

# G LIVE

## GITEX CHRONICLE

GITEX 2021 SPECIAL DAILY

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**GITEX**  
GLOBAL

17-21 OCT 2021

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## GITEX GLOBAL x AI SET TO SPOTLIGHT REGIONAL TRANSFORMATIONS

**G**itex Global x Ai Everything will be the world's most complete, experiential technology event and will unite international innovators in artificial intelligence, 5G, cloud, big data, cybersecurity, Blockchain, quantum computing, Fintech and immersive marketing.

These themes will be explored across six events – Gitex Global, Ai Everything, Gitex Future Stars, the Future Blockchain Summit, Fintech Surge and Marketing Mania.

New initiatives supporting young entrepreneurs, women

in tech and tech developers will make their debut at the event, as Gitex Global x Ai Everything bids to support innovators from across the world.

Gitex Future Stars, one of the world's largest tech startup events of 2021, will host over 700 startups from more than 60 countries along with a network of more than 400 international investors and VCs, and will put an increased spotlight on the transformational potential of Fintech and Blockchain.

Gitex Global x Ai Everything follows the announcement of

the UAE's Projects of the 50, which will deliver new national initiatives that will enhance innovation, digital economies and Fourth Industrial Revolution applications, and will celebrate the region's digital transformation achievements in a landmark year for the country.

Gitex Global x Ai Everything will give global game-changers a platform to shape the future, with over 4,000 exhibitors – 35% of whom will be coming to the region for the first time – over 140 participating countries and over 200 government ministries in

attendance, representing a range of global digital cities.

Gitex Global x Ai Everything will be the only major tech event in the world in 2021 to feature every major technology player, trend and vertical, hosting technology leaders including Amazon Web Services, Microsoft, Huawei, Dell Technologies, Ericsson, Intel, Avaya, Honeywell, Hewlett Packard Enterprise, Red Hat, Etisalat, du, Lenovo and Cisco, covering sectors including smart cities, cybersecurity, the data economy, mobility, healthcare and telecoms among others.

# Mindware selects business continuity as focus theme

Mindware's participation will be centred around the theme of business continuity with the aim of helping partners and their customers endure the current challenging environment, identify market opportunities, and eventually emerge stronger out of the pandemic era. "Gitex this year is, unquestionably, a special one. Following our absence last year due to the pandemic, after more than 20 years of participation, our aim this year is to welcome the world back to the event and to the region," said Argyrides.

Mindware is honoured to have some of its key vendors joining the distributor at its Gitex stand, namely Dell Technologies, RSA - NetWitness and Archer, Forcepoint, and Huawei as Platinum sponsors, Acer,

Barracuda, Citrix, Veritas, TrendMicro, Intel, Microsoft, and Riverbed as Gold partners and Rubrik, Xerox, VadeSecure and Vertiv as Silver partners.

At the event, Mindware will be announcing an extensive array of distribution agreements that the company has signed over the last year, in addition to all the initiatives introduced to enrich, enable, and support channel partners.

"We are excited about the recent extension of operations into the African continent following the merging of three Midis Group subsidiaries into Mindware. Our one-of-a-kind setup is the ideal arena to engage with attendees and to discuss our newest product portfolios, vendor roadmaps, reseller programs, Cloud solutions, and service offerings," said Argyrides.



**NICHOLAS ARGYRIDES,**  
General Manager Gulf, Mindware.

## Channel partners and EcoStruxure important for Schneider

One of this year's key showcases include EcoStruxure, Schneider's open architecture to take innovation to the next level, showcasing connected products, edge control hardware and software as well as applications, analytics, and services. Schneider's open architecture will take innovation to the next level, showcasing connected products, edge control hardware and software as well as applications, analytics, and services. Given the change over the past two years, its vital that organisations speed up their pivot to digital. Representatives and experts from Schneider Electric will be available to answer queries and resolve issues faced by business partners. In addition, resellers will be given the option to join Schneider Electric's extensive partner network at the event. An opportunity for the



technology industry to convene physically will play a significant role in terms of rebuilding customer connections, supporting the exchange of knowledge and technology as well as restoring business continuity and growth in the economy. Under the theme Of the Future,

Schneider will take on various business segments including fast-moving consumable goods area, energy, and data centres. Schneider's participation at Gitex underlines the excellent lead generation opportunities that the event presents and its potential to connect ICT vendors with senior

decision makers within the regional markets. At Gitex 2021, Schneider will showcase Schneider's open architecture, highlighting connected products, edge control hardware and software as well as applications, analytics, and services.



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# Recycling paper, focused solutions key for Epson

The Epson stand will showcase retail and hospitality solutions at the coffee shop, Heat-Free technology and PaperLab, as well as a dedicated copy centre area with merchandise and poster printing.

Epson will officially launch PaperLab to the region. PaperLab is the first in-office, paper secure recycler in the world, that turns wastepaper into new paper. It helps businesses securely destroy sensitive information, recycle, reduce environmental impact, and take control of paper supplies. Epson will have key alliance partners at its stand this year. Igloo Vision will be creating digital imagery, videos, and animations to be displayed seamlessly across the walls of our immersive installation. Epson will also have print management software providers PaperCut in the education area and MyQ in the corporate office area of the stand, supporting Epson's printing and scanning solutions.



**JASON MCMILLAN,**  
Sales Director,  
Epson Middle East.

Epson is launching technology solutions supporting home office, corporate office, immersive experiences, and the education sector, particularly technology to enrich learning in the classroom.

■ Epson will be showcasing the below solutions in each

demonstration area:

- Retail or Hospitality – Switch to agile, low-cost retail solutions
- Home office – Switch to smart home technology solutions
- Corporate office – Switch to productive business solutions
- Sustainability – Switch to eco-

friendly solutions

- Education – Switch to technology that brings learning to life
- Immersive installations – Switch to state-of-the-art solutions
- Copy centre – Switch to high-productivity printing solutions

## Veeam exhibiting under the theme modern data protection

Local executives will deliver live demonstrations of the Veeam platform — the most complete data protection solution for all data — whether deployed on-premises, in the cloud or through Backup as a Service or Disaster Recovery as a Service. Attendees visiting the Veeam stand can expect to learn more about the following innovations amongst others.

■ **Backup Modernisation:** By adopting Veeam's backup and replication platform, enterprises instantly have access to one of the most modern solutions on the market. This enables organisations to free resources that are tied-up due to the vast overheads of legacy data protection products and focus them on core innovation projects that they need.

■ **Ransomware Protection:** Veeam's robust ransomware protection safeguards

businesses from data loss due to ransomware attacks and the associated risk of paying a costly ransom. The company's software-first approach gives organisations the flexibility to maintain immutable storage, whether on-premises or in the cloud.

■ **Hybrid Cloud Acceleration:** Migration of data remains the #1 barrier in hybrid cloud adoption. Veeam eases this challenge with seamless data management and mobility across public and private clouds. The company ensures 100% portable data across any system that is always recoverable with no reliance on proprietary hardware or continual licensing.

■ **Disaster Recovery:** End-to-end DR and compliance is simplified with Veeam Disaster Recovery Orchestrator. It is purpose-built to meet the business continuity or disaster recovery needs of organisations with complex IT environments where non-stop business operations are the expectation. The solution eliminates manual, time-consuming, and repeatable processes that hinder necessary DR planning by automatically testing, documenting, and executing DR plans in as little as one-click from single applications to entire sites.



**CLAUDE SCHUCK,**  
Regional Director,  
Middle East at Veeam.





**JACOB CHACKO,**  
Regional Director,  
Middle East, Saudi  
and South Africa,  
Aruba HPE.

## Edge transformation and AI key solutions displayed by Aruba

Aruba will be exhibiting under the theme Your Journey, Your Edge. Today, more data than ever is generated at the Edge. Legacy networks are unable to cope with the massive amounts of data and decisions required in near real-time. Network architecture needs to utilise Artificial Intelligence to be predictive. That's where Aruba ESP comes in. It is the industry's first platform with an AI-powered sixth sense. The solution is designed to unify, automate, and secure the Intelligent Edge and help organisations harness its immense potential.

Aruba will demonstrate its latest technologies addressing the digital transformation needs of regional enterprises including:

- **Edge transformation in action:** New Aruba ESP use cases will be demonstrated across healthcare, education, hospitality, finance, manufacturing, and retail.
- **Unified Infrastructure:** The Covid-19 pandemic accelerated digital transformation but created operational complexity for businesses. The company will showcase how its unified network simplifies network operations and boosts IT agility.
- **Edge-to-cloud security:** More remote workers mean more applications in the cloud. Aruba will discuss starting a SASE journey with WAN and security transformation.
- **AIOps:** Event attendees can discover Aruba network's sixth sense – one that automatically monitors and fixes Wi-Fi, wired and SD-WAN environments.
- **As-a-service:** Aruba executives will explain the company's flexible consumption and financing options, to easily deploy new networking technologies in times of change.

An area of focus for the company at Gitex will be on its Edge Connect platform – an SD-WAN edge solution. The technology is built for today's edge-to-cloud enterprise and delivers the highest quality of experience for users and IT, no matter where applications reside. Aruba enables enterprises to build a modern WAN that drives maximum value from cloud and digital transformation initiatives with a self-driving network that learns and adapts to the needs of the business. Aruba will also showcase the company's 630 Series Access Points – the industry's first enterprise-grade Wi-Fi 6E solution. The benefits of Wi-Fi 6E are clear and, alongside other important networking advancements, it is set to enable businesses to become more connected than ever before.



**JERRY HUANG,**  
Senior Director - Global Market  
Development, Getac.

## Getac to showcase next-generation rugged computing solutions

Getac, a vendor in rugged computing solutions, will showcase its next-generation products. Visitors can discover and learn about the benefits of Getac's rugged technology in key industry 4.0 applications. Getac's comprehensive portfolio of industry-leading rugged solutions are designed for professionals in sectors such as public safety, manufacturing, utilities, defense, transportation, natural resources, and oil and gas. Manufactured to meet the most

stringent international testing certification standards, Getac products are designed to deliver in harsh environments, stormy weather, extreme temperature, and dusty conditions. Getac devices also allow frequent cleaning to support infection prevention for medical healthcare professionals. Getac will showcase its complete portfolio of rugged solutions, including laptops, tablets, software, and accessories, serving a wide range of vertical markets. They include:

- **UX10:** A versatile and portable tablet fully ready to deliver digital transformation in environments where rugged performance is required. It is built for the unique needs of public safety and healthcare professionals – particularly in public safety, defense, utilities, transportation and logistics, industrial manufacturing, among others.
- **UX10-EX:** The ATEX certified tablet, ready for explosive environments and designed to deliver portable performance across a range of demanding industries such as industrial manufacturing, utilities and oil and gas.



**Dr CHERIF SLEIMAN,**  
Chief Revenue Officer, EMEA at  
Safe Security.

## Safe Security to announce distribution partner and channel roadmap

The company will be launching its regional channel partner program that provides a formalised structure for exclusive incentives, comprehensive education, sales support, and marketing resources. Safe Security will also be announcing a strategic partnership with one of the elite cybersecurity-focused distributors in the region.

In mid-November, Safe Security will host a channel roadshow across Tier 1 countries in Middle East and Africa with the intention of recruiting highly focused and specialised partners in the security domain.

Safe Security has ambitious plans in the next few months of signing several more partnerships with key management consultancy organisations, GSIs, MSPs, security specialist VARs and security alliance vendor partners to institutionalise the practice of Cyber Risk Quantification and Breach Prediction within organisations. Safe Security will use Gitex as a platform to showcase its brand and enter high level discussions with the regional channel community and potential customers around its vision, strategy, and roadmap. Gitex presents an opportunity to evangelise C-level management that bear the onus of risk within a company and expound the importance of a change in mindset from reactive to proactive and predictive cybersecurity strategies, policies, and procedures.





# Gitex 2020: How







# it was in pictures





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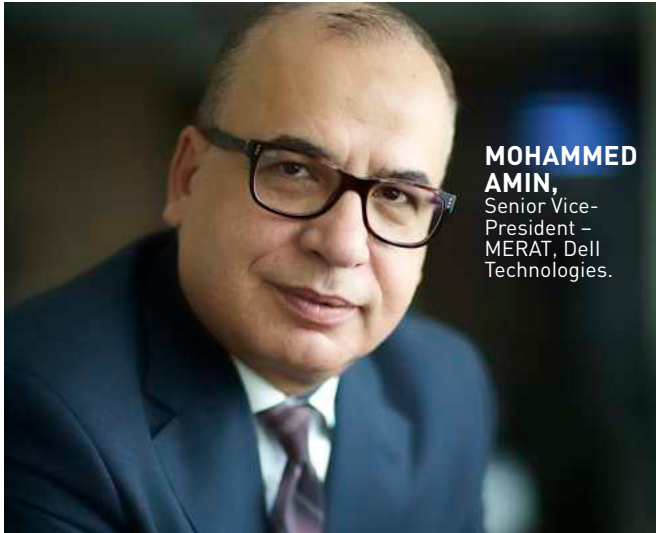
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**MOHAMMED AMIN,**  
Senior Vice-  
President –  
MERAT, Dell  
Technologies.

## Dell Technologies and Intel showcasing multi-cloud, digital workplace, data, security, and finance

Dell Technologies and Intel with partners will showcase the company's end-to-end suite of infrastructure solutions covering multi-cloud, digital workplace, data, security, and finance. From device to cloud to edge, the offerings are part of Dell Technologies' strategy to deliver fully integrated technologies that allow businesses and workloads to be managed seamlessly.

Dell Technologies will also conduct workshops and breakout sessions on artificial intelligence, multi-cloud, 5G, Edge and IoT. Senior product experts will share insights on how best-of-breed technologies can help businesses to accelerate their transformation journeys and build resilience and agility through IT simplicity, digital innovation and more. Dell Technologies together with its partners will showcase future-ready, secure, agile, and tailored IT infrastructure solutions at Gitex Global 2021. The solutions are designed to empower regional organisations to embrace market shifts in a digitally transformed, data-led economy. In a newly released study by Dell Technologies titled, Unveiling Data Challenges Afflicting Businesses Around the World, 80% of the UAE respondents say their business is data-driven and consider data as the lifeblood of their organisation. Consequentially, the explosion in data is making it challenging to meet business requirements with 67% of the UAE respondents stating that their teams are already overwhelmed by the data they currently have.



**DR TARIQ ASLAM,**  
Head of MEA, AVEVA.

## AVEVA and Schneider present Unified Operations Centre for Smart Cities

Schneider Electric and AVEVA are demonstrating Unified Operations Centre for Smart Cities, which integrates systems, sites, people and assets for cities of the future.

With increasing urbanisation, mounting cost pressures, and demand for improved quality of life, there is now a global move towards infrastructure consolidation, upgrade, and continuous improvement of cities.

AVEVA's Unified Operations Centre for Smart Cities and Schneider Electric's IoT-enabled sustainability platform – EcoStruxure Resource Advisor offer smart city operators a powerful solution. The EcoStruxure Resource Advisor is a best-in-class, artificial intelligence-assisted, cloud-based solution for managing cross-enterprise energy and sustainability data, which shows how operators can track data across more than 400 categories to have near real-time access to their resource performance.

EcoStruxure is powered by Microsoft Azure enabling integration and interoperability to turn data into meaningful insights. The data is paired with Schneider's unique approach to energy and sustainability consulting, bringing together technology and expertise, resulting in a mind-plus-machine approach to climate action.

It is estimated that by 2030, the world will have 43 megacities, each with more than 10 Million inhabitants. Converting existing infrastructure to smart infrastructure is the key to improving cities. With unified data and analytics, smart city operators are empowered with better information, which means they can make more informed decisions to optimise operations for the new environment in which they are operating. Due to the scalability of the solution, Unified Operations Centre is ideally suited for not just megacities but also smaller municipalities looking to take an integrated system of a systems approach to monitoring and controlling their city operations.



**SAYANTAN DEV,**  
President, Redington Value.

## Redington upgrades cloud, security, data offerings for channel partners

Redington Value announced upgrades to its robust services portfolio with dedicated tracks on cloud, security, and data analytics. Digital transformation mandates are forcing enterprises to embrace advanced technologies. Increasingly organisations are seeking expertise to help navigate and simplify their IT architecture in the new virtual era. By leveraging professional and managed services through Redington Value's channel ecosystem, customers can remain focused on core operations and drive profitability. As channel partners take ownership of customers' IT services, they bring differentiation and unique value to the table.

Through Redington Value's cloud services portfolio, regional customers can leverage industry best practices and global standards of consulting, professional and managed services on cloud technologies. The CloudQuarks track features the distributor's Intelligent Cloud Management Platform TrackMyCloud. TrackMyCloud by Redington simplifies monitoring and optimisation of spending, done on managing the cloud infrastructure. The vendor-agnostic and user-friendly platform allows partners to build their cloud capabilities and expand their value-added services for customers. Channel partners are equipped with end-to-end resources to help customers modernise their IT environments with Redington's cloud services.

TrackMyCloud operates across three primary focus areas – Cloud Management Platform, Professional Services and Managed Services. Regional customers can take advantage of Redington consultants' deep know-how on cloud computing, data analytics, information and cybersecurity, artificial intelligence, and machine learning to derive maximum value across all aspects of their cloud investments.



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# CyberKnight presents ZTX Framework zero trust security methodology

CyberKnight's theme for this year is Never Trust, Always Verify: Gaining Intelligence and Visibility in a Zero Trust World. "Gitex is the largest IT show in the region and being present this year is critical for us as well as our participating vendors, to get reconnected in-person to our strategic customers and partners, some of whom we have been unable to meet with face-to-face for 18 months due to the pandemic," added Vivek Gupta, Co-Founder and COO at CyberKnight.

The technologies that will be represented by CyberKnight at the event include:

- CrowdStrike – EPP, EDR, Threat Intelligence and IR
- Cyware – SOAR and TIP
- StrikeReady – Artificial Intelligence-Driven Digital Cybersecurity Analyst
- Stealthbits now a part of Netwrix –

Data Access Governance, AD Security and PAM

- PhishRod – Security Awareness and Training, Phishing Defense
- RiskIQ – Attack Surface Management
- Attivo – AD Security, Cloud Security and Deception
- Arista – NDR, Network Packet Brokers, Secure Segmentation and Connectivity
- Immersive Labs – Cyber Skills Development and Training
- Illumio – Zero Trust Micro-segmentation
- Armis – Agentless IoT and OT Security
- Appgate – Zero Trust Remote Access
- Seclore – Digital Rights Management and Data Classification
- Axon Technologies – Cybersecurity Consulting, Services, Incident Response, Training



**VIVEK GUPTA,**  
Co-Founder and COO at CyberKnight.

## Commvault unveils new regional leadership and data integrity

Participating in the technology event for the 5th year running, Commvault is placing a keen focus on showcasing its Metallic Cloud Storage Service at this year's edition of Gitex.

Reiterating its commitment to the region, Commvault has appointed Fady Richmany as Regional Vice President of South-Eastern Europe, Middle East, Turkey, and Africa. Taking responsibility for multiple high growth national markets ranging from South-Eastern Europe all the way to South Africa, Fady brings over 30 years of experience in the IT sector, including critical industry insight, long-established relationships within the tech ecosystem, and vast experience from numerous senior general manager leadership roles with global technology organisations.

Following robust demand for intelligent data management systems from local organisations, Commvault will be displaying Metallic, its pioneering backup-as-a-solution offering, at Gitex. The solution is a fully integrated cloud storage target for Commvault Backup and Recovery software and HyperScale X appliance, with a single pane of glass management through the Commvault Command Centre.

Commvault has an extensive customer community across the region, including Government and Municipalities in UAE, as well as leading players in regional Telco, Finance, Government and Education sectors including Meeza in Qatar, Saudi Telecom Company and Jeddah University in Saudi Arabia, Garanti Bank and DenizBank in Turkey as well as Blue Label Telecoms in South Africa.



**FADY RICHMANY,**  
Regional Vice-President of South-Eastern Europe, Middle East, Turkey, and Africa.

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