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GBM LAUNCHES REVOLUTIONARY CYBER DEFENSE PROGRAM

Gulf Business Machines (GBM) has announced the launch of GBM Shield, its most comprehensive cybersecurity offering to date. In a holistic approach to cybersecurity, the program is risk-driven rather than technology-driven, thus enhancing existing technologies within an organisation to elevate its security and cyber resiliency and increase the returns on security investment. GBM Shield brings together the best of GBM's advanced cybersecurity portfolio and its three decades of experience to offer an integrated program that is vendor-agnostic and can be easily scaled up or down based on the needs of the customer.

Last month, GBM had announced the acquisition of majority shares of Coordinates Middle East, a regional Managed Detection and Response firm headquartered in Dubai. GBM Shield will be powered by Cor., Coordinates' innovative platform that enables integration, automation, and orchestration across any technology to provide defense-grade services to enterprises of all sizes.

Hani Nofal, Vice President of Digital Infrastructure Solutions at GBM, said, "Over the last three decades, GBM's expertise and partnerships have allowed us to become a trusted advisor and build the most advanced end-to-end cybersecurity offering in the region. Through GBM Shield, organisations can easily overcome the complexities, budget constraints and other challenges that come with implementing a cybersecurity program, and benefit from GBM's security experts who can adapt the program based on their evolving needs."

GBM has also been recognised as 'Top System Integrator – Security' at the GEC Awards 2022, which was held on the first day of GITEX. GBM received the award for its outstanding contributions towards the regional IT industry over the last three decades.

GBM's comprehensive framework of services and solutions, integrating technologies from global security leaders, has enabled organisations to implement industry best-practices in cybersecurity. With a holistic approach to mitigating security risk, GBM's bespoke cybersecurity program focuses on the people, processes and technology within an organisation.

HANI NOFAL
Vice President of Digital Infrastructure Solutions, GBM.

Commvault enables early threat detection and zero loss strategy with Metallic ThreatWise

Commvault, a global enterprise leader in data management across on-premises, cloud, and SaaS environments, announces the general availability of Metallic ThreatWise, an early warning system that proactively surfaces unknown and zero-day threats to minimise compromised data and business impact, in the Middle East.

The risk of cyberattacks in the Middle East is increasing and, according to a report by TRA, over 80% of companies in the United Arab Emirates reported at least one cyber-attack last year. While the rapid digitalisation in countries in the Middle East, specifically the United Arab Emirates and Saudi Arabia, is the main reason for this increase, the technological development also presents the opportunity for these countries to establish robust cyber protection.

With ThreatWise, Commvault is further defining data security with an early warning that no other vendor in this space provides. It uses decoys to proactively bait bad actors into engaging fake resources, spot threats in production environments, and arm businesses with tools to keep data safe. Simultaneously, Commvault is also extending its machine learning and critical threat detection and security capabilities to its broader platform, which is available in the Middle East today.

FADY RICHMANY
Vice President, Commvault Regional South Eastern Europe, Middle East, and Africa

Global tech leaders unpack the true value and impact of the Web 3.0 economy

International pioneers of the Web 3.0 economy are in Dubai, bringing a host of never-seen-before experiences and technology innovations to propel the next digital revolution Gitex.

HE Omar Bin Sultan Al Olama, UAE Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications, delivered the opening keynote speech at the Sheikh Rashid Hall Main Stage. He highlighted that the UAE and Dubai believe in the power of globalisation and creating an ecosystem that allows people to thrive.

HE Al Olama highlighted how Gitex has continued to grow despite the global technology sector undergoing turmoil and uncertainty. He concluded his speech by reiterating that conversations taking place at Gitex will create sparks that will change the world.

HE OMAR BIN SULTAN AL OLAMA
UAE Minister of State for Artificial Intelligence, Digital Economy.

DR TIAN QI
Chief AI Scientist, Huawei Cloud.

SEBASTIEN BORGET
Co-Founder and COO, The Sandbox.

NEW PARADIGMS OF AI
Speaking in the Middle East for the first time, Dr Tian Qi, Chief AI Scientist, Huawei Cloud, delivered an informative session on the new paradigms of artificial intelligence on Gitex's main stage. Dr Qi focused on the vast potential that artificial intelligence can have for the scientific community, highlighting that artificial intelligence can speed up computation time by a factor of at least 10,000, and can help better predict weather patterns and support in discovery of new medications.

UNLOCKING THE POTENTIAL OF THE METAVERSE
Issues of virtual asset ownership came under the spotlight during an interview between Sébastien Borget, Co-Founder and COO of The Sandbox, and Mike Butcher, Editor at Large at TechCrunch. Borget said the future of

the metaverse had to involve users owning their digital assets with the freedom to decide how these assets are used or sold.

BUILDING TRUST IN VIRTUAL ASSETS
Speaking at the Gitex main stage, Dimitrios Dosis, President of Eastern Europe, Middle East and Africa at Mastercard, said Mastercard's investment in CipherTrace gives insight into cryptocurrencies and provides transparency rather than anonymity, which in turn reinforces greater consumer trust.

Aruba signs MoU with P&O Maritime Logistics to Support Digital Transformation

Aruba, a Hewlett Packard Enterprise company, signed a Memorandum of Understanding with P&O Maritime Logistics, a global provider of maritime solutions in offshore, port services and logistics, to support the company's digital transformation through network modernisation.

The two companies have a long history of collaboration. P&O Maritime Logistics has deployed cutting edge Wi-Fi technology from Aruba, in addition to campus edge switches and the cloud-based Aruba Central solution, resulting in simplified management of network policies and procedures, reduced operational complexity and improved overall network connectivity and experience.

Aruba helped in connecting over 200+ vessels and offices on Aruba Central, providing a single management view. The company has also leveraged the artificial intelligence and machine learning capabilities in Aruba Central to achieve desired business outcomes.

The MoU was signed at Gitex. As a token of Aruba's commitment to partner with and support P&O Maritime Logistics, the vendor presented an award of appreciation to Kris Vedat at the signing ceremony.

Congratulating

Mohammed Amin, Senior Vice President, Middle East, Turkey and Africa, for completing twenty years at Dell Technologies.

Avaya Executes on Dubai's Metaverse Vision with 'Meta Experience' Technology Showcase

Avaya today demonstrated how it is executing on Dubai's metaverse vision. Developed in by Avaya's Dubai-based team in collaboration with Avanza, the Metaverse Experience solution will support Dubai's ambition to be one of the top 10 global cities for the metaverse economy, aims to create 40,000 virtual jobs by 2030 and contribute to the economic prosperity of the emirate.

Avaya is the customer experience vendor of choice for a majority of government organisations and large enterprises in the UAE. This makes the company uniquely suited to propel the experiences that UAE organisations offer into the metaverse – as shown in the in Metaverse Experience solution being demonstrated at Gitex.

eSentire names Spire Solutions as its Exclusive Value-Added Distributor

eSentire announces its exclusive partnership with Dubai-based Spire Solutions, a preferred cybersecurity solutions provider and top value-added distributor servicing the Middle East and Africa. Spire is now offering its customers and channel partners – inclusive of MSPs, MSSPs, VARs and its reseller community – eSentire's award-winning multi-signal MDR and Incident Response services across multiple specialised verticals including government, finance and banking, insurance, oil and gas, manufacturing, retail, and telecommunications. eSentire protects over 1,500 organisations, across 35 industries, operating in more than 80 countries from known and unknown cyber threats. In addition to security operations leadership in threat investigation and response and as a further value-add to Spire's customers and partners, eSentire's on demand 24/7 Incident Response retainer with the world's fastest threat suppression commitment, guaranteeing a 4-hour threat suppression Service Level Agreement, anywhere in the world, will be made available across the regions. Respected globally for its commitment to customer service and community intelligence, eSentire has been recognised as the MDR leader across peer-to-peer software review site G2, and the top pure play MDR provider on MSSP Alert's Top 250 Global MSSP Ranking in 2022.

(Left to Right) Jerry Liu, CEO of Huawei UAE and Khaled Al Melhi, CEO, CPX.

CPX Holding and Huawei collaborate in strengthening the UAE's cybersecurity ecosystem

CPX Holding and Huawei signed a memorandum of understanding to explore and deliver strategic projects that support UAE's advancement as a top trusted digital hub for the region.
The memorandum was signed by Khaled Al Melhi, CEO of CPX, and Jerry Liu, CEO of Huawei UAE, at Gitex in the presence of executives from both companies.
In particular, CPX and Huawei have expressed a mutual commitment to the sustainable development of the UAE's cybersecurity ecosystem. The two parties will thus work together to exchange knowledge on industry trends, design end-to-end cybersecurity platforms and solutions, and add value to the country's existing cybersecurity projects. By leveraging resources from both inside and outside the UAE, the parties will ultimately be able to assist public and private-sector organisations in ensuring compliance with stringent cybersecurity standards while accelerating their cyber maturity.

Microsoft brings vision of cloud, mixed reality, and security

Microsoft brought a taste of what the future of mixed reality will look like at Gitex. The company's attendance at the exhibition occurs in the third-anniversary year of its UAE cloud data centres, which continue to empower organisations on their digitisation journeys.
Throughout the exhibition, the company will also share sits thoughts on Web 3.0 and the role metaverse technologies, including the recently launched HoloLens 2 device, Mesh and Teams, will play in the future of hybrid work. Microsoft will also take a deep dive into cybersecurity and what it means in the multi-cloud era, covering the latest developments in the threat landscape and the implications of the multi-cloud reality for issues such as identity and data protection.
Microsoft speakers will feature at AI Everything to explain the existing trends that are driving culture changes across the region in preparation for low code, no code, and the integration of smart solutions.
At DevSlam, experts will be conducting a full day Hackathon on day one of the exhibition and deliver a three-day certified coding masterclass.
At the Fintech Summit, Microsoft will explore the challenges faced by start-ups in that space and how digital experiences have evolved in the FSI sector. And Microsoft's education experts will address the sector's stakeholders on how distance learning will continue to take shape.

GLIMPSES OF GITEX 2022

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du signs MoU with Huawei and SINOTRANS to shape the industrial reality

Du has partnered with Huawei and SINOTRANS to deliver 5G-driven robot warehouse solutions for the UAE's logistics industry. The Memorandum of Understanding was signed at Gitex – where du is presenting an innovative showcase under the theme 'Powering governments, Shaping The Emirates Reality' featuring technologies such as Internet of Things, Augmented Reality, metaverse, blockchain, NFT and robotics.

The UAE is a global trade and logistics hub in a strategic location with world-class logistics facilities, playing an essential role in Dubai's economy and contributing to the UAE's GDP. While the logistics sector has utilised automation in warehousing to enhance productivity, the lack of 5G

automation has been a critical barrier for many companies. As a part of the agreement, du and Huawei will deliver the 5G Campus Network Solution and provide 5G key atomic capabilities to SINTORANS. A

leading global logistic platform, SINOTRANS will utilise the 5G Campus Network on its industry 4.0 digitisation journey, including process and warehouse automation.

du and Huawei are set to

accelerate and empower industrial digitisation through 5G-enabled robotics solutions which allow seamless roaming capabilities within the premises – making the robots faster, more responsive and more adaptive.

IceWarp ME unveils new logo with sneak preview of the upcoming EPOS Version

IceWarp is participating at Gitex this year. With the theme 'Think Global, Act Local', IceWarp is looking to amplify its presence as a global company with strong local support in the Middle East. The Enterprise Email and Collaboration Solutions provider unveiled their new logo at the beginning of the event.

The company has established a strong foothold in the region over the years and is looking forward to growing further through meaningful partnerships with channel organisations and VARs that are prominent in the region. At the event, IceWarp showcased its latest products and features, including a sneak preview of the upcoming EPOS version. In addition, IceWarp highlighted its commitment to the Middle East region with its expansion strategy and investment in local data centres. IceWarp has seen impressive traction in the Middle East region and is looking forward

to continued success in the market. Gitex provides the perfect platform to showcase IceWarp's solutions and meet with customers and partners from across the region. Adam PacIt, CEO of IceWarp and Pramod Sharda, CEO, IceWarp Middle East and India, were present at the event.

IceWarp showcased its latest messaging and collaboration solutions that bring the global standard to local businesses at affordable rates. Seamless integration and other features offered by IceWarp can increase productivity and enhance the growth of enterprises of all sizes. IceWarp is looking forward to meeting with existing and potential partners at Gitex to discuss how its solutions can help them succeed in the ever-changing landscape of business communications. Held annually in Dubai, Gitex is one of the world's largest and most influential tech events.

(Left to Right) Pramod Sharda, CEO, IceWarp Middle East and India and Adam PacIt, CEO, IceWarp.

GBM

SHIELD

NEXT-GEN CYBER DEFENSE PROGRAM

FOR THE NEW ERA OF CYBER THREATS

Riverbed presents UAE findings of unified observability survey

Riverbed unveiled findings of a new survey from IDC, which revealed that a unified view of digital infrastructure is essential for IT teams that must improve the digital user experience while boosting overall organisational productivity. Informed by the findings of this survey, Riverbed is focusing its presence at the show around helping customers address this important market need and will demonstrate Alluvio unified observability and Riverbed acceleration solutions.

Sponsored by Riverbed, the new survey revealed that IT teams are struggling to effectively manage highly distributed digital infrastructures and deliver digital experiences that meet increasingly high customer expectations.

As observability becomes the responsibility of C-level technology executives CIOs, CTOs, CDOs, etc., companies in the UAE are also investing more dollars in observability solutions. In the survey, 86% of UAE respondents said their observability budgets will rise in the next two years, and 41% said their budget will increase more than 25%.

At Gitex, Riverbed is showcasing its Alluvio Unified Observability and Riverbed Acceleration portfolios that help organisations overcome today's complex IT environments and sprawling data, to deliver seamless and secure digital experiences to users everywhere and accelerate performance.

For the first time in the region, visitors to the company's stand will also have the opportunity to experience hands-on demos of Alluvio IQ, Riverbed's newly launched cloud-native, SaaS-delivered service that helps IT

MENA MIGALLY
Regional Vice President, META, Riverbed

teams address the challenges caused by today's complex IT environments, resource constraints, and data silos through AI and machine learning.

G42 participates for the first time with focus on AI and cloud

G42, the leading UAE-based artificial intelligence and cloud computing technology company, is participating in Gitex, the world's largest tech and startup super-connector event. This is the first time G42 is appearing as an exhibitor at Gitex. Through its exhibitor stand located inside the AI Everything, the company is exhibiting the breadth of its technology ecosystem and address questions about the present and future of technology and its role in societies.

Within the company's two-story stand, G42's operating companies are taking center stage to offer interactive experiences and presentations from senior leaders that showcase the latest products and solutions across different industries, from energy-efficient data centers to artificial intelligence-powered geospatial intelligence.

Beyond participating as an event exhibitor, several of G42's senior leaders – including Ashish Koshy, CEO of G42 Healthcare, and Dr Prashanth Marpu, G42 Space Program Tech Lead to feature in panel discussions during the event.

G42 develops high-impact technology solutions to solve the world's most complex problems and is committed to leading the discovery of technology and how it can advance human potential and prosperity across various industry verticals. Through a robust business portfolio and partnerships with a growing network of leading global organisations, G42 is driving progress and developing cutting-edge technology across energy, cloud computing, data centers, healthcare, smart cities and more.

DR MOATAZ BIN ALI
Vice President and Managing Director, MEA for Trend Micro

Trend Micro presents the Power of One

Trend Micro showcases its state-of-the-art innovations at the 42nd Gitex, taking place from 10th to 14th of October at the Dubai World Trade Centre. The company is demonstrating several industry-leading security solutions to empower organisations in protecting their digital journeys from an expanding attack surface.

Trend Micro Midyear Cybersecurity Report for H1 2022: Defending the Expanding Attack Surface highlights the evolving threat landscape and the need to secure a strong cybersecurity stance in the region. As per the roundup report, the MEA region witnessed over 400 Million email threats, more than 820K URL hosted attacks, with over 34 Million URL victims, and more than 57 Million malware attacks.

Trend Micro to take part in a series of discussions at the event to raise awareness about the challenges of the current threat landscape and how to defend against predicted threats in the expanding attack surface. Furthermore, the company is also highlighting its partnerships with valued distributors such as Starlink, Reddington, Mindware, Oregon, and Ingram Micro through its presence at their booths at the event.

ESET presents Inspect Cloud, PROTECT, XDR for MSPs solutions

ESET is participating at Gitex, where the company is highlighting its new refreshed line of business products that ensures enterprises in the Middle East can embark on a secure and a smooth digital journey and prevent cybercriminals doing any damage to their networks.

ESET Inspect Cloud is a sophisticated cloud-based tool, which enables the ESET PROTECT platform to evolve into an Extended Detection and Response solution for enterprise-grade security and risk management capabilities, including advanced threat hunting, incident response, full network visibility, cloud-based threat defense, and more. ESET Inspect Cloud identifies post-execution malicious code, while ESET PROTECT gives the user full visibility of the response. The ESET PROTECT platform has been enhanced with ESET's customers in mind, with the main objective being in assisting IT admins to better manage the security risks in their environments. Firstly, an auto-update mechanism ensures that all ESET Endpoint agents and implemented solutions are always up to date, lightening the

DEMES STROUTHOS
General Manager, ESET

burden on IT admins' shoulders. Secondly, an in-depth integration of ESET Inspect Cloud and the ESET PROTECT platform allows for a much smoother experience, with sleeker dashboards and more streamlined deployments.

Cloud Box showcases its services and solutions

Cloud Box Technologies showcases its range of solutions at Gitex. As a Titanium Partner of Dell, the company to focus on the wide range of products. They are also emphasising on its cybersecurity offerings which have been strengthened over the last year with best of breed global vendor partnerships.

As a trusted Systems Integrator, Cloud Box Technologies has a range of services and solutions that are offered to customers across several industries including healthcare, banking and finance, retail, manufacturing, education, etc. The company is also highlighting its specialised capabilities of being equipped to tackle on-premise digitisation, its strong NOC as well as how it is being pre-emptive in the Managed Detection and Response service capabilities.

Cloud Box Technologies to be represented by the senior management team to be able to provide a better understanding of the company's offerings.

RANJITH KAIPPADA
Managing Director, Cloud Box Technologies

WERNO GEVERS
CyberSecurity specialist,
Mimecast.

Mimecast presents Mimecast X1 Platform that safeguards business email

Tenable is exhibiting at Gitex this year. At the event, Tenable will showcase its powerful combination of continuous exposure management solutions for the modern attack surface which helps organisations translate technical asset, vulnerability and threat data into clear business insights and actionable intelligence.

Gitex is timely given the dramatic rise of ransomware, nation state-sponsored threats and a flood of new vulnerabilities, which has seen cybersecurity teams under siege. This follows the dramatic adaptations businesses have made to how they operate — with cloud adoption, new applications and the increased use of personal devices and remote access tools transfiguring the corporate attack surface. For security teams, managing the plethora of technologies has been a challenge, leaving enterprises vulnerable to cyberattacks.

Software AG participates with TSME, Blackstone, Emircom, Mindware, Palmira

Software AG returns to Gitex exhibiting under the theme Simplify the Connected World. Software is increasing its focus on sustainable future ready and connected enterprises by connecting people, technology, and processes. In order to simplify the connected world, Software AG brings seamless consolidated, conformed hybrid integration and data integration capabilities to enterprises.

Software AG is demonstrating its cloud native products to help enterprises build modern digital backbones – the central pillar of control, consolidation and flexibility in an organisation. This enables its customers to connect disparate systems and applications, drawing data insights from every part of the organisation. Software AG simplifies the connected world by integrating systems seamlessly and running processes efficiently to facilitate the free flow of information and insights that create sustainable business models and drive transformational growth. Software AG remains steadfast in fulfilling strategic goals of harnessing digital transformation for the Middle East region as it leverages its industry expertise to deliver

RAMI KICHLI
Senior Vice President,
Middle East and
Turkey, Software AG

innovative solutions to enterprises at large. Software AG's third edition of its industry-academia initiative Future Disruptors Program that encourages effective knowledge building through hands-on opportunities for real use cases, to showcase IoT, artificial intelligence and Machine Learning student innovations and bring new value for sustainable smart cities, inspired by the 17 Sustainable goals stated by United Nations.

Dataiku presents how Data Science Studio can enable Everyday AI

Dataiku, the platform for Everyday AI, is participating at Gitex, and to showcase how its Data Science Studio can enable organisations across the Middle East to make Everyday AI a reality.

A Dataiku-commissioned YouGov study from earlier this year conducted in the Europe, Middle East, and Africa region showed that the United Arab Emirates leads its EMEA peers in the leverage of data, data science and artificial intelligence. UAE respondents were the most convinced of data's utility, with 84% considering it essential compared with the EMEA average of 69%.

But this positive reception for artificial intelligence is not evenly distributed, with a clear gap emerging between managerial and non-managerial employees. While 71% of UAE managers say their use of data in daily work has increased over past five years and 73% believe their use of data will continue to increase over the next five years, only 44% of non-managers say they have used more data over the same period and a mere third expect to use more in the coming five years.

SID BHATIA
Vice President and General Manager
Middle East and Turkey, Dataiku

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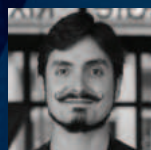# POWERING CODING INGENUITY

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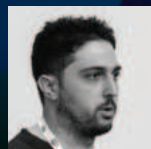
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Creator of NumbPy
& Co-Founder
ANACONDA. USA

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Co-Founder & CEO
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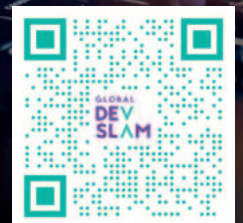**Sebastian Ramirez Montano**
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