SMART DUBAI AND RTA LAUNCH NATIONAL DIGITAL IDENTITY

Smart Dubai, in partnership with the Telecommunication Regulatory Authority (TRA), has inaugurated UAEPASS, a National Digital Identity and Signature Solution for all citizens, residents and visitors, in collaboration with Abu Dhabi's Smart Solutions & Services Authority; and the Dubai Electronic Security Centre (DESC), as strategic partner providing the underlying Digital Certificates contributing to safeguard UAEPASS, as well as DarkMatter Group.

The launch took place at a press conference held today (Tuesday, October 16, 2018) at Smart Dubai's pavilion during GITEX Technology Week 2018, taking place at the Dubai World Trade Centre from October 14-18. Her Excellency Dr Aisha Bint Butti Bin Bishr, Director General of Smart Dubai, attended the press conference, along with H.E. Hamad Obaid Al Mansoori, Director General of the Telecommunications Regulatory Authority (TRA), H.E. Dr Rauda Saeed Al Saadi, Director General of Abu Dhabi's Smart Solutions & Services Authority, and Faisal Al Bannai, Founder and Managing Director of DarkMatter Group. UAEPASS provides a single digital identity that allows the user to access services for both local and federal government entities, in addition to other service providers. The solution introduces mobile based authentication to users who can simply validate their identity using their smartphone. It also allows users to digitally sign and validate documents, in order to minimise their visits to service centres to sign important and time-sensitive documents.

H.E. Hamad Obaid Al Mansoori, Director General of the TRA, said: "The vision of Smart Dubai and the expertise of TRA is a strong combination that has made the mission of integrated government services a reality, thereby benefiting the citizens, residents and visitors of the UAE. The launch of the UAEPASS service is a special moment for us, as it exemplifies our efforts in line with the directives of our great leaders to make the UAE the most digitally advanced nation of the world." Faisal Al Bannai, Founder and Managing Director of DarkMatter Group, said: "Aligned with the UAE leadership's vision to accelerate the digital transformation of the nation, DarkMatter Group is proud to be the partner bringing this solution to its government customers."

EMIRATES POST PARTNERS WITH HEWLETT PACKARD ENTERPRISE TO KICKSTART DIGITAL TRANSFORMATION JOURNEY

Emirates Post partners with Hewlett Packard Enterprise (HPE) to kickstart its digital transformation journey with the regional debut of the Hyper-converged Platform. Announcing details of the Emirates Post's data center transformation at GITEX 2018, the technology includes a state-of-the-art memory driven system that will enable Emirates Post digitization drive and establish it as an innovation-led organization. The AI powered, cloud-enabled and highly secure data center, will be the cornerstone for Emirates Post's new services and will support robust business growth, as well as Emirates Post's digital services, applications and data. In addition to hosting future technologies that are equipped to serve the traditional services, it is also designed to be agile and respond to dynamic market changes. The center is future-proofed and prepared to take on subsequent phases within Emirates Post's innovation strategy, including blockchain for identity management, mail tracking, security and the digitization of the transaction journey; IoT for transportation and logistics with enhanced mail and parcels and smart postal buildings; and AI for robotic process automation.

JUNIPER NETWORKS- AUTOMATION READY

Haitham Saif, Systems Engineer Manager of Juniper Networks says that the company is at the cusp of network transformation. "We have created all the tools and the processes needed for the customer to embark on their digital transformation journey and help them realize the journey step by step."

Haitham says that the vision of making multi-cloud a reality was realized effectively because the customers shared the same vision and wanted their business processes to be automated, agile and cost effective and simultaneously stay compliant with the regulation and security.

"The concept of multi-cloud starts with the user access to network then it is the transport network that connects to the access network into the cloud— public, private or hybrid. There are a few fundamentals in establishing a multi-cloud that stems from the concept of how to secure the network, how to automate it, how to give a complete visibility of the network and lastly how to orchestrate the process so that security is not compromised."

At GITEX 2018, Juniper is unveiling a collaborative community that includes tools, labs, libraries and an exchange of innovative applications to accelerate automation adoption for companies and individuals. Juniper EngNet features access to virtual devices that run in the cloud, complete with documentation, along with a full suite of tools to move from manual to automated operations. To complement Juniper EngNet, Juniper designed NRE Labs, a web-based, on-demand automation curriculum focused on the emerging network reliability engineering (NRE) role. Juniper is also announcing additional professional services to help enterprises break ground on automated testing, a key thrust for any enterprise looking to leverage automation to do more in their network.

MARTELLO - REDEFINING SD-WAN

Headquartered in Canada, Martello has been in the market since 2006 and has an interesting story behind it. Sebastien Tellier, Marketing manager of Martello says, "2018 has been a very significant year for Martello. In January we merged with Elfiq Networks and teaming our capabilities and technologies we create unparalleled capabilities for delivering real-time services in the cloud. They also recently acquired a company named Savision and with these companies coming together has been a big year for Martello. The products we are showcasing at GITEX is our SD-WAN technology based out of Elfiq Networks legacy edge and core technology. SD-WAN is about providing business continuity and optimizing network performance through the usage of multiple links simultaneously in an active manner. If one link goes down, it does not hamper because the traffic is already been distributed in the other available networks. Naizak Distribution is one of the major partners for Martello in the region. The company has a very string customer base in the regional hospitality sector, including the DWTC. Talking about the edge factor, Sebastien says, "We don't force encryption. It is a liberty and economy in performance. The other key differentiator is the way in which we integrate our technology. We provide seamless integration which is visible to the outside world. It is sheer plug and play."

TRIPWIRE: SECURING THE BASIC

Neil Harvey, VP EMEA of Tripwire says that the company has had one of its best years in EMEA in 2018. "We have had a significant growth this year compared to last year in Europe, Middle East, and Africa region." Talking about the core competency of the company, Neil says that one of the significant concern that a customer addressed to him during a conversation was that, no matter what new technologies come in, if you do not build your base correctly, change is not possible and you will have challenges.

"Tripwire does this correctly. We focus on the base requirements of a secure environment. We work with the CISOs to understand change, vulnerability, and compliance and build our foundation based on that."

"We have been operational in the region for eight years and we serve from Dubai. We have been with StarLink for five years. StarLink is a renowned and recognized value-added distributor in the region and they have played a key role in expanding our footprint in the region. They have provided us with the reach that we aimed for, right contacts and fostered ease of doing business in the region. They have been a real growth enabler."

EGOSECURE: MORE THAN PREVENTION

Sergej Schlotthauer, CEO of EGOSECURE says, "90% of the companies that we come across are focused on preventing virus attacks and other malwares. We offer much more than that and protecting your whole working environment, not only from viruses but everyday business threats."

Talking about their partnership with EMT, Sergej says, "We have been in the market for five years and we are seeing a steady growth this year. Our partnership with EMT has been very effective and we are sure that 2019 will be a very good year for us from a business point of view and we shall achieve the goals set. It would be a very promising year."

"We have two key differentiators— a wider portfolio as compared to the competitors and our user experience driven solutions. We do not see security and productivity in isolation but believe that they work hand in hand and has a cause-effect relationship. We have customers in almost all major verticals and we look forward to have some great partner conversations as well. We are an integral part of Matrix42 now and look forward to bringing forward some niche solutions to the market.

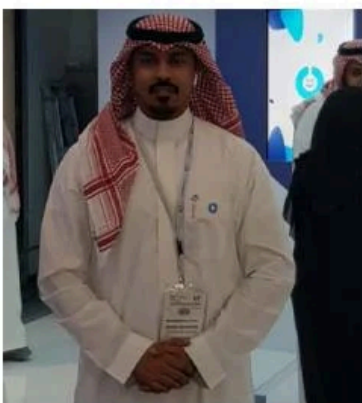## PULSE SECURE: FLEXIBLE SECURE ACCESS SOLUTIONS

Pulse Secure delivers secure access solutions for devices, things and people. Abdul Rehman Tariq, Regional Sales Manager – MEA & Turkey, Pulse Secure says that customers have been trusting their integrated virtual private network, network access control and mobile security solutions to enable secure access seamlessly in their organizations. As a start-up with more than 2000 customers in the region, Pulse Secure last year acquired a company that provided pure play virtual ADC solution.

This is the company's third year at GITEX and this time the company is showcasing their solutions with Spectrami. "Spectrami has been our partner for almost a year. The reason we signed them was because of the pure play value added distribution that they bring to the market with us. We call Spectrami an extension of our team. From pre-sales and sale point of view, they have been a great value for us. We hope our partnership grows."

At the show, Pulse Secure is showcasing their pure play secure access solution. "As Pulse Secure, we are the only secure access for the next generation. Its all about visibility and control for us rather than just monitoring. We believe in giving flexibility to the end users to not constrict them in their productivity. We have had some excellent feedback from our existing customers. We are showcasing that as well through Spectrami to the new customers."

THIQAH: INNOVATE TO IMPACT

Thiqah offers smart solutions and services for business sectors in the Kingdom of Saudi Arabia. At GITEX 2018, Thiqah is honoured to be a part of this huge exhibition presenting and showcasing the great efforts of Saudi Arabia. "Being part of this amazing technology is something we are all proud of," says Mohammed Al Joyan, Brand Manager, Thiqah Business Services Co.

Thiqah's concept is called Innovate to Impact. "We offer capabilities to provide to our clients and partners. We do not have an off-shelf services that people can select from or take and pay for," he says. However, their capabilities is divided into 4 categories. First if the digitalization. Secondly, agility in dealing with their partners, thirdly re-engineering the long processes of government sector and finally Smart Growth.

"We are a part of the country that develops a vision and we want to be a part and showcase our services every year. We shall be back next year with more achievements. We also have plans to expand and offer our products and services in the GCC region," he concludes.

NEW INFOWATCH PRODUCT TO PROTECT MICROSOFT OFFICE 365 ENVIRONMENTS

As part of the GITEX Technology Week, InfoWatch Group is showcasing the Middle East customers the new version of the InfoWatchTraffic Monitor solution designed to ensure enterprise information security in the Microsoft Office 365 cloud.

The flagship DLP solution InfoWatch Traffic Monitor with Microsoft Cloud App Security can protect information flows in any organization that uses Microsoft Office 365, and prevent enterprise data leaks in the cloud environment. The integration of InfoWatch Traffic Monitor with Microsoft Cloud App Security service will allow customers to centrally manage data protection policies for both desktop and cloud users and gain centralized access to all incidents related to data leak threats. Moreover, InfoWatch representatives tell attendees about the International Digital Technology and Cybersecurity Education Center in the Middle East that was officially announced at GISEC 2018.

In addition, in the framework of promoting Russian technologies to the United Arab Emirates market in the commonwealth with Russian Business Council in Dubai, InfoWatch will present the solutions from its best partners from Russia at its booth: Altarix, WorksPad, and National Computer Corporation.

VERITAS UNVEILS ITS 2018 DATABERG REPORT

Veritas Technologies unveiled the findings of its 2018 UAE Databerg Report, which underlines that 'dark' data – whose value has not yet been identified – accounts for the majority of data (48%) that is stored and processed by organisations in the UAE. The findings highlight the vast and as-yet-untapped potential to leverage the prevalence of dark data, to drive transformational growth across the region. One hundred respondents in the UAE, covering all key sectors – including government and business – were surveyed for the report on enterprise data management. It focuses on identifying the pervasiveness of 'databergs' – reflecting the data hoarding culture – and the risks associated with allowing data growth to continue unabated.

The survey highlights that while dark data accounts for 48% – compared to 52% globally – organisations in the UAE are taking more control of data. Clean data – which has been tagged or classified – has more than doubled from 8% in 2016 and now stands at 19%, which has led to a significant reduction in Redundant, Obsolete or Trivial (ROT) data decreasing from 43% to 33% in the past two years.

Damian Wilk, Senior Regional Director – Middle East, Veritas, said: "By illuminating the dark data and erasing ROT, organisations can assume stronger control of their data management. Veritas can help in identifying dark data, exposing the risks and extracting true value for organisations."

GLOBAL RITTAL PARTNER PROGRAM LAUNCHED AT GITEX 2018

"We are glad to Launch the Successful, Global Rittal Partner Program in the Middle East region at GITEX 2018 platform. We are confident that our Partners will embrace and appreciate the rich benefits of the partner program." says Mr. Joseph Najjar, Managing Director - Rittal Middle East".

"Today's challenges are tomorrow's standards. The path to these standards can be long and hard. Your clients expect their current challenges but also protect them from future problems. Your role in your client's business becomes critical as the IT market requirements become more ,ie demanding, dynamic and flexible. It's a race; and we want you, our Partners, to finish first. Whether it be the quick supply of IT components to any destination in the world, or the supply of a turnkey solution, Rittal provides you with a program that will facilitate your business objectives. Our program represents our endeavours and actions to work together with you so that you are always one step ahead of your competitors.

"We understand that your business is not all about products. In our Partner Program we need to enable you so that you are faster, better, more efficient and more competitive across the total solution compared to your respective competitors. Gaining access to the Rittal Partner Program will ensure that you gain direct access to Rittal on a local, regional and global scale. The Rittal Partner Program will allow you to access and utilise our sales resources, sales and technical tools, training platforms, Partner Managers, Product Managers, Design Specialists, marketing resources, networking events, etc., so that you always have the competitive edge."

PROW: PURPOSE-BUILT SOLUTIONS

PROW added two new comprehensive commercial solutions, Expandium and AppCentrix, to its burgeoning portfolio. The announcement was made during PROW's debut participation at the 38th GITEX Technology Week.

Both Expandium and AppCentrix are recognized leaders in their respective fields with decades of experience across Big Data and Enterprise solutions, respectively. While Expandium specializes in network monitoring solutions and analytics utilizing Big Data, AppCentrix is a specialized ICT services company offering enterprise intelligence through real-time, in-depth visibility of networks for business, security and IT. "In today's competitive business services landscape, partnering with market leaders such as Expandium and AppCentrix allows us to offer highly advanced integrated solutions. We are delighted to extend Expandium and AppCentrix's solutions into the GCC marketplace through our network of customers," said Roland Hashem, Managing Director of PROW.

Through this new offering, PROW will be able to provide clients with purpose-built solution platforms that will enable them to analyze and monitor all their network activities more efficiently and increase business intelligence in order to streamline their business, optimize organizational efficiency, deliver consistent value, and accelerate growth.

DU AND OLEA COLLABORATE TO HIGHLIGHT INNOVATIVE EHEALTH SOLUTIONS AT GITEX 2018

du, from Emirates Integrated Telecommunications Company (EITC) and Olea, a specialized advisory and business incubation platform, are showcasing at GITEX Technology Week 2018, a unique eHealth solution delivered via 'The Consult Station'.

The Consult Station by H4D (Health for Development) is a medical connected booth that allows a patient to consult a physician remotely under the same conditions as a traditional face-to-face consultation. The diversity of measurement instruments on hand in the booth such as a blood pressure meter, oximeter, stethoscope, thermometer and otoscope amongst others and the dialogue taking place via video conference makes it possible for the physician to provide a reliable and risk-free diagnostic consultation remotely. In line with the UAE's Vision 2021 to develop world-class healthcare, and du's eHealth mission to provide access to value-based healthcare anytime and anywhere, du has partnered with Olea to explore the rollout of H4D telehealth booths across the UAE. The state-of-the-art Consult Station is a patented and certified Medical Device, combining professional measurement instruments, screens and a communication system. The Consult Station can be used in two modes: a consultation from a remotely located physician or a self-performed health check.

MTC: TAKING PARTNERS TOWARDS GREATER PROFITABILITY

Memory Technology Middle East (MTC) is one of the IT distribution companies in the Middle East and North Africa (MENA) region. MTC's specialization in Flash and DRAM business helped peak the company turnover by 400% in the last nine years. MTC builds a 60% market share for Memory in the MENA region. Today Genx and Xtreme are the most popular brands in the region. MTC already nicknamed the "Memory Specialist", MTC is a distributor of TOSHIBA for DLP products including Memory cards/ Flash drives/CF and professional cards. MTC is also the distributor for the flash manufactures Samsung Semiconductor in MENA region since last 11 years. MTC instead of resting on its laurels further augmented its vision in developing a leading regional brand by introducing GENX and XTREME.

MTC is also distributing the products of KINGSTON. In addition, MTC provides the complete range to cater to the regional markets, with a committed professional sales and marketing team, backed by a virtually flawless logistics system, ready availability, efficient service and support.

ABU DHABI'S SMART SOLUTIONS AND SERVICES AUTHORITY LAUNCHES NEW INTEGRATED JOURNEY WITHIN 'TAMM'

Abu Dhabi's Smart Solutions and Services Authority (ADSSSA) launched the second integrated journey titled 'New Medical Journey' at "TAMM" Platform during its participation at GITEX 2018, in the presence of H.E. Saif Mohammed Al Hajeri, Chairman of the Department of Economic Development – Abu Dhabi; and Dr. Rauda Saeed Al Saadi, Director General of ADSSSA.

The "New Medical Journey" offers several advantages, including saving more than three months of rent to the investor; a comprehensive and centralized source of information; permanent access to licensing; accelerated building approvals and employment hiring; faster issuance and approval of commercial and health licenses - from two weeks to less than one hour; and reduced number of required documents, from 15 to one.

This initiative designed and developed through a single digital platform came on the heels of the successful launch of the 'Moving to a New Home' journey, which offers integrated four-stage procedures through a unified digital channel. It opens up opportunities as well as offers proactive, fast, and efficient processes in terms of license approvals, building completion, staffing, and health audit to start the business. In this regard, H.E Sheikh Abdulla Bin Mohamed Al Hamed, Chairman of Department of Health stated: "We are happy to join efforts to ensure that all investors seeking opportunities in the Emirate, healthcare sector have smooth journey and easy start, I thank Abu Dhabi Systems and Information Centre for taking this important step for its role in attracting more investments in the sector, thus help in the expansion of services and improving its outcomes"

H.E. Saif Mohammed Al Hajri, Chairman of Abu Dhabi Department of Economic Development, underscored the Abu Dhabi Government's commitment to develop a smart system for government services provided by various entities by leveraging the latest digital technologies and smart applications.

MANAGEENGINE: STRENGTHENING UNIFIED ENDPOINT MANAGEMENT

At GITEX this year, Manage Engine is offering a couple of their capabilities.

Firstly, the IT security offering which basically look at all the activities taking place inside the network to proactively alert of any threat. Rajesh Ganesan, Vice President – Product Management for Manage Engine says – "Earlier, manual intervention was required wherein in administrators would have to write scripts to hunt for threats. Now with technologies like Artificial Intelligence, Machine Learning, we can bring intelligence into tools where even without administrators tweaking the tools, it would understand the pattern to proactively alert the administrators. We are also investing heavily in Manage Engine labs for technologies like Artificial Intelligence, Machine Learning, automated chatbots, etc."

The other major announcement that the company made at GITEX is the endpoint management suite. "We have a suite of products to manage end points in a unified way," said Rajesh. "In that suite, we have come up with capability enhancements like Mobile App for Android and IOS where voice commands can be issued to troubleshoot the endpoint issues. The other thing we have brought is geo-fencing for end point management."

The new geo-fencing will help IT teams automate IT security policies on a device based on its location, including locking it or completely wiping corporate data from the device it if it leaves the established geographical range. Manage Engine has many other new announcements which can be witnessed at their stand in GITEX.

RING PARTNERS WITH PRO TECHNOLOGY

Ring, has partnered with PRO TECHnology, a provider of exceptional innovative IT solutions in the Gulf region at GITEX 2018. This partnership will help Ring foray and expand its reach across the regional market offering residential real estate developers & homeowners Ring's innovative home security products and solutions.

"Ring believes in keeping homes and communities safe rather than just comfortable, and we hope to change the way homeowners view security by keeping an eye on their family and property, even when they can't. Ring re-imagined the doorbell so consumers could respond – using a smartphone – to someone at their front door from anyplace, anytime while simplifying the technology with the combination of App, Cloud and Security hardware. PRO TECHnology has been providing technology-driven business solutions in the region for over 20 years and in that time, has succeeded in garnering an unparalleled regional presence. We look forward to working with PRO TECHnology to address the home security needs by extending Ring's reach and making our home security solutions more readily available to homeowners in the UAE," said Mohammad Meraj Hoda, Vice President of Business Development – Middle East and Africa at Ring.

ARRAY NETWORKS: AGILE OPERATIONS

Tell us about Array Networks.

Array Networks, the network functions platform company was founded in 2000. We develop purpose-built systems for hosting virtual networking and security functions with guaranteed performance. We started our operation in the Middle East in 2013. We have partnered with Scope Middle East and Gulf IT Distribution.

What are you showcasing at GITEX this year?

We are delighted to participate at GITEX this year through our distributor, Scope Middle East. At the show this year, Array Networks has launched Hyper Converged Platforms for Networking & Security. Array Networks allows IT organizations to migrate from dedicated hardware appliances to software centric virtual appliances without sacrificing performance and without undue cost and complexity. Our main motive is to have the application agility performance. We see huge demand for our solutions in this region as it caters to all verticals.

What is your go to market strategy?

Our strategy is to address all the data centres, to optimize the rack spaces and also to makes the devices/solutions available to customers.

What are your plans for the year 2019?

Our focus is on the region and we shall be participating at GISEC as well. We are also looking for more reachability in terms of partners and customers.

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