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Day Two



Nicholas Edwards,
VP of Product Management

Menlo Security Addresses Cybersecurity Challenges in the Middle East at GISEC 2024

In an exclusive interview at the GISEC 2024, Nick Edwards, Vice President of Product Management at Menlo Security, discussed the company's commitment to enhancing cybersecurity in the Middle East. When asked about Menlo Security's presence in the region, Edwards highlighted the company's dedicated team focused on introducing their unique security approach to the Gulf States and the Middle East. He emphasized the need for a secure, enterprise-grade browser to protect users and organizations from modern security threats, underscoring Menlo's vision in this regard. Regarding the establishment of their browser technology in the Middle East, Edwards noted that while it's still early in their journey, they have successfully engaged with large banks, government organizations, and various other entities across the region.

When discussing the focus on web browser security, Edwards reiterated that it is Menlo's core goal to ensure the safety of organizations. He emphasized the importance of associating browser security with Menlo's

unique approach.

On the topic of deepfakes and future AI-driven cybersecurity threats, Edwards acknowledged AI's transformative potential for both good and malicious actors. He highlighted Menlo's use of AI for detection and the advantage of their cloud-based approach in implementing AI successfully.

Regarding GISEC, Edwards mentioned that while it was his first time attending the event personally, Menlo Security has participated before. He expressed his admiration for the event's size and success, noting its reflection of the region's growth and eagerness to adopt innovative technologies. In conclusion, Edwards praised the forward-looking mentality of organizations and customers in the Middle East, emphasizing GISEC's role as a platform for showcasing and adopting next-generation cybersecurity solutions. This interview highlights Menlo Security's commitment to enhancing cybersecurity in the Middle East and their innovative approach to addressing modern security challenges.



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CyberKnight Enhances Cyber Resilience with Zero Trust Security at GISEC 2024

CyberKnight will be a major exhibitor at GISEC 2024 from April 23-25. Their theme, "Elevating Cyber Resilience with Zero Trust Security," will highlight their cybersecurity portfolio to regional IT Security leaders. The portfolio aims to strengthen organizations against cyber threats while meeting local and international standards.

At GISEC 2024, CyberKnight will be joined by:

- Lookout: Mobile Threat Defense, Mobile App Security
- Illumio: Zero Trust Microsegmentation
- Checkmarx: Industry's Most Comprehensive AppSec Platform
- SolarWinds: IT Operations Management & Observability
- Xage Security: Zero Trust Security for OT Environments (MFA/SSO)
- Phosphorus Cybersecurity Inc.: xIoT Security Platform
- Digital.ai: App Security for Mobile, Web & Desktop App, DevOps & DevSecOps Orchestration & Automation
- Gigamon: Network Visibility & Security for Cloud & Data Centers
- Netwrix Corporation: Data Access Governance, AD Security, File Integrity Monitoring
- Elastic: SIEM / Big Data / Log Management
- Entrust: PKI, Passwordless Authentication, MFA, SSO, IoT Security
- Fasoo: Discovery, Classification, DRM, Watermarking

"At GISEC 2024 we will reinforce our commitment to secure regional organizations as they progress on their digital transformation and cloud adoption journeys. There will also be new vendor partnerships being announced during the event as well as the launch of a new specialized Business Unit, as we align with the ongoing convergence of IT, OT and IoT environments towards the future state of cyber physical systems (CPS)," said, Avinash Advani, the Founder & CEO at CyberKnight.



Avinash Advani, Founder & CEO at CyberKnight.(L)
Vivek Gupta, Co-Founder and COO at CyberKnight.(R)

ScanWeb Revolutionizes Cybersecurity for Banks at GiantSector

Ramzi, the spokesperson for ScanWeb, introduced the company as an integrated risk management service provider specializing in governance, risk, and compliance. With 18 years of experience in the market, ScanWeb primarily focuses on the banking industry, helping them build integrated risk management roadmaps that align business and IT strategies while integrating cybersecurity culture into their organizations' ethos and behavior.

In an interview at GiantSector 2024, Ramzi highlighted ScanWeb's role in designing complete governance processes for customers in the MENA and GCC regions, emphasizing the importance of people, process, and technology in achieving better performance in governance, risk, and compliance.

When asked about the security services provided to banks, Ramzi discussed the

stringent regulations set by central banks in the GCC countries. ScanWeb specializes in the NISA Compliancy Programme, a cybersecurity initiative mandated for all governmental entities handling confidential data. They also excel in SWIFT cybersecurity assessments, securing international and domestic transactions, and are qualified to secure cardholder data environments within the banking industry across the GCC.

At GiantSector, ScanWeb showcased their ComplyWave platform, which integrates eight solutions into one, utilizing artificial intelligence and machine learning to enhance cybersecurity. Ramzi expressed ScanWeb's future plans to provide smart insights to banking industry boards and top management using AI and machine learning for better decision-making in risk identification, analysis, assessment, and treatment.



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Nitish Kumar,
Chief Executive Officer
Sectona

Sectona Showcases Innovative Privilege Access Management

In an exclusive interview at GISEC 2024, Nitish Kumar, the founder of Sectona Privilege Access Management Company, discussed the company's focus on modern infrastructure access and its relevance in the digital transformation journey of the region.

Kumar highlighted Sectona's participation in GISEC for the seventh consecutive year, expressing excitement about the event. He emphasized the company's efforts to showcase their differentiated technology, which focuses on securing privilege accounts and secrets, particularly in the context of developers.

When asked about the response from vendors, partners, and resellers, Kumar noted the positive support and collaboration within the vendor community. He emphasized the importance of collaboration and integration to provide a common platform for customers, acknowledging that cybersecurity is a collective effort.

In response to a question about the message for attendees, Kumar emphasized the importance of securing modern infrastructure, particularly through developer-centric security measures. He stressed the need for ongoing engagement and collaboration to address cyber threats effectively.

The interview concluded with Kumar thanking the audience and expressing readiness to provide more information about Sectona after the trade show. This interview highlights Sectona's commitment to providing innovative Privilege Access Management solutions and their emphasis on collaboration and engagement to address cybersecurity challenges effectively.



Microsoft Demonstrates AI's Role in Secure Digital Transformation at GISEC Global 2024

Microsoft highlights AI's role in secure digital transformation at GISEC Global 2024, emphasizing its commitment to cyber resilience. Naim Yazbeck, General Manager of Microsoft UAE, said, "Increasingly, we are seeing attackers launch highly sophisticated cyberattacks, making it imperative for organizations to bolster their cybersecurity defenses and stay vigilant to safeguard sensitive data and maintain operational resilience."

Microsoft's Hub at GISEC Global 2024 consists of a VIP Demo Area, a Surface Zone, a Glambot Activation, a Networking Area, and a Food & Beverage Area. The company is demonstrating alongside nine partners, including QuorumCyber, Trustwave, Wizard Group, 42Crunch, BPS, Commvault, Fortinet, Rubrik, and Github.

Microsoft's showcase highlights Copilot for Security, the first generative AI solution for security and IT professionals, enabling organizations to protect themselves at AI's speed and scale. Available since April 1, 2024, users can ask Copilot for Security questions in natural language and receive immediate, actionable responses. Ahmad El Dandachi, Enterprise Commercial Director at Microsoft UAE, said, "AI greatly enhances our ability to detect and defeat cyberattacks. With Copilot for Security, we are shifting the balance of power by empowering defenders to optimize their defense approach and turn hours and days spent digging through data into minutes of quick analysis and strategic decision-making."

Introducing Kaspersky Next: New Business Flagship



According to Enterprise Strategy Group's "SOC Modernization and the Role of XDR" report from a survey conducted together with Kaspersky, 52% of companies state security operations are more difficult today than they were several years ago. Primary reasons for this challenge are: the evolving and rapidly changing threat landscape (41% respondents named it); the expanding attack surface (40%); the lack of cybersecurity skills or staff to keep up with security analytics and

operations (20%).

Amid the constantly evolving cyberthreat landscape, it is vital for companies to have a comprehensive cybersecurity solution they can trust and rely on for effective protection. As a leading innovative and technological company, Kaspersky is continuously developing its solutions to address all the cybersecurity requirements of businesses, helping them build up reliable cybersecurity frameworks.

Kaspersky Next is a new line of cybersecurity products that offers

advanced endpoint protection with AI capabilities. It integrates EDR and XDR for businesses of all sizes and industries, providing total visibility, control, rapid response, and proactive threat hunting against sophisticated attacks.

Kaspersky Next is deployment-agnostic and allows for both cloud and on-premise installations. Companies can manage it either through a streamlined console to perform core cybersecurity tasks quickly, or via an enterprise-grade

console with more granular controls and advanced monitoring.

The new product line helps companies build crucial cybersecurity functions, to provide robust protection against multiple types of threats that businesses face the most, such as ransomware, malware and data breaches, and avoid infrastructure penetration through Business Email Compromise, supply chain attacks, exploits and other vulnerabilities.

Kaspersky Next includes multiple automation features such as cloud monitoring and blocking, vulnerability and patch management, IoC (Indicator of compromise) scan and playbooks that help businesses not only to support the effective detection and remediation of complex and new threats, but also to significantly reduce the burden on cybersecurity teams by minimizing the number of routine cybersecurity tasks.

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OPSWAT Highlights Comprehensive IT/OT Cybersecurity Solutions at GISEC GLOBAL 2024 Solutions at Chaisek 2024

OPSWAT, a leading provider of end-to-end IT/OT cybersecurity solutions, participated in GISEC GLOBAL 2024 to establish its brand as a trusted authority in the industry. The company's participation was driven by its commitment to delivering comprehensive cybersecurity solutions for organizations and technology partners.

Under the theme "Protecting the Pulse of Industry 4.0" OPSWAT showcased its solutions at the OPSWAT CIP Mobile Lab. Powered by OPSWAT's MetaDefender platform, the solutions on display supported various aspects of cybersecurity, including storage security, supply chain security, managed file transfer security, and more.

One of the highlights of OPSWAT's participation was the demonstration of its solutions through the Nuclear Plant Model Reactor display. This demonstration illustrated OPSWAT's expertise in securing sensitive environments, such as nuclear power plants, and showcased practical applications of its IT/OT platform in real-world scenarios.

To engage with visitors and delegates, OPSWAT conducted two demo sessions daily, focusing on GCC critical networks and infrastructures. These sessions aimed to showcase OPSWAT's regional use cases and success stories for both IT and OT environments.

OPSWAT's participation at GISEC GLOBAL 2024 was not only about showcasing its solutions but also about building brand awareness and generating leads. The company aimed to measure its success at the event not just by the number of booth visitors but also by the quality of conversations with customers and prospects about their cybersecurity challenges and how OPSWAT can help them enhance their cybersecurity maturity.

Overall, OPSWAT's participation at GISEC GLOBAL 2024 demonstrated its commitment to delivering innovative cybersecurity solutions for IT and OT environments and establishing itself as a leader in critical infrastructure protection.



Sertan Selcuk,
Vice President for METAP & CIS, OPSWAT

SolarWinds Highlights Innovative Security Solutions at GISEC GLOBAL 2024

At GISEC GLOBAL 2024, SolarWinds, a leader in IT management and monitoring software, showcased its commitment to cybersecurity with a focus on AI-powered attacks and observability solutions. The company's participation was driven by the increasing importance of cybersecurity in today's threat landscape.

SolarWinds' portfolio includes security solutions that help organizations maintain a secure operating environment without the need for a full security operations center (SOC). The company's approach, known as 'Security Simplified', aims to support better and quicker security decisions with fewer resources, making it especially relevant to GISEC attendees.

One of the highlights of SolarWinds' exhibition at GISEC was the demonstration of SolarWinds® Hybrid Cloud Observability, a full-stack observability solution designed to integrate data from various IT ecosystem components. This solution, developed using the SolarWinds

Secure by Design principles, offers a multi-layer security framework to address complex security challenges.

Additionally, SolarWinds showcased the integration of Hybrid Cloud Observability with SolarWinds Security Event Manager (SEM) and SolarWinds Access Rights Manager (ARM). This integration provides organizations with real-time visibility to detect and remediate security issues, combining security-related events, metrics, and activities on a dedicated security dashboard.

To engage with visitors and delegates, SolarWinds focused on addressing common pain points faced by cybersecurity professionals. The company highlighted the importance of visibility in protecting against security threats, especially in today's complex IT environments. SolarWinds' Hybrid Cloud Observability aims to provide organizations with the visibility they need to detect, alert, and remediate security incidents effectively.



Abdul Rehman Tariq,
regional sales director for the Middle East at SolarWinds

As part of its engagement strategy, SolarWinds participated alongside its distribution partners in the region, CyberKnight Technologies and Spire Solutions. The company also conducted interactive sessions and technical demos to showcase the value of its solutions to attendees.

Overall, SolarWinds' participation at GISEC GLOBAL 2024 demonstrated its commitment to empowering organizations with innovative cybersecurity solutions to address evolving threats effectively.



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