



GEC Media Group successfully completed the 8th edition of GEC Awards 2021 at L'Obelisque Ballroom, The Obelisk, Dubai.

SUPERHERO THEME DOMINATES GEC MEDIA'S ANNUAL AWARDS NIGHT ON GITEX DAY #1

GEC Media Group successfully hosted the 8th edition of GEC Awards 2021 at L'Obelisque Ballroom, The Obelisk, Dubai on 17th October 2021. This year's theme of the GEC Awards was Superhero. GEC Awards is the benchmark for outstanding performances across the Middle Eastern and African IT industry where leading players in the ICT domain will compete for the winning title.

GEC Awards 2021 presented the glitz and glamor to its 8th year celebrations. One of the most coveted and prestigious title in the IT industry in the MEA region, GEC Awards celebrated the milestones of GCC ICT industry. Established in 2014, GEC Awards has organically grown into one of the benchmark events in the IT industry in recognising solutions and services that have stood the test of time.

This year the event had six awards categories including

top distributor, top resellers, innovative vendors, top project executive, top system integrator and top PR agency 2020.

With technology and services delivery changing at rocket speed, the leading players in the industry are putting their right foot forward. Right from reigning the channels to achieving the numero uno position in the market, from being a CIO's best friend to empowering the partners with value added benefits—the game is

changing every day and stakes are just getting high.

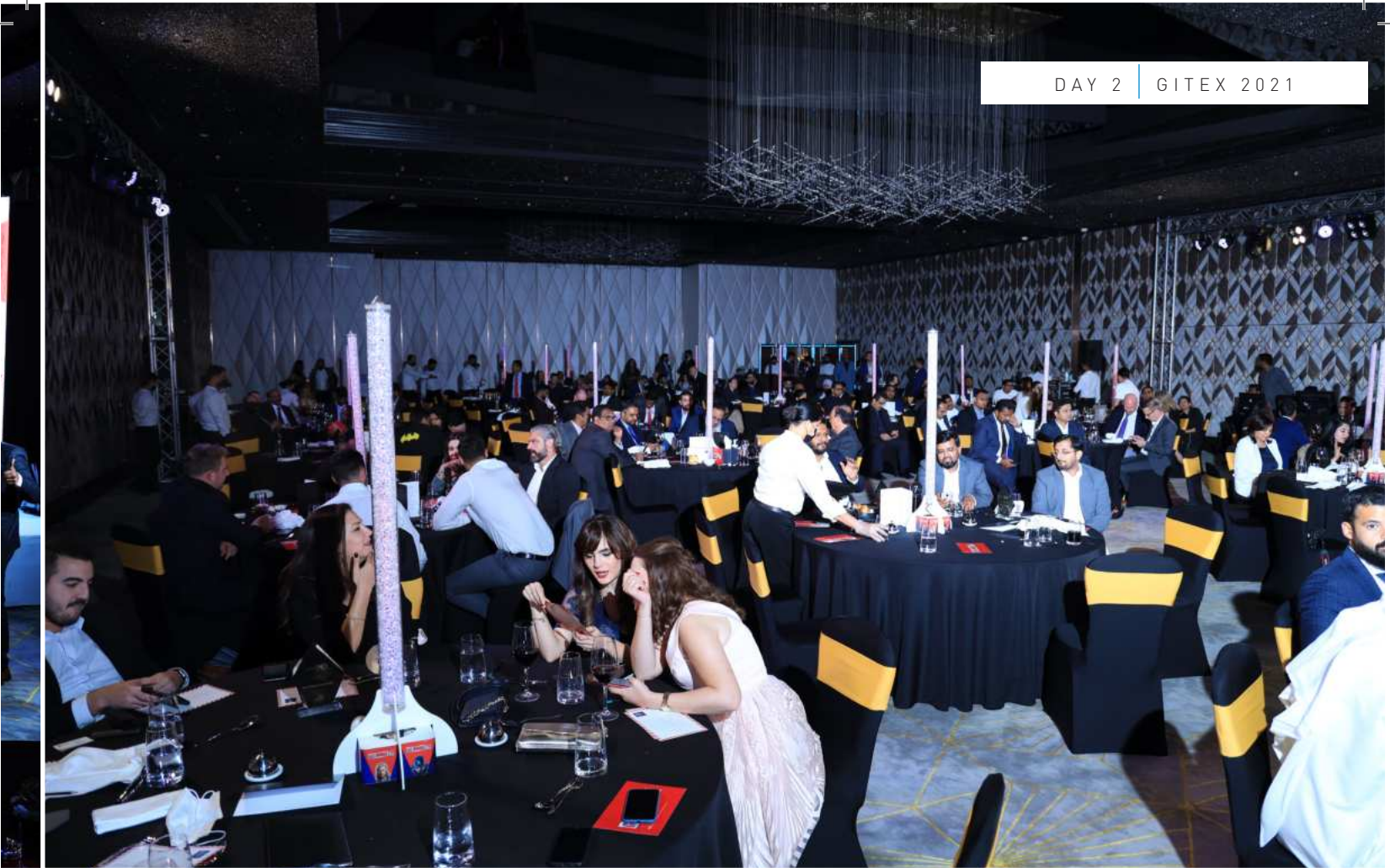
Spanning over 50 categories, the jury scrutinises every nook and corner of progress and innovation in the field of information technology and make sure the deserving ones are recognised, honoured, and crowned.

The event was organised with all the safety guidelines announced by the Emirates of Dubai.



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AmiViz showcasing BlackBerry Cyber Suite solutions at Gitex

AmiViz, the Middle East region's enterprise B2B marketplace announced it will be showcasing

BlackBerry Cyber Suite solutions at Gitex 2021. This year, BlackBerry has partnered with

AmiViz for the weeklong show to present its unique state of the art cybersecurity solutions powered

by advanced AI, ML, and automation technologies that can enable regional organisations to adopt a prevention-first security posture.

The suite includes BlackBerry Protect, an EPP that prevents Microsoft Windows, macOS, iOS, Android, Chrome OS, and Linux systems from being compromised by malware, fileless exploits, malicious scripts, and more. All protection is applied at the endpoint automatically, without any reliance on cloud lookups or a network connection.

Highlighting the risks associated with insider threats, Keiron Holyome, Vice President, BlackBerry commented, "The most efficient way to reduce insider risks is to prevent insider incidents from occurring; so, at this Gitex, it will highlight how it's helping customers and prospects to strengthen their cybersecurity strategy through a prevention-first approach."

Chinese flash storage vendor BIWIN making first time appearance at Gitex

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BIWIN is a Top 10 storage chip maker in China and winner of the award for China's Outstanding Domestic Brand Enterprise in Electronic Components Industry."

BIWIN flash storage can be found in many PCs, smartphones, wearables, gaming devices, esports, data centres, automotive, surveillance, medical and more. Shenzhen is a leading global technology hub, dubbed by media as China's Silicon Valley. As an official part of a national program to recognise China's best brands, the Shenzhen Famous Brand has become a gold standard of achievement

for Shenzhen enterprises and products.

At Gitex, BIWIN will introduce Middle East industry and corporates to the possibilities of flash storage from the industry's newest state-of-the-art production facility, the BIWIN Science and Technology Zone in Huizhou opening in Q4 2021. On display will also be the consumer ranges of personal storage. Under official license the company designs, builds, and markets the personal flash storage products of HP, Acer and Predator.

After years of success in the storage industry, the company has also launched Biwintech, its own consumer brand. Biwintech personal storage and memory products benefit



from the rigorous production requirements learned over years of producing mission-critical industrial storage. BIWIN invites dealers, retailers

and distributors from the MEA region to visit Gitex to see their high-quality range of internal and external SSDs, DRAM and Compact Flash for consumers.

Ajman Free Zone launches GIS at Gitex for vacant sites and facilities

Ajman Free Zone launched the addition of Geographical Information System into its digital services during Gitex. The step is in line with AFZ's commitment to integrating GIS programs in the business system, projects, applications, and operations to facilitate the customer's journey, enhance the satisfaction level of business partners, and enhance the business attractiveness and competitiveness of the Emirate of Ajman.

The event is serving as a major platform to highlight AFZ's progress in developing digital infrastructure and accelerating the pace of digital transformation to create a competitive and attractive business environment that meets the requirements and expectations of investors looking to take advantage of the promising opportunities available in Ajman.

The Geographical Information System offers a complete package of integrated services that provide



customers with direct access to accurate information about AFZ's sites, with a map that shows vacant areas including all related facilities and nearby locations. The system also includes

360-degree images for evaluation and virtual inspection of the site before booking it and a virtual-navigation assistant. Further, it allows virtual and actual interaction with AFZ's robot

known as Ghaith, and the GPS services can be used in locating public places. The system is compatible with the customer portal and the website.

Cloud migration partner BitTitan participating at Gitex with Logicom

BitTitan, a global leader in cloud migrations and managed services automation to enable the modern workplace, sees growth opportunities as digital transformation fuels IT spending in the Middle East and Africa. Companies migrating to cloud will have an easier, faster, and more automated experience, starting from scoping the current environment to configuring end-users after the data migration. According to Antti, most of the migration to cloud activity will not just involve email and OneDrive for businesses, but SharePoint Online and Microsoft Teams will need to be migrated as well. Amidst the projected increase in migration to cloud services

critical challenges remain, such as lack of support on critical times to the migration, sourcing a tool for every project separately, as well as spending considerable amounts of time on preparing and completing the projects. Leveraging the potential increase in cloud migration activity, BitTitan is participating in Gitex, through its regional distribution partner Logicom, to showcase its flagship solutions aimed at making the lives of providers and system integrators of modern workplace-focused services easier. MigrationWiz is one of two products BitTitan will be showcasing at the event. The



ANTTI ALANDER,
Channel Manager EMEA, BitTitan.

industry-leading SaaS solution for mailbox, document, public-folder, and Microsoft Teams migrations can help users improve their Microsoft 365 onboarding experience by providing fully automated data migration from all common source systems, such as configuring and completing the migrations faster, much easier while increasing control and visibility.

To help prepare for a new business environment where divestitures, acquisitions and mergers require Microsoft 365 tenant-to-tenant migrations, BitTitan will be introducing its other product Voleer, a solution that centralises and automates IT tasks, helping empower IT, service professionals, to streamline daily operations and eliminate redundancies.

Exasol
The analytics database



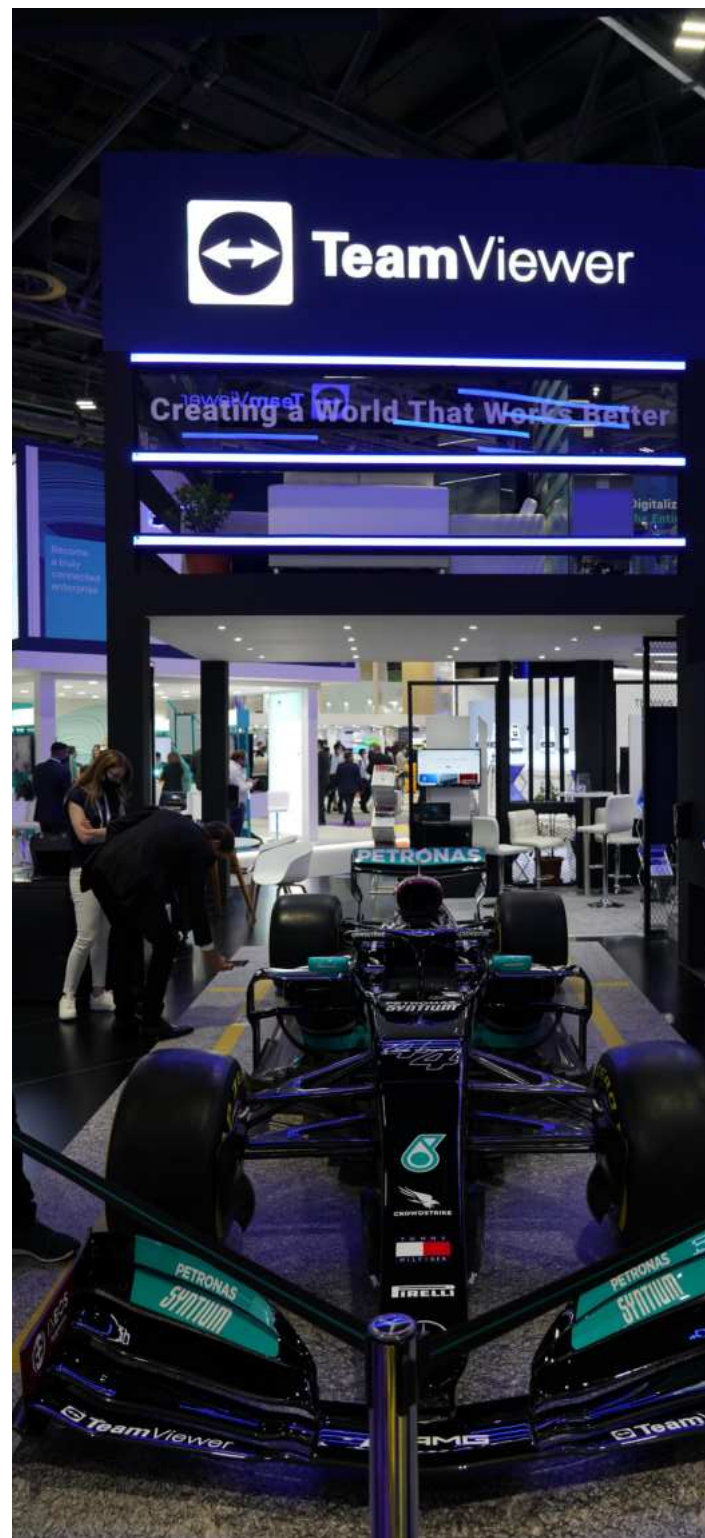
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Gitex 2021 delivers cloud platform and digital transformation solutions

Day one witnessed a near back to normal arrival of visitors from multiple GCC countries including UAE. Cloud platforms, digital infrastructure, digital solutions were on display at this year's Gitex 2021. Clearly cloud and transformation are no more just buzzwords but are now part of future proofing regional enterprises.

All pix GEC Media.



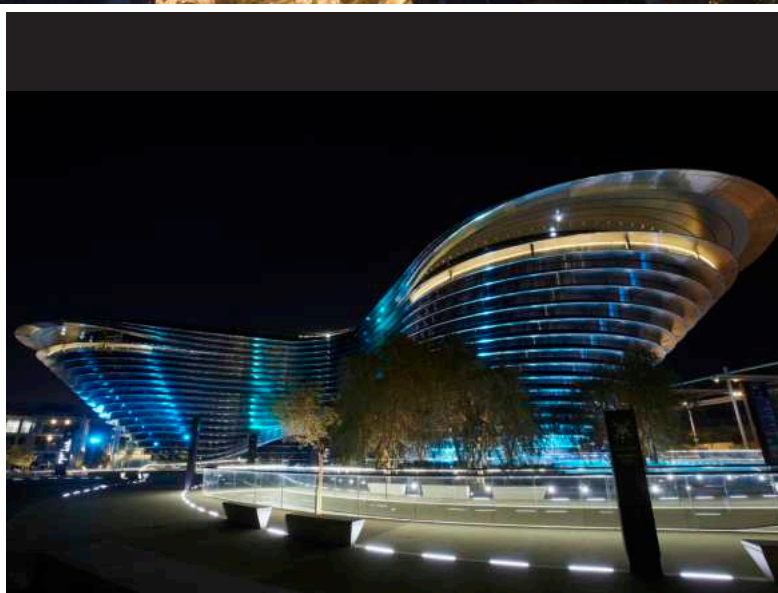
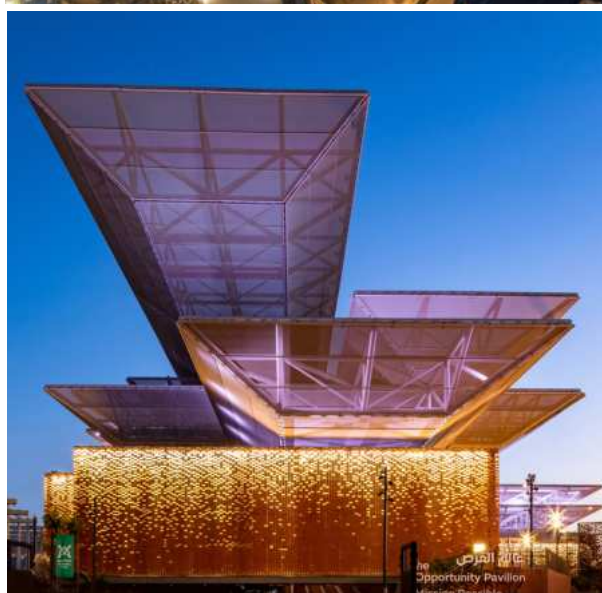


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What after Expo 2020? District 2020 answers with an immersive experience

With Expo 2020 Dubai having opened its doors from 1 October, the team behind the future transition of the four sqkm site is set to reveal more of what the human-centric future city will look like. During Gitex attendees will be able to visit the District 2020 booth and experience an immersive

fly-through of their vision, which will evolve after the close of Expo 2020. From March 2022, more than 80% of Expo's built environment will be repurposed to form a mixed-use community that integrates commercial, residential and cultural neighbourhoods to live,

work and explore. Extensive planning of the infrastructure and architecture was undertaken with this future use in mind, where the needs of future workers, residents and visitors was placed at the centre of design. District 2020 will also present its mission to curate an ecosystem

around smart logistics, industry 4.0, smart mobility and smart cities driven by technologies including 5G connectivity, AI, IoT, 3D printing, amongst others. Siemens, Siemens Energy, Terminus and DP World, have already signed in.

Software AG partner Palmira helping enterprises design digital futures



Palmira is participating at Gitex 2021 through its presence at the Software AG booth. It is helping organisations to design their digital future, remove silos, reduce architecture complexity, and speed up digital transformation. Palmira will participate in a judging panel as the Most Certified Partner of Software AG. The judging panel is for the 2nd edition of The Future Disruptors Award. This programme is an annual inter-university competition that was initiated to bridge the gap

between industry and academia in the UAE.

The top 3 shortlisted universities competing for the award this year are Middlesex University, Rochester Institute of Technology and American University in Dubai. Present at the winner announcement will be Consul General of Germany, Digital Dubai, Ministry of Interior, DEWA, Ministry of Advance Technology, Dubai Economy, du. Palmira solutions on display include:

Metrix+: An innovative Enterprise Management Solution and Corporate Performance Management. Empowering you to Manage any organisational context object, with the ability to define object types and relation types that boost the capability to represent organisation to any level or details which provide a huge benefit to combine performance management with Enterprise Architecture, empowered by AI.

Org+: dynamic solution to Manage and Monitor your Organisation

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Sync+: Business Requirements Managements: bridge the gap between Business Analyst and IT Developers through Sync+ to seamlessly integrate your business requirements in ARIS with Jira. Currently available in Cloud, Azure.

ARIS: A Leader in Business process Analysis tool.

webMethods: A leader Digital platform that offer Integration, API Management, and automation capabilities.



NICOLAS BLIAUX,
Vice President Sales EMEA
and CALA for the Enterprise
market at Jabra.

Jabra presenting audio collaboration tools for hybrid work

The main theme of Jabra at Gitex 2021 is to experience the future of hybrid work. Jabra will be showcasing different use cases at their booth to depict how solutions can enable work from anywhere, anytime and increase productivity. At the event, Jabra wants to be as close as possible to our partners and customers. Being able to demonstrate that they have a solution wherever and whenever

they want with Jabra. The products being demonstrated include Panacast series, with a special focus on our Panacast 20 and Panacast 50. Panacast 20 is an intelligent AI-enabled personal video conferencing tool, and the Panacast 50 is the first new-normal-ready intelligent video bar. The Evolve Range are headsets to enhance productivity in the open office. The USB headsets have

active noise cancellation. The feature-filled Jabra Speak series makes conference calls easy with intuitive interfaces, multiple connectivity options such as Bluetooth. Whether you need a central speakerphone for your office boardroom or a portable device that's good for travelling sales pitches, there is a suitable speakerphone. Lenovo is being showcased at the Jabra booth.

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three use cases.

- Use Exasol as an acceleration layer for your existing data warehouse, speeding up self-service analytics and dashboards. This does not require changing anything about your current data warehouse, meaning quick results with low risk.
- Replace your non-performing data warehouse with Exasol. You can replace that non-performing, expensive data warehouse, entirely with Exasol. You will gain performance and save money with our price-performance advantage

and simplified management. Since Exasol can run on any cloud, you can use this as an opportunity to move your on-premises workloads to the cloud. Or keep full control on-premises.

- Use Exasol as a unified, enterprise-wide consolidator for disjointed systems. This is an especially effective way to get more value from a data lake.

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