access to advanced digital solutions, as well as the expertise and support needed for their success."

Alpha Data introduces cutting-edge AI solutions to the UAE via a new collaboration

Alpha Data has signed a memorandum of understanding (MoU) with Intel, one of the world's largest manufacturers of central processing units and semiconductors, to enhance its capabilities in artificial intelligence (AI) and contribute to the UAE's National AI Strategy 2030. This collaboration grants Alpha Data access to Intel's cutting-edge technologies, including Intel® Gaudi® 3 AI Accelerator & Intel® Xeon® Processors.

This collaboration will be establishing an AI Centre of Excellence, as well as a hub for developing innovative solutions tailored for key sectors such as healthcare, education, smart cities, transportation, and finance. The collaboration will also focus on increasing AI literacy through joint training initiatives, including workshops and certifications aimed at empowering businesses and individuals in the UAE. Additionally, both parties will combine resources to expand the reach of AI technologies in the UAE market, targeting both public and



private sectors, as well as small and medium-sized enterprises (SMEs).

Amar Singh, Director, Alpha Data said, "This collaboration will enable us to enhance Alpha Data's AI capabilities, improve client service,

and strengthen our market position as a premier digital transformation provider. In doing so, we will also contribute to reinforcing the UAE's status as a global AI hub, in line with the National AI Strategy.

Axis Communications expands Middle East presence with new office and Axis Experience Centre in Saudi Arabia



Axis Communications celebrated the grand opening of the company's new office and Axis Experience Center in Saudi Arabia, solidifying its presence in the kingdom and reaffirming its commitment to sharing new

ideas and fostering new relationships in the Middle East.

An opening ceremony for the new hub took place on 16 October and was attended by members of the Axis MEA team,

notable guests including Peter Lindström, Executive VP of Sales & Marketing at Axis Communications, Verena Rathjen, Vice President EMEA at Axis Communications, and Petra Menander, Swedish Ambassador to Saudi Arabia, as well as members of the media and other business and industry stakeholders.

The event featured a ribbon-cutting ceremony and live demonstrations of Axis's advanced technologies, and served as a networking opportunity for key Axis partners and customers. "The brand-new center in Riyadh not only signals our commitment to the region, but our commitment to bring the experience it offers to our valued customers and partners in Saudi Arabia. With this launch, we are positioned to proudly showcase the potential of Axis solutions in key industries, as well as the value offerings that make Axis the leader in smart surveillance technology around the world," Lindström said.

Hiperdist and Apacer partner to drive advancements in the memory and digital storage sector in MEA

Hiperdist has announced a strategic partnership with Apacer. This collaboration will enable Hiperdist to leverage its extensive channel network to distribute Apacer's reliable, high-performance products across the region.

The partnership will cover Apacer's complete range of consumer products, including memory modules, SSDs, flash drives, memory cards, mobile hard drives, and gaming memory.

Adil Ali, General Manager at Hiperdist, expressed enthusiasm about the collaboration, stating, "We are delighted to join forces with Apacer to bring their exceptional offerings to our valued customers. With a presence in 44 countries, supported by 50 fully-owned offices and 4 logistics hubs across MEA, Hiperdist offers unmatched reach, ensuring Apacer's products are accessible to businesses and individuals throughout the region."

Mohammad Adil, Division Head of PC, Components & Lifestyle Group (PCLG) at



From left to right: Alexey Akifyev (Business Development Manager - Apacer), Justin Wang (Sales Manager - Apacer), Adil Ali (General Manager - Hiperdist), and Mohammad Adil (Division Head of PC, Components & Lifestyle Group - Hiperdist).

Hiperdist, added, "We are thrilled to partner with Apacer to expand the availability of their cutting-edge products in the rapidly growing MEA market. The region's booming economy is driving

demand for memory and storage, particularly in gaming and content creation. Apacer's high-quality products will strengthen Hiperdist's portfolio, enhancing our competitive edge."

Tech First Gulf and WolfVision join forces to strengthen audiovisual solutions across the Middle East & Africa

Tech First Gulf has announced its strategic partnership with WolfVision to bring advanced audiovisual solutions across the Middle East and Africa. TFG will now distribute WolfVision's Cynap systems, a cutting-edge BYOD (bring-your-own-device) and BYOM (bring-your-own-meeting) presentation & collaboration tool, designed to meet the growing demand for interactive and collaborative AV technologies in the region.

This partnership reinforces TFG's commitment to providing world-class AV solutions across the Middle East & Africa. "By combining WolfVision's global expertise with our deep regional understanding, we are uniquely positioned to address the challenges of dynamic markets across the region," said Mr. Hemant Mali, Founder & Managing Director at Tech First Gulf. "Our goal is to empower organizations with solutions that enable seamless presentations, boosting both engagement and productivity."

WolfVision, based in Klaus, Austria, has been a pioneer in audiovisual technology for over



Hazem Mahdy

five decades. Recognized as the inventor of the document camera, WolfVision has continued to innovate, expanding its product range to include visualizers, wireless presentation systems, collaboration solutions, and its latest

All-in-one Cynap Videobar. Cynap systems are highly regarded in sectors like education, corporate environments, and judicial systems for their ability to deliver robust, high-performance presentation capabilities.

Dataiku launches LLM Guard services to control generative AI rollouts from proof-of-concept to production in the enterprise

Dataiku has announced the launch of its LLM Guard Services suite that is designed to advance enterprise GenAI deployments at scale from proof-of-concept to full production without compromising cost, quality, or safety. Dataiku LLM Guard Services includes three solutions: Cost Guard, Safe Guard, and the newest addition, Quality Guard. These components are integrated within the Dataiku LLM Mesh, the market's most comprehensive and agnostic LLM gateway, for building and managing enterprise-grade GenAI applications that will remain effective and relevant over time. To foster greater transparency, inclusive collaboration, and trust in GenAI projects between teams across companies, LLM Guard Services provides a scalable no-code framework.

Today's enterprise leaders want to use



Florian Douetteau,
Dataiku CEO

fewer tools to reduce the burden of scaling projects with siloed systems, but 88% do not have specific applications or processes for managing LLMs, according to a recent Dataiku survey. Available as a fully integrated suite within the Dataiku Universal AI Platform, LLM Guard Services is designed to address this challenge and mitigate common risks when building, deploying, and managing GenAI in the enterprise.

"As the AI hype cycle follows its course, the excitement of two years ago has given way to frustration bordering on disillusionment today. However, the issue is not the abilities of GenAI, but its reliability," said Florian Douetteau, Dataiku CEO. "Ensuring that GenAI applications deliver consistent performance in terms of cost, quality, and safety is essential for the technology to deliver its full potential in the enterprise."

A new alternative: OKX launches exchange for retail and institutional investors in UAE at gala event at Museum of the Future

OKX announced it is operationally live and licensed in the UAE. With the announcement, the firm is now the first global crypto company in UAE to offer AED banking rails for its retail and institutional customers.

OKX Middle East General Manager Rifad Mahasneh made the announcement at the company's gala event at the Museum of the Future, entitled: A New Alternative for Dubai. The event also featured OKX CEO Star Xu, OKX CMO Haider Rafique, Manchester City men's first team manager Pep Guardiola, Founder and Managing Partner of Skybridge Capital Anthony Scaramucci,

UAE residents who complete the required onboarding steps on the OKX App and website can now access a range of services, including spot trading, convert, express buy & sell, and on-chain earning products. Additionally, qualified* and institutional** investors who meet specific criteria will have access to derivatives trading

Virtual asset investors in the UAE can



now deposit and withdraw AED directly to and from the OKX platform via local bank accounts. OKX offers the widest selection of cryptocurrencies and trading pairs in the UAE, with over 280 cryptocurrencies and 480 trading pairs, including BTC/AED,

ETH/AED, and USDT/AED.

The OKX gala event brought together distinguished leaders and innovators from across industries to explore how various industries will transform the future with the help of blockchain technology.

Gartner says Generative AI will require 80% of engineering workforce to upskill through 2027

Through 2027, generative AI (GenAI) will spawn new roles in software engineering and operations, requiring 80% of the engineering workforce to upskill, according to Gartner, Inc.

“Bold claims on the ability of AI have led to speculation that AI could reduce demand for human engineers or even supplant them entirely,” said Philip Walsh, Sr Principal Analyst at Gartner. “While AI will transform the future role of software engineers, human expertise and creativity will always be essential to delivering complex, innovative software.”

Gartner analysts expect AI will impact the software engineering role in three ways:

In the short term, AI will operate within boundaries

- AI tools will generate modest productivity increases by augmenting existing developer work patterns and tasks. The productivity benefits of AI will be most significant for senior developers in organizations



Philip Walsh
Sr Principal Analyst at Gartner

with mature engineering practices.

In the medium term, the emergence of AI agents will push boundaries

- AI agents will transform developer

work patterns by enabling developers to fully automate and offload more tasks. This will mark the emergence of AI-native software engineering when most code will be AI-generated rather than human-authored.

“In the AI-native era, software engineers will adopt an ‘AI-first’ mindset, where they primarily focus on steering AI agents toward the most relevant context and constraints for a given task,” said Walsh. This will make natural-language prompt engineering and retrieval-augmented generation (RAG) skills essential for software engineers.

In the long term, advances in AI will break boundaries and will mark the rise of AI engineering

- While AI will make engineering more efficient, organizations will need even more skilled software engineers to meet the rapidly increasing demand for AI-empowered software.

EDB and Redington partner to drive AI and data sovereignty across MEA

EDB has announced a strategic partnership with Redington to accelerate digital transformation and data sovereignty across the Middle East and Africa (MEA). As AI adoption surges across the region, this collaboration ensures enterprises can leverage AI while maintaining control over their data in compliance with local regulations.

MEA is a region of rapid technological advancement with a growing emphasis on open source technologies to fuel growth and transformation. With AI spending in the region projected to grow at 37% annually, reaching \$7.2 billion by 2026, the demand for secure, scalable data platforms has never been higher. EDB and Redington will equip enterprises to meet these needs with solutions that streamline transactional, analytical, and AI workloads while ensuring compliance in highly regulated verticals.

At GITEX Global 2024, EDB will showcase EDB® Postgres® AI, a unified platform for transactional, analytical, and AI workloads. The platform allows organizations to optimize performance, ensure high availability, and



Stew Hale
Global Director of Channel Sales at EDB

maintain robust security while navigating the challenges of hybrid and multi-cloud environments and meeting jurisdictional data requirements.

“Organizations need to develop, consume, and operationalise their AI and data for their own platforms, wherever, however, and

whenever they want,” said Stew Hale, Global Director of Channel Sales at EDB. “As open source demands rise, our partnership with Redington brings Postgres to more MEA businesses, helping them harness their data’s full potential while keeping it secure and sovereign.”

Redington, as a key EDB distributor in the region, will enable enterprises to modernize their infrastructures and deliver AI and data solutions that are purpose-built for MEA’s unique regulatory landscape. This partnership underscores the growing role of open-source technology in driving innovation while maintaining the highest levels of data control.

“Businesses in the Middle East and Africa need innovative solutions that are both powerful and secure. Our partnership with EDB is a strategic move to address this demand by leveraging AI and data sovereignty, empowering organizations to harness technology without compromising privacy or compliance,” said Dharshana Kosgalage, Executive Vice President, Technology Solutions Group at Redington MEA.

SolarWinds closes the market's hybrid IT observability gap, accelerating transformations for customers

SolarWinds has announced the launch of the next generation of SolarWinds® Observability, now available in self-hosted or SaaS options.

Building on its over 25 years of leadership in network and infrastructure monitoring, the company has expanded its network, infrastructure, and cloud observability capabilities, offering customers exceptional value and uncompromising flexibility in deployment. These enhancements include broader on-premises infrastructure monitoring, expanded cloud infrastructure observability, and enhanced artificial intelligence and machine learning (AI/ML) capabilities.

“This next generation of SolarWinds Observability closes the hybrid visibility gaps we’ve heard voiced by IT practitioners



Cullen Childress,
SVP of Product at SolarWinds

and leaders around the world,” said Cullen Childress, SVP of Product at SolarWinds. “They’ve told us they’re struggling to find a solution that provides the level of visibility

they need over both their on-premises and cloud-native ecosystems. SolarWinds is ending their struggle today.”

According to research conducted by GigaOm®, complex, distributed hybrid IT environments present visibility and management challenges for most organizations today. In fact, 85% of those surveyed say application complexity and volume are operational challenges — and 67% say it’s the primary challenge in running legacy or virtualized applications on physical infrastructure. Flexera® recently found that 73% of organizations utilize a hybrid cloud architecture, and Gartner® says 50% of critical enterprise applications will reside outside of centralized public cloud locations through 2027. The hard truth is that our IT reality remains a hybrid one.

SecureLink partners with BeamSec to deliver robust email security and vulnerability services to MEA customers

SecureLink has announced collaboration with BeamSec, a leading provider of comprehensive cybersecurity solutions against e-mail-based threats and vulnerabilities.

BeamSec cybersecurity solutions tackle email security issues, particularly phishing and other threat vectors. They empower users with the necessary awareness and training through engaging audiovisual gamified resources, all available via the BeamSec Cybersecurity Awareness Simulation and Training Platform. For outbound email security, the BeamSec Emcrt portfolio offers robust encryption algorithms to prevent messages from being intercepted during transmission. BeamSec solutions facilitates both on-premises and in the cloud, with customizable programs to meet the specific needs of customers.

Manish Pardeshi, Director, SecureLink said, “Leveraging SecureLink’s established market expertise as a ‘Risk Advisor’ alongside BeamSec’s comprehensive, scalable, and proven technology, we aim to meet customers’ cybersecurity needs with the most integrated approach available in the market. There is a massive need for email security in the region



(L)Murat Guvenc, Managing Director of BeamSec (R) Manish Pardeshi, Director, SecureLink

and together we look forward to bringing in advanced email security practices to our customers to stay compliant in a rapidly evolving cyber landscape.”

“Customer satisfaction is our number one priority,” said Murat Guvenc, Managing Director of BeamSec. “What sets us apart is

our commitment to understanding the unique needs of our customers and responding to their inquiries responsively and swiftly. BeamSec’s four pillars—Speed, Adaptability, Feasibility, and Expertise—are designed to make our clients feel safe and confident in partnering with us.

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Mindware signs VAD partnership with assured data protection in the Middle East

Mindware has signed a strategic distribution partnership with Assured Data Protection (Assured), the prominent IT managed services provider (MSP) for cloud data protection solutions. This collaboration will benefit partners and businesses across the region, providing them with cutting-edge backup and cyber recovery services as managed services at affordable prices.

Through this partnership, Mindware will work with Assured to offer its customers, MSPs, and re

Ehab Adel, Business Unit Manager at Mindware, expressed enthusiasm about the partnership: "We are thrilled to partner with Assured, the first and largest Rubrik MSP, to deliver an unparalleled 24/7/365 managed service that guarantees robust cyber resilience for our channel partners. This strategic alliance greatly strengthens our data



Ehab Adel, Business Unit Manager at Mindware (L) and Rob Mackle, EMEA Managing Director at Assured Data Protection (R)

protection and managed services portfolio, reinforcing our position as a key player in helping organizations swiftly recover from cyber threats, including ransomware.

PhishRod partners with SecureNet to further strengthen its distribution network across the region

PhishRod has announced a strategic partnership with SecureNet. This partnership will strengthen PhishRod's distribution network, giving businesses across industries greater access to its unique security awareness solutions.

PhishRod addresses human risk and transforms end-user behavior by empowering organizations to combat rising cyber threats through realistic phishing simulations, comprehensive security awareness training, and customizable content.

With SecureNet's established distribution channels and industry expertise, PhishRod and SecureNet will work together to reach a broader audience, helping organizations address human risk.

Syed Abid Ali, Co-Founder & CCO of PhishRod, stated, "We are very excited about this partnership as it will help further elevate our footprint in the region. With our proven capabilities in automated security awareness and phishing incident response, we look forward to helping organizations enhance cyber resilience by addressing human risk."



(L) Syed Abid Ali, Co-Founder & CCO of PhishRod (R) Melwin Dsouza, CEO of SecureNet

Melwin Dsouza, CEO of SecureNet, stated, "We are delighted to introduce PhishRod's powerful and efficient cybersecurity awareness solutions to our valued clients. While we have multiple

partnerships addressing the technological aspects of cybersecurity, we are excited to offer PhishRod's human-centric approach, providing a holistic solution to ensure cybersecurity by addressing human risk."

Toshiba collaborates with PROMISE Technology on providing the optimal data storage technology for CERN's Large Hadron Collider

Toshiba Electronics Europe GmbH (Toshiba) today announces a new video that showcases its successful partnership with PROMISE Technology to deliver enhanced data storage capabilities to CERN, the European Organization for Nuclear Research, home to the world's largest and most powerful particle accelerator, the Large Hadron Collider (LHC). The video explores how the collaborative partnership has been instrumental in fulfilling CERN's mission by delivering robust storage systems and cutting-edge hard drives to support its groundbreaking research.

The LHC's collision detectors, which run 24/7, generate approximately 1TB of data per minute, necessitating robust and reliable data storage. Since 2008, CERN has used PROMISE Technology's 24-bay JBOD VTrak J5800 HDD enclosures, with some of the earliest systems still operational today. CERN has also used



Toshiba's Enterprise Capacity HDDs, starting with capacities of 4TB over ten years ago to the MG09 Series Enterprise Capacity 18TB HDDs.

During this time, the two companies supported CERN in scaling up the storage capacity at its central data center, which sends

this data to more than 170 research institutes around the world for analysis. Today, this storage system has reached a capacity of more than one Exabyte, which is one thousand Petabytes or a million Terabytes, realized with more than 120,000 HDDs sitting in more than 4,000 JBOD enclosures.

Redington Ecosystem Awards 2024 honors top partners for excellence and innovation

Redington celebrated the achievements of its top-performing partners at the second edition of its Ecosystem Awards, held on the evening of Day 2 at GITEX Global 2024. The exclusive event took place at Sphere, The One&Only One Zabeel, bringing together key players in the technology distribution ecosystem.

The Ecosystem Awards recognized outstanding contributions and innovations from Redington's extensive network of partners across various categories. The event aimed to highlight the collaborative spirit driving digital transformation across the region.

The evening featured an impressive lineup of keynote speakers, including representatives from industry giants such as Ahmed Abdel Latif, Sr Regional Director Global Partners Solutions, Microsoft; Kevin Dallas, CEO at EDB; Michael Langeveld, Head of Technology & Business Development from HPE; and Hany ElGohary, Country Leader, UAE



Viswanath Pallasena, CEO, Redington MEA

from AWS. These thought leaders shared insights on emerging technologies and market trends, providing attendees with valuable perspectives on the future of the tech landscape.

Viswanath Pallasena, CEO of Redington MEA, delivered the welcome address, emphasizing the importance of collaboration and Redington's continued commitment to empowering its partners.

AmiViz partners with BigID to enhance data security and management in the Middle East

AmiViz has announced a strategic partnership with BigID. This collaboration is set to transform how organizations in the Middle East handle their data by providing a unified platform for enhanced data visibility and control.

Through this partnership, AmiViz will integrate BigID's advanced solutions into its extensive portfolio of cybersecurity products and services. BigID stands out in the industry, having been recognized by CNBC as one of the top 25 startups for the enterprise, and has consistently been named to both the Inc 5000 and Deloitte 500 lists. Their expertise in AI-driven data management and robust compliance solutions positions them as a technology leader in the rapidly evolving data security sector.

"The alliance with BigID aligns perfectly with our mission to empower regional enterprises with top-tier IT security solutions," said Ilyas Mohammed, COO at AmiViz. "BigID's unique platform enables businesses to significantly reduce their data risks, automate security, meet compliance requirements, and gain a deeper



Ilyas Mohammed, COO at AmiViz

understanding of their data spread across multicloud, hybrid cloud, IaaS, PaaS, SaaS, and on-premises environments."

BigID's platform offers organizations the tools to proactively discover, manage, and secure their data, enhancing operational efficiencies

and protecting against data breaches. With data breaches on the rise and stricter compliance regulations being implemented worldwide, there is a growing need for comprehensive data management solutions that can address complex security landscapes.

Huawei partners with Salam Mobile to enrich customer experience through exclusive offers and collaboration in Saudi Arabia

Huawei has signed an important Memorandum of Understanding (MoU) with Salam Mobile, marking a collaboration aimed at enriching customer experiences for both companies in the Saudi Arabian market. The agreement was signed during a ceremony by Mr. Keith Li, Vice President, Huawei Tech Investment Saudi Arabia and Mr. Ahmed Al-Anqari, CEO of Salam, and, in the presence of Amr M Eldesouky, Chief Consumer Officer at Salam.

The MoU focuses on several initiatives that will benefit both Huawei and Salam Mobile customers, including tailored promotions and enhanced services available through the Huawei Flagship Store (HFS) in Roshan Front, Riyadh. Salam Mobile will offer exclusive promotions for Huawei users, complemented by various marketing materials.

"This MoU represents an exciting



opportunity to work with Salam Mobile to provide customers with enhanced digital experiences," said Mr. Keith Li, Vice President, Huawei Tech Investment Saudi

Arabia. "We are pleased to support this collaboration and offer Huawei users access to even more exclusive services through Salam."

The AI Times

INSIGHTS FOR A SMARTER WORLD





Kamran Khayal
General Manager
Trigon

MASTERING DISTRIBUTION

Kamran Khayal shares how Trigon ensures efficiency and consistency across its ICT distribution network in 17 countries, and outlines strategies for growth.



Trigon offers a diverse range of ICT products across 17 countries. What strategies do you use to maintain consistency

and efficiency in distribution across such a wide network?

At Trigon, maintaining consistency and efficiency in our distribution network

across 17 countries is crucial for our success. We implement standardized operating procedures across all locations to ensure that our distribution processes are

uniform. This includes inventory management, order processing, and logistics. Also, we leverage cutting-edge technology, such as integrated supply chain management software, to streamline operations and improve real-time visibility into inventory levels and order status across all regions. While we maintain standardized processes, we also empower our local teams to adapt strategies to their specific market needs. This balance of global oversight with local expertise helps us stay responsive to regional demands. Additionally, we invest in ongoing training for our staff to ensure they are well-versed in our systems and procedures. This not only enhances efficiency but also promotes a culture of excellence within our organization. Also, we conduct regular audits of our distribution processes and actively seek feedback from our teams. This helps us identify areas for improvement and ensure compliance with our standards.

As part of the Al Ghurair Group, how does this affiliation impact Trigon's business approach, especially in terms of expansion and partnerships?

Being part of the multi-billion-dollar Al Ghurair Group significantly enhances Trigon's business approach, particularly regarding expansion and partnerships. Al Ghurair Group's strong market presence and reputation provide Trigon with instant credibility. This makes it easier to forge partnerships and enter new markets, as stakeholders recognize the reliability associated with this diverse and a very large business group. Our affiliation grants us access to a wealth of resources, including financial backing, industry expertise, and a robust supply chain network. This support allows us to scale operations more effectively and pursue strategic expansion opportunities. Being part of a larger conglomerate strengthens our negotiating position with suppliers and partners, enabling us to secure better terms and conditions, which ultimately benefits our customers. Overall, our affiliation with the Al Ghurair Group empowers Trigon to pursue ambitious growth strategies, establish meaningful partnerships, and enhance our competitive edge in the ICT sector.

With demand growing for digital transformation and AI, how has Trigon adapted its offerings to meet the evolving needs of businesses in the GCC region?

Trigon has established strategic partnerships with leading technology companies to

provide cutting-edge AI and digital solutions. This collaboration ensures that our clients have access to the latest innovations and technologies. We offer customized consulting services to help businesses identify their unique challenges and develop tailored strategies. Our experts work closely with clients to ensure a smooth transition to new technologies. Recognizing that successful implementation requires skilled personnel, we provide training programs and ongoing support for our clients. This empowers their teams to effectively utilize new technologies and maximize their benefits. Trigon maintains an agile approach to the product development and service delivery, allowing us to quickly adapt to emerging trends and technologies. This responsiveness is crucial in a fast-evolving market. We continuously monitor industry trends and gather insights from our clients to stay ahead of market demands. This enables us to refine our offerings and anticipate the evolving needs of businesses in the GCC.

Customer satisfaction and after-sales support are critical in the ICT sector. How does Trigon ensure high standards in these areas across its diverse portfolio?

At Trigon, we recognize that customer satisfaction and after-sales support are vital to our success in the ICT sector. To ensure high standards across our diverse portfolio, we have established specialized customer support teams that are well-trained in our product offerings. This ensures that clients receive expert assistance tailored to their specific needs. Our staff undergoes regular training on product features, updates, and troubleshooting techniques. This equips them with the knowledge to provide effective support and solutions to our customers. We maintain open lines of communication with our clients throughout the entire lifecycle of our products. Regular check-ins and feedback requests help us understand their experiences and address any concerns promptly. Trigon offers clear and comprehensive SLAs that outline our commitment to response times, issue resolution, and overall service quality. This transparency helps build trust and sets clear expectations. Recognizing that different clients have varying needs, we provide flexible after-sales support options, including remote assistance, on-site service, and customized maintenance plans. Currently, Trigon is managing various Annual Maintenance Contracts across multiple location in UAE and most of these clients are

large enterprise customers.

How is Trigon addressing sustainability within its operations, particularly regarding the environmental impact of ICT distribution?

Trigon is committed to addressing sustainability within its operations, particularly concerning the environmental impact of ICT distribution. We prioritize sourcing and distributing products that are energy-efficient and environmentally friendly. This includes partnering with manufacturers who adhere to sustainable practices and offer products with lower carbon footprints. We optimize our logistics and transportation strategies to reduce emissions. This includes route optimization for deliveries, consolidating shipments, and exploring eco-friendly transportation options whenever possible. Trigon has implemented energy-efficient practices in our offices and warehouses, such as using LED lighting, energy-efficient HVAC systems, and promoting digital workflows to reduce paper consumption. We provide training for our employees on sustainable practices and the importance of environmental responsibility. This fosters a culture of sustainability throughout the organization.

Looking forward, what are Trigon's main priorities for growth and innovation over the next few years?

Looking ahead, Trigon's main priorities for growth and innovation over the next few years include sustainability initiatives. We are committed to enhancing our sustainability efforts by promoting and marketing eco-friendly products and practices. This includes promoting energy-efficient solutions and improving our e-waste management programs. Also, Trigon plans to explore opportunities in emerging markets within the region. By leveraging our existing networks and partnerships, we aim to establish a stronger presence in countries where demand for ICT solutions is growing. We prioritize improving customer satisfaction through personalized services and support. This includes investing in customer relationship management tools to better understand and respond to client needs. And very importantly, Trigon plans to forge new partnerships with technology leaders and startups to drive innovation. Collaborating with diverse companies will allow us to offer cutting-edge solutions and stay competitive in the market. 🏠

BlueVerve

THE HEARTBEAT OF HEALTHY LIVING



The heartbeat of
healthy living

Bulwark's AI-driven cybersecurity advancements

With a strong focus on AI-driven innovations, Managing Director Jose Menacherry highlights the company's ongoing commitment to delivering advanced, vendor-backed technologies that address the evolving security needs of customers.

What new are you bringing to the table in 2024 GITEX?

This marks our 22nd participation in GITEX, where we've been showcasing our products and solutions to customers, partners, and vendors. GITEX serves as an excellent platform for engaging with partners, interacting with customers, and aligning vendors with end customers. Through this event, we gain valuable insights and feedback not only from customers but also from vendors.

Customers can connect directly with our vendors, discuss their needs, and share the challenges they face, particularly in the cybersecurity space. This exchange helps us identify new technologies and vendors while providing valuable feedback to existing vendors, who can then incorporate these insights into their product roadmaps to ensure their offerings are well-positioned and effectively address customer needs.

As for AI integration, while we aren't a product development company ourselves, we represent various vendors, many of whom specialize in cybersecurity. These vendors are increasingly embedding AI technologies into their solutions, recognizing the crucial role AI plays in enhancing cybersecurity capabilities. Our role, as a distributor, is to provide and deliver these advanced solutions from our vendors to our customers.

How are you attracting vendors that are incorporating AI into cybersecurity solutions?

Our existing vendors are constantly engaged in development activities to stay ahead of emerging threats. In today's landscape, addressing security concerns without AI has become increasingly difficult, as cyberattacks have grown more sophisticated. Even hackers are leveraging the same advanced technologies. This makes it essential for our vendors to continuously adopt AI solutions in their products, ensuring they keep pace with evolving threats.

As a distributor, we operate solely through channel partners. While we do interact with end customers to position products and understand their concerns, all sales are made through our channel partners. We maintain regular interactions with them, holding frequent update sessions to keep them informed of any new developments or features in our solutions. We also provide training so they are fully equipped to present the latest technology to their customers. It's a collaborative effort—working alongside our channel partners, we meet with end customers to address their needs, especially as we introduce new security solutions into the market.

In terms of feedback, we've seen strong engagement, especially over the past couple of days. Many customers and partners have been interacting with us, seeking new solutions to address the latest security challenges, including the rise of ransomware and phishing



Jose Menacherry
Managing Director, Bulwark
Technologies

attacks. We've heard that ransomware is still a prevalent issue, with some customers having experienced it firsthand, and they are actively seeking solutions to mitigate these threats.

Overall, the feedback has been valuable, and it's clear that there is a demand for more advanced security solutions in response to the increasing number of breaches. 🔴

Chronox AI Raises the Bar for Customer Engagement at GITEX Global Dubai 2024

Chronox AI made an impressive mark at GITEX Global Dubai 2024 with its Customer Engagement Platform, setting a new benchmark in AI-driven customer interaction. Crafted to meet the diverse needs of modern businesses, the platform features intelligent AI agents that autonomously resolve up to 80% of customer inquiries. Unlike traditional chatbots, these agents are designed with a sophisticated understanding of natural language, delivering context-aware, real-time responses that feel authentically conversational.

Krishna Desai, Product Owner of Chronox AI, highlighted the power of the platform's RAG (Retrieval-Augmented Generation) technology, noting that it allows agents to access and act on dynamic, real-time information. "RAG is a game-changer in customer engagement. It ensures our AI agents provide not only accurate but timely responses, based on the latest available data. This makes interactions more valuable and relevant for the customer," Krishna shared in her interview.

A standout feature within Chronox AI is its interactive messaging—an innovation that Krishna emphasized as "the true X-factor." Through engaging templates like chips, forms, cards, image carousels, and more, the platform makes conversations actionable, visually dynamic, and customer-centric. Customers can seamlessly navigate through options, view rich media content, and engage in a way that feels more intuitive and hands-on, enhancing engagement and overall satisfaction.

Beyond text-based engagement, Chronox AI adds another layer of sophistication through its AI Insights and AI Copilot tools. These features provide real-time response suggestions and background insights, particularly valuable for complex inquiries that benefit from human touchpoints. The AI Insights dashboard, equipped with real-time analytics, CSAT reports, and audio analysis capabilities, offers a deep understanding of customer sentiment and behavior, empowering businesses to respond with greater precision—a vital asset across high-stakes industries.

With seamless integration across channels like WhatsApp, Facebook Messenger, Slack, Instagram, SMS, and CRM platforms, Chronox AI enables true omnichannel flexibility. The platform ensures customers have a consistent, convenient experience across their preferred platforms, supporting journeys from lead qualification to ticketing and onboarding. To meet the specific needs of enterprises, Chronox AI offers both cloud and on-premises deployment options, making it highly adaptable for sectors such as finance, healthcare, and retail.

As a Meta-verified technology provider, Chronox AI is strategically positioned to foster partnerships with businesses across the UAE and beyond, utilizing both direct and collaborative approaches to enhance customer engagement.



Krishna Desai,
Product Project Manager

The showcase of Chronox AI at GITEX Global emphasized its commitment to reimagining customer service. By blending omnichannel capabilities, RAG-based information retrieval, interactive messaging, and audio-enhanced insights, Chronox AI sets a new standard for industry-agnostic, adaptable customer engagement solutions in today's evolving digital landscape. 🏹

Accelerating growth in SMBs

Hemayun Bazaz and Amol Mitra share insights on the latest offerings, including the new “Office in a Box” campaign, and how advancements in AI, security, and service provider enablement are shaping Aruba’s strategy for 2025.



Hemayun Bazaz,
EMEA Director, Small and Medium
Business at HPE Aruba Networking



Amol Mitra,
Vice President and General Manager,
Global Small and Medium Business
at HPE Aruba Networking

Talking about the SMBs and how has the year been business for the SMBs and in HP? (Hemayun)

Over the past year, product supply has improved significantly, and since then, our business has really taken off. As part of Hewlett Packard Enterprise, InstantON—our SMB-focused division—has been gaining momentum. In fact, over the last 3 to 5 years since the launch of InstantON as an SMB solution, we’ve been doubling down on growth and expansion.

So what is the Aruba InstantON team highlighting and doing? (0:54) Because it has been in the talks for a long time (Hemayun)

InstantON is specifically designed for small and medium businesses (SMBs), aiming to give them confidence in choosing a solution that is smart, secure, and reliable. What we’re showcasing is our complete range of new

Wi-Fi 6 access points, along with switches that are incredibly easy to deploy and manage. SMBs can quickly make decisions, implement these solutions faster, and improve both their business growth and employee satisfaction by enhancing ease of work.

As for the “Office in a Box” campaign, it’s a comprehensive solution for SMB partners worldwide. We’ve combined our networking solutions with servers and storage, offering SMBs—especially those just starting out—a reliable package that covers all their needs. This includes dependable networking, storage solutions, and servers for running robust applications. Everything is secure, easy to manage, and quick to deploy, giving SMBs the peace of mind that they are investing in a reliable, all-in-one solution that helps them get up and running smoothly.

The term “Office in a Box” reflects the bundled nature of the offering. It provides SMBs with servers, storage, and networking solutions all in one package, allowing them to implement it quickly and have their office

fully operational in no time. It’s designed to be secure, smart, and easy to manage, making it the ideal solution for growing businesses.

As a vendor, how is HP Aruba InstantON business supporting the SMBs customer from skill availability point of view to managing solutions? (Hemayun)

Like I said, the whole idea of InstantON is it’s actually on very instantly. SMBs actually don’t really need a lot of IT skill to deploy or manage the solution. You know, it’s very easy to manage and most importantly, like I said, very secure.

SMBs really don’t need a lot of skill to deploy an InstantON solution. Like we say, even a non-IT person should be able to deploy this as a solution. (Exactly, for example, our access points have a barcode behind. We just scan that barcode, add it into the app and the AP is up and running. (Interesting. What is your competitive advantage against other players in SMBs? You know, all the other players are



basically coming up with solutions that are focused on SMBs.

We do that as well, but what we have done is we have taken our enterprise grade products and purpose built them for SMBs. So, the reliability, the quality of the product, the security of the product is enterprise grade. That differentiates us from all the other SMB solutions that are available out there in the market.

So, I'll skip the last question and I want to ask you this question.

How has the year been in business-wise for SMBs? (Amol)

Two key things to highlight: our business has been thriving, doubling year over year at a global level. We launched the InstantON brand five years ago, and since 2019, we've experienced continuous growth, doubling our business annually. Today, we're working with about 30,000 partners, starting from zero, which is remarkable growth.

Looking ahead to 2025, we're focusing on three key areas. First, there's AI—what we call “automated intelligence.” Our goal is to make our products simpler for customers by leveraging automation, which then drives artificial intelligence. By automating processes, we can learn and then apply that knowledge to enhance AI, making our solutions even smarter and more efficient.

Second, we're emphasizing security. Security remains the number one pain point for most of our customers, so we're focused on offering hardened security across hardware and software. What sets us apart in the SMB market is our enterprise-level security features, such as secure chips, advanced encryption, and client-secure technology, which we've adapted from the enterprise level to the SMB space.

The third area of innovation involves empowering service providers. We've been building products and tools that help service providers grow their SMB footprint, particularly in areas like smart homes, smart buildings, and smart workplaces. Recently, we released a security gateway and are launching a new MSP portal, giving service providers the tools to manage their customer networks on the InstantON platform.

These three areas of innovation—AI, security, and service provider enablement—are central to our strategy for 2025, building on the strong growth we achieved in 2024.

As for InstantON, we've made several significant changes. First, we rebranded from Aruba InstantON to HPE Networking InstantON to broaden our presence in the SMB space and strengthen our brand equity under HPE. This also allows us to tap into not just the

networking partner base, but also server and storage partners, expanding our reach.

Secondly, we're introducing new products that open up new addressable markets. One of these is Green Wedge, a security gateway designed for service providers. We're also launching the MSP portal, which will attract new partners. By broadening our product portfolio, we're not only increasing our market share but also expanding the overall market. These two major changes—our rebranding and product expansion—are pivotal in driving growth and innovation for the future.

How different did you find GITEX this year? (Amol)

The foot traffic at this event has been overwhelming, with so many people moving between the halls. The buzz is all about AI—everyone is talking about it, and that hasn't changed. The scale of GITEX has expanded significantly, with more countries and vendors participating than ever before. GITEX has truly become a premier show that you can't afford to miss. Post-COVID, the focus has shifted more towards relationship-building. People are excited to meet face-to-face again, creating stronger bonds and fostering relationship-based sales rather than just product launches. This shift has been a noticeable change this year. 🏹

Rapid growth and AI-driven cybersecurity solutions

Terence Liu, CEO and co-founder of TXONE Networks, reflects on the remarkable journey of his company, celebrating five years of exponential growth with a staggering 50-fold increase in revenue.

How is the business performing under your leadership as CEO?

The business has been thriving. TXONENetworks is a relatively new company, having celebrated its five-year anniversary this year.

In just five years, our revenue has grown exponentially—by 50 times—indicating a strong demand for our services.

As a cybersecurity firm, we distinguish ourselves from others by focusing not just on office and cloud security but on protecting machines in the age of AI and machine learning. Many manufacturers and critical infrastructure operators are equipping their machines with advanced intelligence, generating vast amounts of data for personal analysis.

This data often needs to be sent to local or remote clouds, which is beneficial for technological advancement. We address the challenges associated with this process.

Participating in this event has been extremely productive, as numerous critical infrastructure operators from the GCC region are in attendance. It provides us with the opportunity to connect with many VIPs, showcase our solutions, and share insights from our experiences worldwide. This exchange allows everyone to learn from each other, particularly in the realm of machine protection.

How are you incorporating AI in your solutions?

That's an excellent question. When it comes to AI, we need to consider how to handle AI-generated data. The rise of AI is significantly increasing the demand for cybersecurity solutions among manufacturers and critical infrastructure sectors.

Conversely, cybercriminals are also leveraging AI technologies, for instance, to craft more convincing phishing emails aimed at deceiving enterprises and organizations. As cybersecurity vendors, we are also utilizing AI to detect and mitigate these threats. It's clear that everyone needs to adapt to this evolving landscape.

This situation presents a wealth of opportunities. The protection of IoT devices and shop floor operations has been a prominent topic for the last decade. However, previously, many organizations were hesitant to embrace cybersecurity solutions, particularly in critical infrastructure, due to concerns that these technologies might disrupt their valuable operations.

While they have used various technologies to map asset inventories and assess associated risks, this approach doesn't fully address the security challenges. To truly protect machines, security must be integrated directly with them.

At this event, we are showcasing our networking and polling solutions designed to secure machines on the shop floor without disrupting operations. Thank you for the opportunity to share our insights. 🏠



Terence Liu,
CEO and co-founder,
TXONE Networks

Driving cybersecurity innovation

What is Utimaco's focus within cybersecurity?

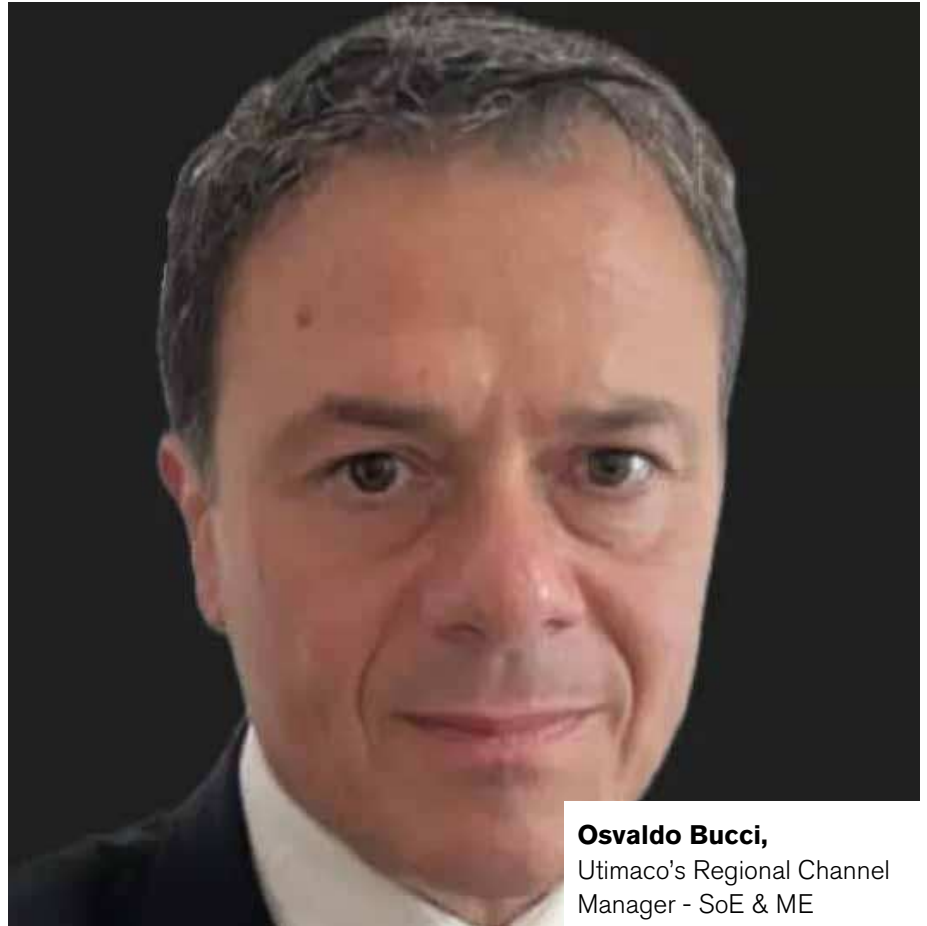
So, basically, we do a few things, and I like to say we do them very well. Our focus is on data protection, specifically secure payments and key management. This is a niche in the market and is essential to meeting regulatory requirements most of the time. That's essentially what we do here. As you can see, we are a company that operates entirely through the channel, and in the Middle East we work with Bulwark Technologies.

Basically, what we do is primarily driven by regulations. For example, take the NCA regulation in Saudi Arabia, or similar regulations in other countries, where encryption is a key requirement for data protection. These regulations typically don't specify exactly how to achieve this, but they clearly state that data protection must be accomplished through encryption. What we offer is hardware, which is a solution for generating and storing encryption keys. So, behind every regulation, there is a project, and behind every project, there is this need.

Quantum computing is emerging. How are you helping your customers prepare for post-quantum cryptography?

We are actually one of the pioneers in this field. Essentially, quantum computing requires preparation with algorithms that a quantum computer cannot easily break. Currently, the algorithms everyone uses—although we might not think about it—are behind every online connection, securing them through encryption, which is essentially math.

What we are doing is offering new algorithms approved by international bodies working on post-quantum cryptography. We also provide HSMs (Hardware Security Modules) that are already compliant with these new algorithms. In short, if you're an organization that needs such a device for your current requirements, you can also begin future-proofing with the same device, preparing




Osvaldo Bucci,
Utimaco's Regional Channel
Manager - SoE & ME

for the post-quantum era. This allows you to manage your encryption in two ways: the standard method for today and the new method for tomorrow. This means everyone in your organization can start testing and understanding what will eventually come.

Utimaco also offers critical infrastructure protection. Can you shed more light on this?

Yes, of course. It's a space we are very active in. We work with most governments on projects like document security, insurance, and key management for passports. Although it's not limited to governments, banks are also frequent targets of cyberattacks. So, what do we do? We ensure that most of the security is centered around encryption. Essentially, even if data is stolen, it's useless because the

thief cannot read it without the decryption key.

Encryption relies on keys. You could have the most secure infrastructure, but if someone has the key, they can access everything. What we offer is a solution that is certified to securely generate and store these keys. For example, if you have a database containing employee, customer, or citizen information—whether you're a bank or a government—if someone steals the database, they can't read the data without the key. However, if the key is stored alongside the data, they can steal both. But if the key is inside tamper-proof hardware specifically designed for security, the data remains protected. We are essentially the foundation of security for critical infrastructure like governments and other key organizations." 

Vast Data spotlights innovations at GITEX 2024

What have you showcased this year at GITEX 2024?

Vast Data is a data platform known as the AI Operating System. In our latest release, we've introduced the AI engine in collaboration with NVIDIA. This integration brings together Vast Data with NVIDIA's developer applications.

We're currently located within NVIDIA's NIMS, a setting developed to bring the "AI factory" experience closer to the Japanese market. Vast Data's platform is specifically designed to serve AI applications by facilitating the ingestion of vast data quantities. Here, all data is treated as a primary entity with full access to GPUs, enabling the seamless operation of any required language models.

As you talk about AI models that you're working on, a lot of cybersecurity concerns. So how are you governing that there is no cybersecurity?

Vast Data is designed to meet stringent U.S. federal requirements, with a strong focus on security, including secure storage and access management. A key feature of our platform is the mountable snapshot functionality, which enables the creation of fully encrypted, two-key-protected snapshots that remain completely secure. Meanwhile, our Buzz on-premises solution allows data to remain localized, at both the state and national levels, with a global namespace that enables data replication across regions by transmitting only metadata. This approach ensures full data protection within country-specific software clouds.

Reflecting on GITEX 2024, this year's theme centered around AI and generative AI, and we've seen a tremendous response from potential and existing customers eager to accelerate their AI goals in a cost-effective, high-performance manner. Our presence included approved reference architectures developed alongside NVIDIA and other vendors like AMD and Cerebras, allowing us to bring comprehensive AI solutions to the market.

We're also closely collaborating with major clients like Perfor2 and expanding into the broader AI market. Our mission is to make these global innovations accessible here.

Additionally, Vast Data was recently recognized as a leader in Gartner's Magic Quadrant for object storage. We announced a significant new partnership with Duotelico, led by our co-founder Elaine and Jasim, as well as with Co42. This collaboration, already making headlines, will enable us to support AI advancements across the UAE, Northern Emirates, and the Gulf region. As a software-driven data platform rather than just a hardware vendor, we're facilitating generative AI's expansion into new markets. 🔥



Haider Aziz,
VP Middle East, Turkey and
Africa, Vast Data



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"Delivery centres in US, Middle East and India"



What's trending



ServiceNow announces appointment of William O'Neill as Area VP for UAE



William O'Neill,
Area VP,
ServiceNow

ServiceNow announced the appointment of William O'Neill as Area Vice President for the UAE. In his role, O'Neill will lead the company's regional teams across UAE, Kuwait, Oman, Qatar and other key markets in the region. His appointment comes as ServiceNow's momentum in the region continues to accelerate.

Today, the ServiceNow UAE Cloud hosted on Microsoft Azure is live, ahead of its originally planned 2025 launch schedule. ServiceNow is committed to meeting the business transformation needs of all organizations in the UAE, in both the public and private sectors. With the additional UAE offering of the ServiceNow UAE Cloud, the company's growing ecosystem of partners and customers can accelerate the delivery of value with the AI-powered Now Platform.

"The UAE, and the wider Middle East, is a strategic market for ServiceNow's growth. We are seeing tremendous interest in the Now Platform, from regional governments and private sector organizations, as they look to embed AI Agents across the enterprise in order to deliver improved employee and customer outcomes. Responding to customer demand, we're excited to be going

live with our UAE Cloud, now, ahead of our original timeline," commented Fabio Spoletini, Group VP, Southern Europe, Middle East and Africa, ServiceNow. "With William's extensive knowledge of the regional customer and technology landscape, proven leadership capabilities and a strong track record of delivering exceptional results, I am confident that he will be able to build on the strong foundation established and propel ServiceNow to its next phase of growth in the region."

O'Neill's appointment is part of ServiceNow's ambitious growth plans for the region. Last month, on the sidelines of GITEX in Dubai, e& UAE announced a multi-year technology transformation program with ServiceNow and Quintica, an Elite ServiceNow partner. Dubai Holding Group Services also announced that it is working with ServiceNow to enhance how its specialist teams provide shared service support in Procurement, Finance, and Human Capital.

O'Neill will build on this customer and partner momentum, deepening relationships with new and existing customers, empowering these enterprises to leverage the

AI capabilities of the Now Platform to elevate experiences for employees and customers. As AVP for the region, he will collaborate with cross-functional teams within ServiceNow to build tailored go-to-market strategies that will further enhance the company's value proposition for regional customers. O'Neill joins ServiceNow from Qualtrics where he most notably helped the company establish its pan-regional operations in MEA. As an experienced businessman, O'Neill has also held several leadership roles at Citrix and LON & co, successfully leading multi-cultural teams in delivering strong business results.

"ServiceNow is at the forefront of AI-powered business transformation in the region and the company's commitment to innovation and customer-centric solutions resonates deeply with my professional aspirations," said O'Neill. "As I take on this exciting challenge, it is the success of our customers and partners that will be our north star. I take this opportunity to reiterate our deep commitment to them as we innovate together to deliver more seamless, intelligent, and bespoke employee and customer experiences." 🏹

Agentic AI: The Next Big Leap in Artificial Intelligence

Imagine you have an assistant who doesn't just wait for you to ask questions but actively thinks ahead, solves problems, and even makes decisions on your behalf. This is what Agentic AI brings to the table—a whole new level of intelligence that goes beyond the smart assistants we've come to know.

In the past few years, we've seen the rise of Generative AI tools like ChatGPT, Claude, and Gemini. They're fantastic at responding to prompts, generating text, and even offering creative ideas. They're like helpful sidekicks who follow our lead. But what if your AI could go beyond that? What if it could plan, learn from its actions, and work alongside you as a real partner? This is the world that Agentic AI opens up, and it's a game-changer.



Sehrish Tariq
Assistant Editor
GEC Media Group

To see why Agentic AI is so revolutionary, let's take a step back and look at where we started. Generative AI systems wowed us with their ability to respond in detailed, human-like ways. They've become our go-to tools for everything from answering questions to writing content, helping us get more done, and providing new ideas when we're stuck. But here's the catch: they're reactive. They respond to prompts but don't act on their own. They're amazing assistants, but they're not quite partners.

This is where Agentic AI comes in. Agentic AI isn't just waiting for instructions. It's more like a skilled teammate that thinks independently, plans ahead, and even collaborates with other "agents" to solve complex problems.


Why Agentic AI Is a Big Deal for Business

This shift to autonomous AI has huge implications for industries everywhere. Agentic AI isn't just a tool; it's a strategic ally. It can streamline processes, make decisions faster, and even handle unexpected changes in real time. Imagine an AI that doesn't just help with tasks but actively drives projects forward, offering solutions that you might not have thought of.

As businesses explore what's next in AI, understanding this new world of Agentic AI could be the key to gaining a competitive edge. While Gen-AI tools are impressive in their own right, Agentic AI takes us a step further, ushering in a future where AI is as dynamic and resourceful as a human partner.

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A stylized white graphic element consisting of three stacked, angular shapes that resemble a stylized 'F' or a series of steps, positioned to the left of the main title.

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INDIA [MUMBAI] - 12 NOV • INDIA [BENGALURU] - 14 NOV

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