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FUTURE OF DATA STORAGE

**SAMER SEMAAN, CHANNEL MANAGER, MIDDLE EAST AND EMERGING AFRICA
AT PURE STORAGE TELLS ANITA JOSEPH HOW THE COMPANY IS INNOVATING,
COLLABORATING AND EVOLVING, TO REDEFINE CHANNEL PARTNERSHIP AND DATA
STORAGE IN AN AGE OF DIGITAL TRANSFORMATION.**



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RETHINKING DATA STORAGE

Welcome to the latest edition of your favourite monthly magazine, where we dive deep into the ever-evolving landscape of data storage. In this era of unprecedented information generation, storage solutions are no longer confined to the background; they have become pivotal in shaping the course of innovation and progress.

In this issue, we embark on a journey to explore the forefront of data storage, a realm brimming with possibilities and challenges. Our Cover Story with Samer Semaan of Pure Storage focuses on how, as we rethink conventional paradigms, we uncover revolutionary strategies that promise to reshape the way we manage, access, and safeguard our digital assets.

From the explosive growth of cloud-based architectures to the resurgence of edge computing, the choices we make about data storage ripple through industries and touch our personal lives. This magazine aims to be your compass in navigating this dynamic landscape. Our team of experts delves into the realms of quantum storage, pushing the boundaries of what was once thought possible. We examine the environmental footprint of data centers and spotlight innovations that marry efficiency with sustainability.

As we reflect on the contents of this issue, it becomes evident that the conversation surrounding data storage is more critical than ever before. The choices we make today will shape the contours of our future. We invite you to join us in this exploration, to challenge assumptions, and to embrace the transformative power of rethinking data storage.

Thank you for embarking on this intellectual journey with us. Here's to a future where our data is not just stored, but curated with care, wisdom, and an eye toward progress. Happy Reading!



TRANSFORMATIVE POWER OF DATA

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F5 NGINX UNVEILS NEW OPEN SOURCE SUBSCRIPTION

F5 NGINX has announced a new subscription option that adds enterprise-level capabilities and support to the hugely popular NGINX Open-Source web server, which currently powers over 400 million websites.

The Open Source Subscription is a bundle that includes enterprise support to navigate regulatory requirements, enterprise features to address a wide range of traffic management and identity use cases, as well as fleet management for risk reduction via simplified NGINX administration.

"NGINX Open Source is so popular because it's known for being stable, lightweight, and the developer's Swiss army knife," said Jenn Gile, Head of NGINX Product Marketing.

"Whether you need a web server,



reverse proxy, API gateway, Ingress controller, or cache, NGINX – which is lightweight enough to be installed from a floppy disk – has you covered. However, there was one thing NGINX

Open-Source users kept telling us is missing: enterprise support. This is why we expect our subscription option to have a big and immediate impact across the world."

One of the main benefits of bringing enterprise support into the mix is the ability to initiate timely patches and fixes.

A common vulnerability with any open source software (OSS) is the time it can take to address Common Vulnerabilities and Exposures (CVEs) and bugs, which without support can take weeks, or even months.

Open-Source Subscription customers get immediate access to patches and fixes, proactive notifications of CVEs, and more, including security patches in the latest mainline and stable releases, critical bug fixes in the latest mainline release and non-critical bug fixes in the latest or a future mainline release.

SENTINELONE LAUNCHES CLOUD DATA SECURITY PRODUCT LINE

SentinelOne, the global leader in autonomous cybersecurity, announced the launch of its Cloud Data Security product line and the general availability of the first two products within it: Threat Detection for Amazon S3 and Threat Detection for NetApp. These products are designed to help organisations using Amazon S3 object storage and NetApp file storage to detect and prevent the spread of malware across their cloud environments and enterprise networks. The offerings are part of the Singularity Cloud product family and complement SentinelOne's existing Cloud Workload Security product line that enables customers to detect, investigate, and automatically remediate threats on their servers and containers across their public cloud, private cloud, and hybrid cloud environments.

Both cloud object storage and network-attached storage devices

contain volumes of data vital to business and protecting it is critical. However, with the number of files and objects often in the millions or billions, strict latency and performance requirements on storage associated with operational workloads, and malware continuously evolving, this isn't easy to do.

"Files can come from any number



of sources, including employees, customers, partners and vendors. And modern cyberattacks readily evade traditional solutions designed to secure them," said Ely Kahn, Vice President of Product Management, Cloud Security and AI/ML, SentinelOne. "Our latest solutions take an equally modern approach to ensure cloud storage and workloads remain malware free."

"As our organisation continues to adopt cloud-based storage solutions, maintaining the security of data stored in S3 Buckets has become a top concern," said Deno Morgan, Senior Director of Information Security at recruitment advertising platform JobTarget. "By combining cutting-edge technology, automation and real-time malware scanning with SentinelOne's AWS S3 scanning, our IT and business teams can spend more time focused on strategic tasks, while also strengthening the security of our systems."

MINDWARE SIGNED AS A VAD FOR SECURE POWER DIVISION OF SCHNEIDER ELECTRIC

Mindware, a leading value-added distributor (VAD) in the Middle East and Africa, announced its partnership with Schneider Electric, a global leader in energy management and automation. Mindware will market and distribute the vendor's Secure Power solutions via its expansive channel ecosystem of resellers and system integrators across the UAE, Oman, Bahrain, Kuwait, and Qatar. This strategic partnership aims to expand Schneider Electric's portfolio and strengthen the company's presence in the residential, commercial, and industrial sectors.

Schneider Electric holds the top position in Transactional & Edge offerings, boasting a wide range of applications and an end-to-end portfolio. The company's Secure Power



division provides data centre physical infrastructure solutions for customers using data centres, server rooms, and edge computing solutions.

Speaking about the partnership, Mr. Nicholas Argyrides, General Manager, Gulf at Mindware commented:

"Schneider Electric's comprehensive solutions in power effectively tackle the complexities surrounding data centre sustainability, efficiency, energy security, and resilience. This new partnership adds significant value to our offerings. Together with our channel partners, we are excited at the prospect of bringing the vendor's solutions to the market and are confident of driving aggressive growth, this year and beyond."

Commenting on the partnership, Manuel Rodrigues, Vice President for Secure Power in the Gulf region at Schneider Electric, said, "We are excited to have onboarded Mindware as a leading value-added distributor and service provider in the region. Partnering with them allows us to expand our portfolio and solutions, enabling closer engagement with solution providers in the UAE and Gulf region."

KISSFLOW NAMED AN ESTABLISHED VENDOR IN 2023 GARTNER PEER INSIGHTS VOICE OF THE CUSTOMER FOR ENTERPRISE LOW CODE APPLICATION PLATFORMS

Kissflow, provider of a unified low-code work platform, has announced it has been recognized as an Established vendor in 2023 Gartner Peer Insights Customers' Choice for Enterprise Low-Code Application Platforms (LCAP). Kissflow is one of the seven companies placed in the Established quadrant and received an average score of 4.4/5 based on 37 ratings as of April 2023, with 81% of reviewers willing to recommend and 43% leaving a 5-star rating. Kissflow's highest scores came from Support Experience (4.4/5 stars) and Deployment Experience (4.3/5 stars).

Kissflow offers a unified enterprise work management platform. The platform has capabilities for app development, process management,



task management, data management, integrations, analytics, and collaboration and is underpinned by low-code and no-code capabilities. It empowers business users to easily build custom applications while

empowering IT teams to customize, integrate, and extend business applications.

"Large enterprises are quickly realizing that automating Work Management is a key driver of business innovation and digital transformation. The low-code/no-code paradigm is making this possible and we believe our inclusion in this report, supported by strong customer testimonials and willingness to recommend our platform to others, is a testament to Kissflow's value proposition across industries," said Dinesh Varadharajan, CPO of Kissflow. "Exceeding customer expectations with high-touch support and a superior UX is driving our high positive word-of-mouth, which is vital in the B2B enterprise software market."

MINDWARE KSA SIGNS DISTRIBUTORSHIP CONTRACT WITH DAHUA TECHNOLOGY KSA

Dahua Technology KSA and Mindware KSA have announced the signing of a new official national distributor contract for Dahua Technology New Business Products. This strategic partnership represents a significant milestone in the growth and expansion efforts of both companies.

The agreement was signed by Gary Li, General Manager of Dahua Technology KSA, and Fadi Matta, General Manager of Mindware KSA.

Speaking about the partnership, Gary Li stated, "We are delighted to sign this contract with Mindware as they are a reputable company with extensive experience in marketing, selling, and activating major brands in the IT



products field. This partnership will enable Dahua Technology to expand its reach and strengthen its distribution network throughout the Kingdom of Saudi Arabia."

He added that Mindware was carefully chosen as the official national distributor

for Dahua Technology new business products in Saudi Arabia due to the company's outstanding track record in delivering high-quality products to a wide customer base. With its extensive network and logistical capabilities to meet the needs of targeted customers, Mindware is well-equipped to enhance the availability of Dahua Technology products.

"We will also benefit from the distribution channels established by Mindware, allowing us to penetrate new markets and increase our market share in Saudi Arabia. This partnership will ensure that more targeted customers across the Kingdom of Saudi Arabia have access to reliable and advanced Dahua Technology products of high quality," Li said.

D-LINK AWARDED "BEST OF SHOW" AT INTEROP TOKYO 2023

D-Link Corporation, a global leader in networking solutions, announced that its DBG Series was honored with the prestigious "Best of Show Award" Grand Prize in the Network Infrastructure (SMB) category at Interop Tokyo 2023, the largest and most influential ICT exhibition in Japan.

The award-winning DBG-2000 and DBG-X1000 business gateways offer comprehensive VPN protocols, such as IPSec, PPTP, L2TP, and OpenVPN to provide secure tunneling for point-to-point and site-to-site VPN applications. Nuclias Cloud Quick VPN is an intelligent user interface to configure complex VPN topologies, such as IPsec site-to-site or hub-and-spoke, within a few easy steps. The DBG-2000 and DBG-X1000 business gateways can also function as firewalls to protect networks from internet attacks and provide a captive portal landing page for Wi-Fi user authentication. Zero-touch deployment allows for quick and



convenient configuration directly from the cloud, eliminating the need for pre-installation and enables administrators to remotely customise settings to optimise network performance. Nuclias Cloud has been adopted by the leading Japanese telcos.

"We are honored to be recognized again by Interop Tokyo," expressed CJ Chang, CEO of D-Link Corporation. "As a global leader in networking solutions,

D-Link introduced the Nuclias Cloud network management solution in 2011 to integrate networking products such as switches, wireless APs, and business gateways, enabling small-to-medium-sized businesses (SMBs) to quickly deploy local networks. In addition to reducing technical barriers, manpower, time, and costs associated with network management, Nuclias Cloud also enhances network security."

NEWSMAKERS

SAS LAUNCHES FREE DATA LITERACY COURSE TO HELP PEOPLE THRIVE IN AI-DRIVEN WORLD

The explosion of generative AI has accelerated the need for data literacy in what was already a fast-paced, data-driven world. Data literacy is no longer a nice-to-have skill but a must-have in any field. To help more people develop these critical skills, SAS has launched its second, free Data Literacy e-learning course, Data Literacy in Practice, that empowers individuals and professionals to explore and visualise data with confidence.

"In a world overflowing with data, unlocking its power sets you apart. Data literacy is more relevant than ever for young learners and professionals wishing to upskill and reskill," said Dr. Emily Pressman, who developed the SAS Data Literacy series. "Our courses are designed to be easily consumed by learners and integrated into instruction



and professional development offerings."

Whether a student, educator or professional, everyone can benefit from better data literacy. Educators can better prepare students for careers, while employers can improve the data literacy of their workforces. Business professionals can enhance their decision making through data analysis, and individuals can explore the power of data for personal and professional enrichment.

SAUDI ARABIA'S AI POWERHOUSE, MOZN, RECOGNISED AS ONE OF THE WORLD'S TOP FINTECHS FOR 2023

Saudi Arabia's Mozn, a market leader in enterprise artificial-intelligence technologies, has announced that it has been recognised as one of the Top 200 FinTech Companies globally, and one of the Top 25 in the "Digital Business Solutions" category by Statista, a leading statistics firm. Mozn's Flagship product FOCAL is an AI-powered risk and compliance platform being adopted by financial institutions including Banks, Insurers and fintechs across emerging markets.

As a comprehensive solution, FOCAL by Mozn excels in identifying, measuring and mitigating risk, preventing fraud and ensuring AML and KYC/KYB compliance on an international scale. FOCAL has crossed over 1 billion screening checks on beneficiaries to date, to empower clients to improve efficiency, customer experience and achieve compliance whilst taking a risk-based approach.

Leveraging Mozn's market-leading AI engine combined with configurable

automation, FOCAL is setting new standards in the Industry for rapid, accurate and explainable risk decisioning in Arabic and Latin alphabet languages. A custom rule builder enhances FOCAL's adaptability, enabling 'out-of-the-box' setup and bespoke configurations to get rapid access to intelligently automated risk-based compliance fast and achieve quick time to value. This automation empowers organisations to define thresholds, seamlessly approving, reviewing, or blocking requests as per their own risk appetite and threshold.



AMIVIZ AND DARKTRACE ANNOUNCE CYBERSECURITY PARTNERSHIP



AmiViz, the Middle East region's first enterprise B2B marketplace for cybersecurity, has announced a partnership with Darktrace, a global leader in cyber security artificial intelligence for the Middle East and Africa.

This new partnership will bring the power of Darktrace's Self-Learning AI technology to AmiViz's customers and community. Self-Learning AI sits behind every component of Darktrace's Cyber AI Loop™; an always-on, feedback system that creates a virtuous cycle which strengthens and hardens the entire security ecosystem. Darktrace has been onboarded to the AmiViz B2B Platform and can be accessed by resellers through their mobile app.

Darktrace's Cyber AI Loop prevents, detects, responds, and heals from cyber-attacks, all at once, at all times, everywhere an organization touches data and people, whether that's outside on the attack surface or inside the organization.

Ilyas Mohammed, COO at AmiViz said "We are excited to announce our latest partnership with Darktrace, a leader in AI-powered cybersecurity solutions. The partnership with Darktrace will allow us to provide the best-in-class solutions to our channel partners in the region."

Ilyas further adds "We are confident that this partnership will enable us to help our partners and customers navigate the challenges they face with various forms of cyber threats."

AXIS COMMUNICATIONS AND ALJAMMAZ TECHNOLOGIES ANNOUNCE PARTNERSHIP TO ENHANCE SECURITY SOLUTIONS IN THE KINGDOM OF SAUDI ARABIA

Axis Communications, the global leader in network cameras, access control, and network audio devices for the physical security and video surveillance industries, announced the onboarding of AlJammaz Technologies as its newest distribution partner in the Kingdom of Saudi Arabia (KSA). The strategic decision to partner with AlJammaz Technologies will enable Axis to expand its reach in the KSA market, making it possible for Axis to invest further in the future of Saudi Arabia, a country showing immense potential and dedication to innovation, as is evident in the scale and ambition of Vision 2030.

This collaboration brings together the innovative surveillance technology Axis is known for and AlJammaz Technologies' excellence in Value Added distribution and channel network development, which addresses the growing demand for advanced security solutions in the KSA market. The partnership leverages the strengths of both organisations to provide KSA



customers with world-class security technology that meets their evolving needs. The decision to work together results in a strategic combination of Axis technology with AlJammaz Technologies' robust distribution channel network, expertise and local market knowledge, resulting in a comprehensive offering for Axis customers across a variety of sectors.

As such, one of the critical advantages

of this alliance is the ability to provide end-to-end solutions that encompass every aspect of security. From high-quality cameras and advanced video analytics to network infrastructure and management software, customers can rely on the KSA-based distribution network developed by Axis to deliver integrated solutions that enhance security operations.

Speaking about the strategic partnership, Sheetal Rao, Distribution Manager of Axis, stated, "We are excited to partner with AlJammaz Technologies to expand our existing network of partners in Saudi Arabia. With Al Jammaz Technologies' extensive reach and expertise, along with its product portfolio, we are confident in our joint ability to cater to the unique security challenges faced by organisations in the region and beyond. This collaboration also further expands our legacy in Saudi Arabia, where we've been involved in some of the most prestigious projects in the country."

OPSWAT AND STARLINK PARTNER TO STRENGTHEN CYBERSECURITY DEFENCES FOR MEA'S CRITICAL INFRASTRUCTURE

OPSWAT, a global leader in Critical Infrastructure Protection (CIP) cybersecurity solutions, has announced a partnership with value-added distributor (VAD) Starlink, an Infinigate Group company and a regional leader in the delivery of market-leading cyber and cloud solutions. Covering the Middle East and Africa (MEA) region, Starlink will offer customers a well-rounded approach to cybersecurity.

This joint value proposition for customers comes at a time when many countries across the region are keeping up with digitalisation, thus expanding their industrial sectors and modernising their critical infrastructures. The IoT-fueled convergence between digital IT and the industrial operational technology (OT) has led to a burgeoning attack



surface and a multiplication of challenges for OT-heavy organisations — skill shortages, inability to securely transfer files and devices into, across, and out of secure environments, and more. OPSWAT has an answer to these challenges — an end-to-end cybersecurity platform purposely built to protect both enterprise IT and industrial OT environments.

"The cyberthreat landscape is

unrelenting and has impacts at both an individual and national level," said Sertan Selcuk, VP of Sales, Middle East, Turkey, Africa, and Pakistan, at OPSWAT. "Cybercriminals go where they can be profitable, and the expanding attack surface, driven by the convergence between OT and IT, is a lucrative target for them. OPSWAT is here to respond. As we fortify our unwavering commitment to safeguarding critical infrastructures in the region, we seek out partners with the skills and reputation to amplify our capabilities and bring those capabilities to customers. Our partnership with Starlink is a significant stride in reinforcing the region's cyber defenses and ensuring uncompromising protection for our clients against the ever-evolving threats they face."

HUCO ACHIEVES VMWARE PARTNER-LED CUSTOMER SUCCESS SPECIALISATION

Huco, a leading hybrid cloud, cloud native and DevOps technology consulting and services firm, has announced it has achieved the VMware Partner-Led Customer Success Specialisation (PLCS). Through achievement of the VMware Partner-Led Customer Success specialisation, Huco can now help customers accelerate their time to value for VMware Cross-Cloud services while removing potential roadblocks to success.

Customer Success practices are critical to helping customers realise continuous value from the Cloud, SaaS and subscription offerings they purchase. From implementation through to renewal and solution expansion, the industry-recognised best practices covered by the VMware Partner-Led Customer Success specialisation help partners to propel end user adoption of VMware Cross-Cloud services. This can result in more consistent value realisation and accelerated achievement of business outcomes for customers.



Vivek Parath

Chief Operating Officer
Huco

Amr Shaheen

Sr. Partner Development Manager – METNA
VMware

In addition to the specialisation in PLCS, Huco has previously achieved seven Master Services Competencies from VMware.

“For our business, profitability will come from how we retain and grow our customers and not how we transact with them. Huco has been building strong, long-term relationships with our customers and this certification will add credibility to our relationships. The success of our customers is a key driver of business growth and sustainability for both Huco and VMware,” said Vivek Parath, Chief Operating Officer at Huco.

VERITAS ACCELERATES MANAGED SERVICE PROVIDER PARTNER SUCCESS WITH CUSTOMISED PROGRAM TO FUEL MUTUAL GROWTH

Veritas Technologies, the leader in secure multi-cloud data management, has introduced the Veritas Managed Service Provider Program, a specially designed initiative within Veritas Partner Force. The purpose-built program offers managed service providers (MSPs) a set of incentives, a wide range of training and enablement, and flexible pricing models to expand their offerings and capitalize on the growing demand for data protection and cloud-native cyber resilience solutions.

Yudum Yonak, Channel Director of International Emerging Region at Veritas, said: “Our new MSP partner program is a great opportunity for us to strengthen our existing partnerships with MSPs in the Middle East region and take them to new heights. Our program offers tailored support and services, combined with the full functionality of the Veritas Alta



platform, to selected MSPs, helping them to address the ever-evolving needs of our customers as they contend with the rising threat of ransomware and the increasing complexity of multi-cloud environments.”

To accelerate profitability for MSPs, the program allows Veritas-powered Backup-as-a-Service, Analytics-as-a-Service and data recovery-as-a-service offerings to be rapidly engineered.

NVIDIA EXPANDS DLSS SUPPORT WITH TWO NEW ICONIC GAME RELEASES



NVIDIA has announced the availability of Portal: Prelude RTX as a free download on Steam for anyone who owns the original version of the critically-acclaimed game Portal.

Portal: Prelude is an unofficial Portal prequel first released in 2008 and features an extremely challenging 8-10 hour campaign. It is the highest-rated Portal mod, the 2008 Portal ModDB winner, and #3 overall Player's Choice mod of 2008.

Portal: Prelude RTX is a community remaster of this classic Portal mod, created with NVIDIA RTX Remix and featuring full ray tracing, NVIDIA DLSS 3, NVIDIA Reflex and NVIDIA RTX IO to deliver the ultimate Portal Prelude experience for GeForce RTX gamers. It is the first remaster created entirely by modders with the RTX Remix creator toolkit.

To bring Portal: Prelude RTX to life, NVIDIA collaborated with Nicolas “Nyk018” Grevet, the original creator of Portal Prelude, and famous modder David “Kralich” Driver-Gomm to modernise Portal: Prelude's assets and relight the game with stunning full ray tracing.

Portal: Prelude RTX is the latest showcase title for NVIDIA RTX Remix, a free, upcoming modding platform built on NVIDIA Omniverse, which enables modders to quickly create and share RTX mods for classic games, with enhanced materials, full ray tracing, NVIDIA DLSS 3, and NVIDIA Reflex.

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INVESTMENT IN NETWORK SECURITY IS MATURING FOR GLOBAL COMMUNICATION SERVICE PROVIDERS

Amr Alashaal, Regional Vice President - Middle East at A10 Networks

Priorities have changed since 2021 when A10 Networks first surveyed communication service providers (CSPs) to better understand their priorities and requirements coming out of the pandemic. In 2023, the world is now a very altered place, and while the pandemic is largely over, this challenge has been superseded by geopolitical and economic uncertainty on an equally global scale.

Undoubtedly, connectivity played a vital role in keeping the wheels of society and business turning during the pandemic - what would we have done without our video calls and the internet? But it is equally, if not more, essential in today's uncertain world that CSPs continue to play an important role in keeping society connected.

Prioritising cyber hygiene

Over the last couple of years, cyber hygiene has come a long way, particularly during and just after the pandemic. When our report delved into security investments back in 2021, we found that most CSPs focused on basic security upgrades, such as firewalls. This year, however, our survey respondents are aiming for a more mature, multi-layered, and defence-in-depth approach.

Our 2023 survey: Global Communication Service Providers – Market Growth Fuels Security Investments, shows that the percentage investment prioritising firewalls dropped from 48% in 2021

to 28% in 2023. Beyond firewalls, other investments were cited such as DDoS detection and monitoring, DDoS cloud scrubbing, automation of security policies, and investment in ransomware and malware protection services. These were all deemed of equal importance to firewalls, while there was also considerable interest in simplifying and integrating disparate point solutions. This suggests that the security purchases prompted by pandemic urgency now need to be rationalised.

Sustained growth in network security

While the pandemic surge has passed, we found that surveyed professionals are still predicting sustained growth at a considerable rate, with the average global growth in traffic volumes over the coming two years expected to be around 58% worldwide. Likewise, investment in network security is also strong. In fact, all but two respondents out of 2,750 senior IT professionals said they are investing in network security in the coming two to three years. This is not surprising as the number of DDoS weapons used to launch attacks that have been tracked by A10 through 2022 was estimated at 15 million, and Microsoft's 2022 Defence report showed an average of 1,955 attacks per day, up 40% year-on-year in 2022.

Downtime costs money. Therefore, for CSPs, maintaining reliable services is essential. To this point, maintaining quality services and avoiding outages were among the top-three business challenges perceived by this year's

survey respondents as they evolve and expand their services and infrastructure in an increasingly complex digital environment.

The evolving cybersecurity environment presents challenges

Survey respondents identified a range of challenges, arising from both the prevailing cybersecurity environment and external macroeconomic factors, as their networks evolve to new technologies and architectures. Of greatest concern for most CSPs is the increased risk generated by exposed APIs. This, combined with supply chain challenges that have been widespread in the past three years, and maintaining quality service to avoid service outages, were cited as the top-three challenges.

Right now, CSPs are at a crucial point as they aim to capitalise on demand and seize opportunities to grow. This means they need to scale their networks while also protecting them, which is why network security is so critical to their ongoing success, especially if they are to effectively manage the increase in subscribers, devices, and applications to meet their growth plans.

To do this effectively, we recommend that they work with trusted security partners to protect and scale their networks. They should also look at how they can supersede legacy systems and deploy new technologies such as AI, machine learning, threat intelligence, and other capabilities that are a match for the growing threat levels in networks today. Of equal importance

is how they can leverage automation to simplify management, improve control over network resources, and guarantee uptime while gaining full visibility into all their network traffic.

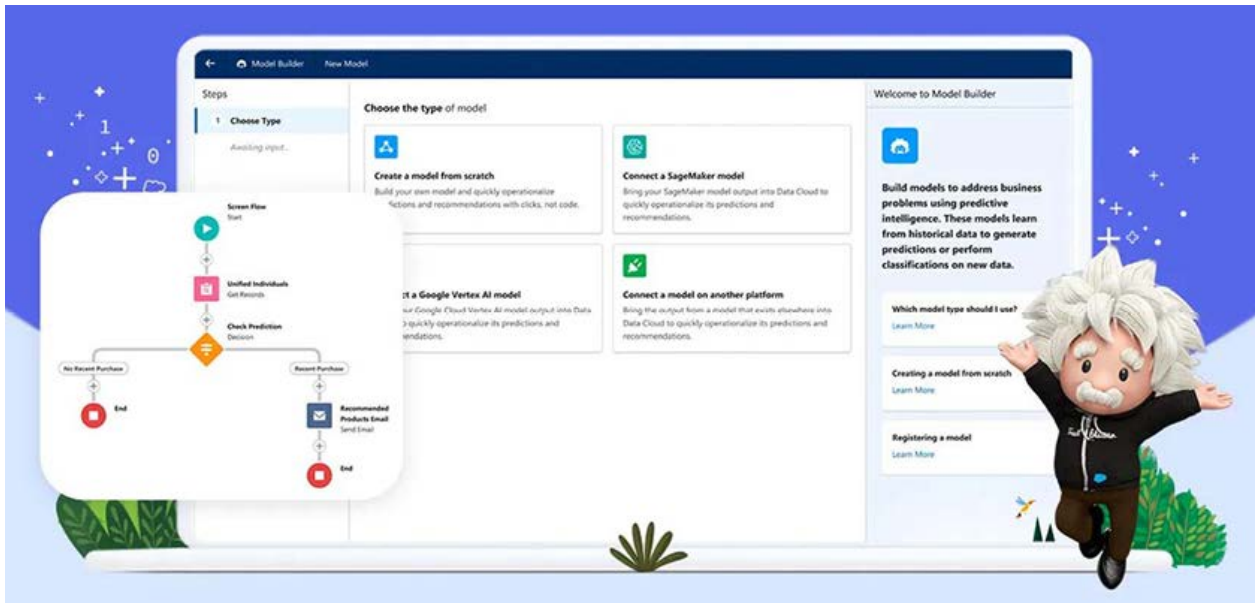
Demand shows no signs of slowing down

For CSPs, the growing traffic demand shows no signs of abating, even in today's volatile market. According to industry analysis the global telecom services market size was valued at USD 1,805.61 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 6.2% from 2023 to 2030.

That said, the next year looks set to be a bumpy one for many global markets, and CSPs will not be entirely insulated from the volatility. To offset this, businesses are looking to step up innovation and digital transformation. This makes network security even more important, and CSPs must take all appropriate steps to secure themselves from both cyberattacks and turbulent market conditions. Network security will be critically important when it comes to ensuring that a business is truly robust and ready for the future. 



RIGHT NOW, CSPS ARE AT A CRUCIAL POINT AS THEY AIM TO CAPITALISE ON DEMAND AND SEIZE OPPORTUNITIES TO GROW.



SALESFORCE'S NEW SALES GPT AND SERVICE GPT PERSONALISE CUSTOMER INTERACTIONS WITH GENERATIVE AI

Salesforce has announced the general availability of Einstein Studio, a new, easy-to-use “bring your own model” (BYOM) solution that enables companies to use their custom AI models to power any sales, service, marketing, commerce, and IT application within Salesforce, helping them get more from their AI and data investments.

Einstein Studio makes it easy for data science and engineering teams to manage and deploy AI models more efficiently, and at lower cost. Companies can now easily use their proprietary company data from Salesforce Data Cloud to train models from Salesforce’s ecosystem of curated AI models, including Amazon SageMaker from Amazon Web Services (AWS), Google Cloud’s Vertex AI, and other AI services.

Why it matters: Companies across every industry are rushing to integrate AI as IT leaders anticipate an enormous impact on their business. However, nearly 60% say they are still a year or two away from implementing AI solutions. And according to a

Gartner® press release “On average, 54% of AI projects make it from pilot to production.”

Einstein Studio trains AI models on proprietary customer data from Data Cloud, the first real-time data platform for CRM. Through this BYOM solution, customers will be able to use their custom AI models alongside turnkey LLMs provided through Einstein GPT, enabling them to deliver comprehensive AI fast.

Why it matters: Companies across every industry are rushing to integrate AI as IT leaders anticipate an enormous impact on their business. However, nearly 60% say they are still a year or two away from implementing AI solutions. And according to a Gartner press release “On average, 54% of AI projects make it from pilot to production.”

The solution: Einstein Studio makes it faster and easier to run and deploy enterprise-ready AI across every part of the business, bringing trusted, open, and real-time AI experiences to every application and workflow.

How it works: With Einstein Studio, companies can leverage their proprietary, real-time customer data

from Data Cloud to train AI models that solve specific business needs. And with Einstein Studio’s BYOM solution, companies can train their preferred AI model with Data Cloud, which connects all customer data from any source, and automatically harmonises that data into a single customer profile that adapts to each customer’s activity in real time for use across any department.

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FUTURE OF DATA STORAGE

Samer Semaan, Channel Manager, Middle East and Emerging Africa at Pure Storage tells Anita Joseph how the company is innovating, collaborating and evolving, to redefine channel partnership and data storage in an age of digital transformation.

Can you give us an overview of your channel partner program and what it entails?

When we refer to our channel ecosystem, we mean our network of partners, including Resellers, Managed Service Providers (MSPs), and distributors. This ecosystem is at the core of our business, and we couldn't operate without them. Collaboration within this ecosystem is essential, both on a personal and a company level, as they are all a vital part of our customer outreach.

Now, let's dive into what we offer our partner ecosystem. We are a 100% channel focused organisation and have never taken a deal direct. Our partner program is designed solely with the channel in mind. Pure provides solutions which help partners widen their Total Addressable Market, delight customers, win more and reward both the organisation and the individual.

We offer an accessible portal where partners can access all the resources they need for pitching, designing, configuring, and selling our storage portfolio. This portal serves as a one-stop shop, providing tools, data sheets, presentations, and support for various needs, including team enablement and competitive analysis.

We also have an extensive range of

incentive-based programs, one of which we call "Love Your Partner." This program rewards partners who bring us opportunities with either upfront or backend incentives, often in the form of a percentage of the deal's value. We created the "Pure Rewards" program, which recognises not only the company but also individuals, such as account executives and system engineers, who contribute to our growth. They receive a percentage of the total deal value they've brought to our installed base in the region. They are highly profitable and greatly motivate our ecosystem partners because they benefit both the company and the individuals involved. This is one part of our approach of doing the right thing for our partners.

In summary, we collaborate with our partners, both at a personal and company level, and we support them to facilitate their work with our storage solutions to ensure we have joint happy customers.

With the current trends in digital transformation and evolving technologies, how do you see your collaboration with partners adapting to this changing landscape?

Our primary focus is to collaborate closely with partners to deliver comprehensive solutions to customers. Partners often have existing relationships with clients,

and our role is to complement that by ensuring our technology fits with customers' needs and supports their wider business goals. We believe in ensuring that our partners are well-equipped and enabled to communicate how we can support customers in the evolving technology landscape. This collaboration goes beyond individual relationships; it's about the entire company aligning with our partner ecosystem.

Before any engagement, we want to ensure that our partners are not just aware of our products but are also

aligned on the same message about meeting customer needs. It's all about sharing knowledge and expertise, creating a sense of confidence in the customer. Ultimately, partners serve as a bridge between us and the end-users, and together, we ensure that the customer receives consistent information about our technology.

Now, let's talk about data storage. It has become increasingly critical in recent times, with a shift towards more modern and digital solutions. How has your product and solutions portfolio evolved from traditional data storage to meet these modern demands?

Our journey began in 2009 when Pure Storage was founded with a vision to

disrupt the market with something new. We never looked at legacy spinning disk storage but rather started by focusing on all-flash technology, which translates to high-performance solutions. We've created the concept of our Evergreen subscription models, making it easier for customers to keep up with the latest technology trends by continuously upgrading them. This year we've launched a series of storage solutions which mean customers can eliminate the last legacy spinning disk from their data centers. This is because Pure's all-flash technology is at cost parity with disk, provides 60% lower operational cost of legacy solutions and uses one-fifth the space and power. Our approach is to innovate continuously, and today, we invest around 19% of revenue in R&D.

As the market moved toward multi-cloud environments, we enhanced our infrastructure offerings to support the evolving needs of our customers. We've integrated automation into our operations, developed software to manage data storage for customers; we also support DevOps, containers, and Kubernetes. In summary, we've evolved

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by staying committed to innovation, and delivering products and solutions that respond to changing technology trends.

It's clear that you're at the forefront of innovation. Speaking of markets, how would you describe the Middle East market, particularly in terms of data storage and modern solutions?

The Middle East market, often labeled as an emerging region, is a hub for innovation. Organisations in this region are eager to adopt the latest technologies and stay ahead of the curve. They recognise the importance of keeping up with digital advancements to provide the best services to their clients.

Pure Storage was actively engaged in providing data storage and modern solutions to customers around different sectors around the world, including the Middle East market.

Pure Storage is known for its product lines, which are designed to provide high-performance, scalable, and efficient storage solutions. These



PURE STORAGE IS KNOWN FOR ITS PRODUCT LINES, WHICH ARE DESIGNED TO PROVIDE HIGH-PERFORMANCE, SCALABLE, AND EFFICIENT STORAGE SOLUTIONS.

systems are suitable for various workloads, including virtualisation, databases, analytics, and cloud-native applications, which are essential for businesses in the Middle East looking to modernise their IT infrastructure.

Pure Storage offers solutions that help organisations in the Middle East effectively manage and analyse their data. This is especially important in sectors such as finance, healthcare, and telecommunications, where data analytics can drive innovation, competitive advantage and digital advancements.

This region is innovative, forward-thinking, and keen on offering the latest technology to its customers. It's a dynamic and exciting market.

That's indeed an exciting development. Looking ahead, as we approach the end of 2023, what key trends or learnings have you observed in the market? What should we expect in the near future?

The technology market direction is highly dynamic and fast-paced. In



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this region, we've noticed a growing appetite among customers to stay updated with technology trends. When customers inquire about new technology, the conversations are sophisticated and focused on strategic goals. Customers come well-prepared to ensure they make informed decisions. We are ready and equipped to engage in these discussions, aligning our solutions with their evolving needs.

Data security and privacy are paramount concerns. How does Pure Storage address these concerns to ensure the safety of customer data?

Data security is a top priority for organisations, and rightly so. Pure Storage takes these concerns seriously and we have a number of solutions which support customers here. We created SafeMode™ Snapshots, available with both our FlashBlade® and FlashArray™ solutions. These immutable snapshots mean that customers' data can't be modified or deleted without two 'keys'; one from the customer and one from Pure. The value of immutable copies is that they can't be corrupted, deleted, modified or encrypted.

Additionally, through Pure1, our AI driven storage management platform, customers can use AIOps



WE'VE EVOLVED BY STAYING COMMITTED TO INNOVATION AND DELIVERING PRODUCTS AND SOLUTIONS THAT RESPOND TO CHANGING TECHNOLOGY TRENDS.

to detect anomalies in their storage environments which can indicate an attack in progress.

Through FlashBlade//S, we can restore customer's data backups at speeds over 270TB an hour, meaning a much faster return to normal business operations.

We recently announced a ransomware recovery service level agreement (SLA) and we're the only company in the industry to offer this. Through our Evergreen//One programme, we guarantee to ship a clean storage array on the next business day, 48-hours to finalise a recovery plan started at any time, data transfer rate (8 TiB/Hour), as well as a professional services engineer onsite through RMA. This provides enterprises with the ability to rapidly recover from a ransomware incident.

We also collaborate with alliance partners to support ransomware prevention and data protection solutions.

Can you tell us a little about Pure Storage's commitment to sustainability?

Certainly, I'd like to highlight our deep commitment to sustainability and being environmentally responsible. We've taken extensive steps to reduce our environmental footprint, from manufacturing processes to energy usage. With data continuing its exponential growth, customers need solutions which use less electricity to run and manage to cope with the increase in data they'll be storing. We've demonstrated that Pure's infrastructure uses one-fifth less the space and power than legacy storage; 85% less e-waste and provides 10x-20x the reliability, meaning fewer issues needing to be addressed. We believe in creating a better world for the next generation, and our recently published ESG report showcases our dedication to sustainability. We're not just talking the talk; we're also walking the walk when it comes to sustainability. 



WSO2 WELCOMES MARKETING LEADER NINA HARGUS TO BOARD OF DIRECTORS

WSO2, the leader in digital transformation technology, has announced that Nina

Hargus has joined the WSO2 board of directors. Nina brings more than three decades of experience in growing and transforming companies. Most recently, she served as CMO and head of strategy at Virtustream, a Dell company, following CMO roles at EMC and VCE.

Nina will play a key role on WSO2's board of directors, focused on the company's business growth through go-to-market and marketing strategies as WSO2 continues to expand its global presence. In particular, she will counsel and collaborate with the executive team on WSO2's

brand management to shape brand positioning and messaging, build reputation and perception, and cultivate the customer engagement and satisfaction that contribute to long-term growth and brand loyalty.

Nina brings 30-plus years of experience in driving company transformation and growth through marketing. As Virtustream's CMO and head of strategy, she was chartered with the rapid business transformation of Dell's \$300 million mission-critical cloud services company. Before Virtustream, Nina architected and operated Dell Technologies' 1200-person global field and partner marketing organization, contributing to 47% revenue growth and global expansion over a three-year period. Prior to Dell, she held several marketing leadership positions at EMC Corp.,

ultimately serving as CMO, a role in which she led EMC's integration with Dell. Nina also served as CMO of VCE, where she worked to take the company from a narrow joint venture of Cisco and EMC with investment from VMware and Intel to one of the fastest growth companies in the industry and a true cloud infrastructure company.

"My passion is standing at the intersection of strategy, marketing, and go-to-market to drive company differentiation and growth, and I'm honored to join the board of WSO2, a company with a long history of technology innovation and invention," Nina said. "I look forward to working with the talented team to build a strong global brand and market demand for using WSO2's game-changing solutions to create and deliver new digital experiences." 

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NAVIGATING WEB3

*Anita Joseph caught up with **Amin Al Zarouni**, CEO, BEDU, for a candid conversation on Web3, AI, VR and AR.*

How is BEDU making a mark in the Web 3.0 Space?

BEDU emerges as a standout presence in the Web3 arena, boasting visionary leadership, an unwavering commitment to innovation, and a seamless integration of cutting-edge technologies including AI, VR, and AR. Our unparalleled expertise empowers us to design transformative digital encounters that captivate users in unprecedented ways. Leveraging the AI Builder Tool, we provide businesses with a smooth pathway to navigate Web3 complexities, unlocking fresh dimensions of creativity and interaction. BEDU's strategic alliances, industry leadership, and forward-looking strategy firmly position us at the forefront of Web3's evolution, making us catalysts in shaping its trajectory.

Whether it's through our diverse NFT initiatives and blockchain



ventures or our immersive 2117 Mars virtual experience, we've demonstrated our dedication to the Web3.0 community. Our commitment lies in crafting a future-oriented Internet and positively contributing to the Web3.0 realm.

What makes BEDU different from the others in this space?

Amidst the fast-paced pursuit of quick gains in the Web3.0 realm, BEDU's distinctiveness shines through our unwavering dedication to the long-term vision. We're focused on building foundational elements that will provide lasting value to the future of the internet.

Moreover, our leadership's resolute commitment to value augmentation sets us apart. As a self-funded entity until this stage, we've proven our intent to make a resounding statement and showcase our prowess. Now, we're expanding our reach, launching an AI business line to further enrich the array of solutions we offer to our market.

What are your current projects?

Our slate is filled with diverse projects that showcase our commitment to innovation. In the realm of Web3.0, we're dedicated to expanding the UAENFT line, including anticipated sub-products like 'The Mint' and 'Fragile'. Our support for emerging Web3.0



OUR COMMITMENT LIES IN CRAFTING A FUTURE-ORIENTED INTERNET AND POSITIVELY CONTRIBUTING TO THE WEB3.0 REALM.

artists remains steadfast through our carefully curated art program.

In the realm of immersive experiences, the crown jewel is our 2117 Mars virtual encounter. This flagship project continuously evolves to enrich the narrative and offer our holders an even more immersive journey.

Simultaneously, our focus on AI is crystallised through the AI Builder Tool, the cornerstone of our current pre-seed raise. This platform signifies a groundbreaking shift in how people engage with technology, which lays the foundation for the future of the internet and redefining digital and virtual experiences.

Please shed light on the funding you've received?

Until now, BEDU's growth has been primarily self-driven, with the founders personally injecting over \$3 million into the company. We've further boosted our development by channeling more than a million dollars directly into crucial areas such as projects, team expansion, and skill refinement. As we prepare to explore new avenues in AI, and aim to amplify our reach and capabilities, we're extending an invitation to investors through this pre-seed round. Please join us on this transformative journey.

Any important developments to be expected in the next few months?

Our BEDU AI venture has taken off with a diverse lineup of products and services. We're excited to announce the unveiling of two additional products at the Dubai Assembly for Generative AI, focusing on enhancing businesses' use of applications and generated data. At the same time, our UAENFT line continues to make significant strides, with the launch of 'Fragile' – an innovative concept that is reshaping art collection in the Web3.0 realm. As we approach the year-end, please keep an eye out for a significant update for our 2117 Mars virtual experience. 

FEATUREMIND LAUNCHES IN THE MIDDLE EAST TO EQUIP RETAILERS WITH ENHANCED OMNICHANNEL CAPABILITIES

Based out of its new offices in Dubai, FeatureMind will service clients across the Middle East supported by its leading Turkey-based technical team; with plans to scale operations to Nigeria.



FeatureMind, a leading provider of digital solutions within the retail environment, has announced its launch in the United Arab Emirates (UAE). With this, FeatureMind will bring its expertise in delivering comprehensive end-to-end omnichannel support to businesses across the region, empowering them to elevate customer experiences and drive growth.

According to Alpen Capital, the GCC retail industry sales are forecasted to grow at a 5.7% CAGR between 2022 and 2026 to reach US\$ 370.0 billion. FeatureMind's team of experts is perfectly positioned to help clients adopt technology-driven solutions,

positions retailers to tap into this potential, offering seamless shopping experiences, expanding market reach, and fostering sustainable business growth. By providing innovative solutions that seamlessly integrate multiple communication channels, FeatureMind empowers businesses to create cohesive and personalised interactions, enhancing brand reputation and fostering long-term customer loyalty.

The team, led by Edwin Stonestreet as the Managing Director, brings together experts from Salesforce, Emakina and EPAM Solutions and have over fifteen years of experience in delivering end-to-end digital transformation projects within the retail and travel industries across

the Middle East region. FeatureMind have delivered transformative digital experiences for Mamas&Papas, Bloomingdales, Mouwad, Graff and several of the Gulf Marketing Group (GMG) brands across the region.

"The retail industry in the Middle East is undergoing a significant transformation due to technological advancements," said Edwin Stonestreet, Managing Director at FeatureMind. He added, "To achieve regional financial growth, retailers must adopt innovative strategies and overcome cultural differences and infrastructure challenges. FeatureMind has been fortunate to receive support and cooperation from industry leaders and clients, who have played a vital role in shaping the company's journey thus far. We are excited to continue supporting these partnerships and exploring new projects as we embark on this thrilling new chapter."

FeatureMind provides its clients with a complete end-to-end omnichannel support system, a more tailored and cost-effective approach. By integrating various communication channels, such as websites, mobile applications, social media, email, and chat, into a unified ecosystem, the platform enables businesses to offer seamless and consistent experiences across all touchpoints. Leveraging advanced analytics and AI technologies, FeatureMind empowers companies to gain deep insights into customer behaviour, optimise customer journeys, and deliver highly personalised interactions.

This expansion follows news of FeatureMind's latest partnership announcement with Timsoft Group, with further growth expected to continue throughout the year as operations expand into Africa with a planned centre of excellence scheduled to open in Nigeria in Q4 2023. 

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THREE WAY ROBOTS CAN TRANSFORM THE MODERN WAREHOUSE

Vishal Minocha, Vice-President, Product Management, Infor

Robotics has commanded headlines for its role in manufacturing and final assembly operations, with some of the world's largest manufacturers reporting massive robotics-led ROI in their quest to automate and innovate across the factory floor.

Robots vary significantly in size, functionality, mobility, dexterity, artificial intelligence, and cost. They can be fixed, mobile or fly, in the form of drones, and increasingly, they are programmed to recognize and learn from their surroundings. Their ability to capture information and make decisions independently, means that they can often perform tasks with little to no human intervention.

Here are three ways that robots can transform the modern warehouse.

1 Robotics-as-a-service

Robotics' deployment in the warehouse was, until recently, restricted to only the largest of organisations as they typically came in the form of fixed assets with high price tags. The emergence of robotics-as-a-service has, however, changed the game somewhat, bringing robotics-led innovation to warehouses of all different sizes and profiles. Testament to this, is that robotics is expected to see strong growth over the next five years, particularly within

supply chain operations that include lower-value, potentially dangerous or high-risk tasks.

The opportunity for ROI is huge, as travel and movement of goods across the warehouse typically commands the most time and money. And against a backdrop of a global labour shortage, organisations are having to look at ever more creative ways to bridge skills gaps, and robotics represents a pivotal solution in this area.

2 Increasing complexity, new models

In the wake of a rise in online shopping, and associated SKU proliferation, merchandise has increased in both volume and diversity. Robots in the warehouse, which typically take the form of, make it simpler and more efficient to move both batches and individual picks, not only reducing reliance on labour, but mitigating risk through increasing safety on the shop floor. Similarly, drones can undertake detailed stock counts at night, eliminating a need for people to physically check inventory.

As many organisations bring their warehouse operations back in-house to realise greater control in the wake of unprecedented complexity and uncertainty, robotics can instil flexibility. In a similar vein, it can give 3PLs an advantage as they move complex merchandise mixes across numerous categories for high volumes of customers.

3 Integrating Robotics with WMS

Yet despite this shift, many organisations are realising that in order to realise the full potential of robotics, it has to go hand in hand with a modern, cloud-based WMS platform. Without a system which can be easily integrated via APIs, and seamlessly talk to the robots, interpret data, and





THE QUESTION IS NO LONGER WHETHER TO CAPITALISE ON ROBOTICS, BUT IN WHAT WAY, AND HOW SOON.

inform workflows, robotics can only extend so far, limiting potential and impeding ROI.

While robotics can represent a game changer in automation and efficiency, allowing people to shift to more strategic, less dangerous, and higher value work, an effective WMS platform is the core foundation of the warehouse. Through facilitating seamless flow of data and insights spanning sales orders, picking, packing and fulfilment, the potential of robotics can be truly maximised.

In fact, according to Gartner 95% of supply chain organisations have either invested, or plan to invest, in cyber-physical automation, with a significant proportion of those planning in using intralogistics smart robots (ISRs). Labour availability constraints are the primary driver behind investments in robotics according to 66%.

As technology continues to improve, robotics-as-a-service gains further momentum, and prices decrease, the question is no longer whether to capitalise on robotics, but in what way, and how soon.

What is certain, is that the success will depend largely on the extent to which a modern WMS is leveraged to integrate and optimise workflows.

There is no doubt that the supply chain of the future is likely to see continued growth of autonomous robots. Those who get it right will not only improve the speed and accuracy of routine operations right now, but ensure flexibility and agility to adapt in the future as market conditions and dynamics dictate. 



COMMITTED TO INNOVATION

*Anita Joseph caught up with **Karine Calvet**, Vice President of Partner Relations – EMEA, AVEVA, to discuss how the company, along with its partner ecosystem, is innovating on sustainable practices and responsible use of resources.*

How would you define AVEVA in a nutshell?

AVEVA is the world leader in industrial software. With our solutions, our customers can efficiently design and optimise their industrial operations with the aim of increasing energy efficiency, performing a comprehensive management of assets from the very conception and design, through operation and maintenance to active monitoring.

In short, AVEVA provides our industrial customers with all the tools that are necessary to boost their growth and make it sustainable. We offer these tools within an integrated and secured environment in the cloud. Our industry platform enables our customers to lower their fixed technology costs while improving both internal and external collaboration along the entire value chain with customers, suppliers and partners. This results in increased

performance and allows highly efficient business collaborations in the field of sustainability and responsible use of our resources.

Globally, more than 20,000 companies in more than 100 countries work with AVEVA solutions where 90% of companies are leaders in 12 industrial sectors (energy, food, pharmaceutical, infrastructure, mining, etc.) and rely on our solutions. This, coupled with our more than 6,400 employees, 5,000 partners and 5,700 certified developers worldwide, makes AVEVA a trusted industry partner that delivers very high value through our solutions. AVEVA is also recognised worldwide for our commitment to innovation and collaborative work by actively contributing to building a more sustainable world. In this line, at AVEVA we are tremendously proud to have received the ICT Leadership Award 2022 as the best provider of sustainable solutions.

What are your business objectives for the coming years?

Our goal is to support our customers in the development of industrial solutions focused on improving productivity, energy efficiency and the sustainable use of natural resources. This is an

ambitious goal which we have been investing significantly in recent years. Today, we can say that AVEVA is the only industrial software company with the largest portfolio of products and solutions focused on the energy transition. Of course, our goal in the coming years is to be a decisive technological player in the energy transition and to contribute actively to carbon footprint reduction with our software solutions.

AVEVA's technology for asset lifecycle management is being considered very positively within the expansion and development plans of industries, accelerating our R&D plans hand in hand with the main players. This will expedite the process of energy transition either for the conception of the new industry around hydrogen, in the renovation of nuclear plants or in the improvement of production in existing industries. AVEVA, more than ever, is betting on the transformation of the energy ecosystem to optimise the use of natural resources and protect citizens.

What do you expect from partners and integrators? What will the collaboration model look like?

AVEVA has evolved significantly in recent years. In 2018, Schneider Electric acquired 60% of AVEVA and in 2020 AVEVA acquired the company OSIsoft. In these 4 years we have grown by 500%, reinforcing AVEVA's position as a leader in Industrial Software. With more than 100 products, AVEVA covers the entire asset lifecycle, from conception and design to operation and maintenance. These solutions are based on an accessible platform either in SaaS or hybrid mode; we also offer the



OUR GOAL IS TO SUPPORT OUR CUSTOMERS IN THE DEVELOPMENT OF INDUSTRIAL SOLUTIONS FOCUSED ON IMPROVING PRODUCTIVITY, ENERGY EFFICIENCY AND THE SUSTAINABLE USE OF NATURAL RESOURCES.



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NETWORK IN THIS
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OUR GROWTH IS
EXPONENTIAL.**





possibility to supply our products on-premises. Our very agile commercial model with credits allows customers to use all our products according to their priorities and needs.

This rapid evolution of the company and with such a high volume of customers requires a very powerful ecosystem of alliances, integrators and distributors. Our historical partners, the resellers, have made a huge effort to adapt to AVEVA's new SaaS/Cloud strategy and have aligned their organisations with ours to ensure a higher quality of support and customer service. Most of them have already completed their new technological and consulting skills in order to be essential partners for the digital transformation of our clients.

Our relationship with System Integrators is gaining significance. Indeed, they play a leading role in adapting AVEVA's agnostic platform to the technological reality of our customers, and they are responsible for making the necessary technological adjustments to make it operational.

AVEVA solutions allow economies of scale quickly and non-disruptively. With our global network of partners, our customers can access our platform and expand in record time, while significantly reducing their

implementation, maintenance and operation costs. Additionally, the solid experience of our partners in the industry helps in building the necessary business cases to carry out investments in transformation projects. In the Middle East, most of our deals are infrastructure oriented: Oil & Gas sector and Smart cities are key areas where our solutions help customers achieve data driven goals. Thanks to our solid partner network in this vast region, our growth is exponential.

What will be the technological trends in the industrial software market for the coming years?

We can anticipate three trends: the connected industrial ecosystem, the digital twin, and the industrial metaverse.

At AVEVA World 2022 in San Francisco, we saw many of our customers and partners working collaboratively in an agile and dynamic way on digital transformation projects with several goals in mind: to create new business models, to bring greater added value to their businesses, and to achieve better levels of sustainability and profitability. We are therefore witnessing the birth of a fully connected industrial universe, enabling a new type

of collaboration between colleagues, suppliers, partners and customers. By connecting different actors from across the industrial ecosystem, adopting a data-centric approach indisputably increases the potential of teams. This will transform value chains into agile, profitable and sustainable networks. It is, in a way, the emergence of a new connected industrial economy.

When it comes to digital twins, their value is clear: the speed in collecting data and using analytics tools to visualise it in context. This allows brand new ways of working with very high potential. We are seeing how leading companies like Shell and Worley are breaking down data silos with digital twins: they improve collaboration, promote transparency, and provide actionable insights that enable teams to work smarter and more connected.

In the long run, the logical continuation of digital twins will be the industrial metaverse. According to a recent survey commissioned by AVEVA, among 650 senior executives of international companies based in North America, Europe and the Middle East and operating in the chemical, manufacturing and energy sectors, 87% of respondents expect an increase in investment in industrial digital solutions in the next 12 months. 



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MULTI-CLOUD NETWORKING — HOW TO MAKE IT WORK

Bart Salaets, EMEA Field CTO at F5

The days of enterprise apps running in a single environment are drawing to a close. Composed of microservices, modern apps use distributed Kubernetes and application programming interfaces (APIs) to deliver the capabilities, flexibility, and scalability that digital enterprises demand. No longer monolithic in nature, enterprise apps often run across multiple cloud and on-premises IT environments.

The trend is loud and clear in F5's latest State of Application Strategy report: hybrid IT, in whatever configuration it may be, is very much here to stay.

According to our research, only 15% of globally surveyed organisations claim their applications are deployed in a single environment. The majority are distributed more widely—and more than one-fifth of organisations' applications are hosted in six different environments. There's no single environment suited to delivering modern day, app-specific goals.

That's why many organisations are now embracing multi-cloud networking to interconnect different environments. But there is more than one way to implement this concept.

As the primary purpose of multi-cloud networking is to interconnect apps efficiently and effectively, it makes sense to take an application-centric approach. Some organisations, however, opt for a network-centric approach, because of the way they are organised and the skillset of their IT staff.





Network- or application-centric?

For many enterprise IT teams, SD-WAN (software-defined wide area networking) is their touchstone. SD-WAN is used to interconnect all kinds of devices, machines, applications, and other entities, ensuring that they receive an appropriate quality of service. Interconnecting clouds is different. Here, it's all about running apps.

Taking an application-centric approach allows for tightly integrated traffic management, routing, load balancing and security – all of which are needed to transform a distributed application into a safe digital experience.

By contrast, if you take a network-centric approach, you have to retrofit firewalls and other security functions, potentially resulting in an unwieldy and complex multi-cloud architecture.

To comply with data sovereignty rules, for example, an enterprise may need to run the back-end of an application in a private data center and the front-end in the cloud. While it could install distinct security

solutions to protect the front-end in the cloud, and the link to the private data center, it means dealing with several different vendors. And several different management planes.

Retrofitting is complex and inefficient. In the SOAS survey nearly 90% of the respondents operating in multiple clouds cited challenges with security, performance, and cost. The main challenge for respondents is the complexity of tools and APIs arising from a lack of standardisation or interoperability. Applying consistent security policies was next, with performance optimisation not far behind.

Cutting through the complexity

In part, these responses reflect the fact that public cloud providers favour their own proprietary tools, which can prevent consistent and uniform operations across different clouds and on-premises environments.

In its market guide to multi-cloud networking, research firm Gartner flags the value of using a single management platform to handle “full-stack” Level 3 through Level 7 networking and network security capabilities (such as routing, domain

name services, content delivery, web application firewalls and observability) across multiple providers.

Looking ahead, Gartner anticipates the convergence of infrastructure services, such as network security, Level 3 connectivity, policy management and visibility, with more cloud-native-oriented application services, such as service mesh, application security and ingress functions.

At F5, we hold a similar view. Although we can enable enterprises to take an application- or a network-centric approach, we recommend employing an integrated service stack that addresses both Layer 3 transit and Layer 7 app-to-app service networking between clouds and distributed applications. This integration minimises both complexity and increases agility. The goal is end-to-end security between environments, and across the connected workloads, with unified policy controls on hand to quickly deal with evolving threats.

By supporting connectivity and security at both the network and application layers, F5 Distributed Cloud Services are designed to easily extend application and security services across public clouds, hybrid deployments, native Kubernetes environments, and edge sites. Enabling enterprises to manage network operations and application performance through a single console, simply makes multi-cloud networking much more straightforward and secure. 



**THE GOAL IS END-TO-END SECURITY
BETWEEN ENVIRONMENTS, AND
ACROSS THE CONNECTED WORKLOADS.**

DRIVING THE CHANGE

*Anita Joseph caught up with **Sertan Selcuk**, VP of Sales, Middle East, Turkey, Africa, and Pakistan at OPSWAT, to learn more about the opening of their new office and how it will serve as a hub for greater engagement between partners and customers.*



What led to the opening of this new office?
There are a few key reasons that led to the decision to open an office in Dubai:

- **Regional Hub and Market Expansion:** The new office will serve as a regional hub for OPSWAT's operations in the Middle East, Turkey, and Africa (META) region. This strategic move aligns with our expansion plans into new markets and enables us to establish a strong presence in the region.
- **Showcase Cybersecurity Solutions:** The Dubai office provides an environment for us to showcase OPSWAT's cutting-edge cybersecurity solutions. This serves as a platform for demonstrating the company's expertise and innovative offerings to potential customers and partners in the META region.
- **Direct Engagement with Partners and Customers:** By establishing a physical presence in Dubai, we will enable our regional partners and their customers to directly engage with our cybersecurity experts. This facilitates collaboration, knowledge sharing, and strengthens relationships with channel partners and customers in the region.

• Sales and Marketing

Operations: The new office houses OPSWAT's regional sales and marketing teams. This setup allows for enhanced coordination and consistent engagement with channel partners and customers, supporting our growth and business objectives in the META region.

Overall, the decision to open an office in Dubai reflects OPSWAT's commitment to expanding its presence, providing localised support, and fostering closer relationships with partners and customers in the Middle East, Turkey, and Africa markets.

How is this new office placed to help OPSWAT achieve its business goals for Q3 and Q4?

The strategic positioning of this new office is integral to driving OPSWAT's success in Q3 and Q4. By serving as a hub that fosters streamlined business operations and enhances partner and customer experiences, this office is poised to play a pivotal role in propelling us toward achieving our business objectives for the upcoming quarters.

Who are some of your regional customers?

While we can't disclose names, I can say that OPSWAT's regional customers include organisations in the manufacturing, nuclear, energy, oil and gas, government, and defense sectors. More than 50 GCC ministries selected OPSWAT in the past year and we are also actively working with almost all the region's oil and gas companies. In the financial services sector, we have provided solutions and products to



43 regional banks — including eight central banks — since March 2022, and we are in the POC stage with approximately 50 other FSI entities.

Our expectation is to see at least 500 companies as our customers in the META region by the end of this year.

What will be some of the key services / solutions offered through this office?

Like elsewhere, many critical infrastructure networks in the Middle East rely on outdated or legacy systems that were not originally designed with robust security in mind. Most OT networks rely heavily on IT systems and this interconnectedness often increases the attack surface. Securing these interdependencies poses substantial challenges.

Our growing reputation in the region has been built on our Content Disarm and Reconstruction (CDR) technology, which addresses these challenges directly. In CDR, files ranging from PDFs and HTML to image and video assets are pulled apart, sanitised, and reconstructed in real time. From our new base in Dubai, we will offer CDR and other technologies to an expanded market.

It is also worth pointing out that our Dubai office will be home to a critical infrastructure protection (CIP) laboratory, where industry professionals, clients and channel organisations can see for themselves the power of products like MetaDefender Drive, MetaDefender Kiosk, MetaDefender Vault, and NetWall Unidirectional Security Gateway. They will also be able to explore the advantages of OPSWAT Academy training, schedule attack simulations, and discuss with the company's experts how to combine these products and services to build the best possible OT security posture.

Any new partnerships signed?

Yes, just this past August, we signed a new partnership with Starlink. This presents an opportunity for us to expand our product portfolio in the region and reach a broader customer base by tapping into Starlink's resources, expertise, and customer relationships, ultimately strengthening our regionwide cybersecurity position through an enhanced market presence and greater flexibility to address organisations' needs.

Besides the UAE, what other markets is OPSWAT aiming at?

We are continuing to grow globally, with new office expansions announced in Europe and APAC earlier this year. Closer to home, apart from the UAE market focus, we will be targeting Saudi Arabia, Turkey, and Qatar, in the next few quarters. 



THIS OFFICE IS POISED TO PLAY A PIVOTAL ROLE IN PROPELLING US TOWARD ACHIEVING OUR BUSINESS OBJECTIVES FOR THE UPCOMING QUARTERS.

AXIS COMMUNICATIONS SUSTAINABILITY REPORT SHOWCASES COMMITMENT TO SUSTAINABLE BUSINESS PRACTICES

Axis Communications, the world leader in network video and surveillance solutions, has released its Sustainability Report. The comprehensive study highlights the company's various efforts to promote sustainability throughout its business, and how those efforts go beyond simple product design and manufacturing to encompass entire value and supply chains.

"With more than 4,200 employees located across 50 countries worldwide, and an expansive network of technology partners and distributors, the Axis family stretches far and wide and touches every corner of our planet. We therefore have a responsibility to proactively confront socioeconomic and environmental issues, as well as deploy measures that help position us as an industry leader in sustainability," said Atul Rajput, EMEA Director of Channel Partners and End Customers at Axis.

Protecting our planet

Guided by the Axis Environmental Policy and Environmental strategy, Axis takes an unwavering position on its impact on the environment. The company prioritises the role it can play in confronting the most pressing social and environmental challenges of our time. This position is illustrated by the company's various initiatives, including its collaboration with Water Alliance and Emirates Environmental Group. Working with the two UAE-based not-for-profit organisations to address the issue of access to clean water, Axis demonstrates the power of private-public partnerships (PPPs) and how we can work together to ensure a water-secure future for all.

In 2022, Axis committed to setting

science-based emissions reduction targets. This provides a clearly defined guideline for companies to reduce greenhouse gas (GHG) emissions in line with what the latest scientific findings deem necessary to meet the goals of the Paris Agreement and limit global warming to well below 2°C above pre-industrial levels. By developing these targets, which will then be reviewed by the Science Based Targets initiative, Axis establishes a company-wide standard that all suppliers and partners will be expected to adhere to.

Axis has also increased its use of recycled and renewable materials in its product packaging, pushing the limits of traditional fibre-based materials like paper and corrugated cardboard, while lowering transport emissions by manufacturing and configuring Axis products as close to each market as possible.

Looking further ahead, Axis and its suppliers are taking action to ensure 50% of energy use in manufacturing and logistics will be derived from renewable sources by 2024, and 100%





by 2030. This action is reflected across all areas of operation, including the company's main offices in Lund, Sweden, where all lights have been changed to LED and systems have been put on timers to reduce energy consumption.

Responsible innovation

As a supporter of the UN Agenda 2030 and working to help achieve the 17 Sustainable Development Goals, Axis believes change happens holistically. That change begins at a product design and manufacturing level, where it's possible to develop and adopt new technologies that promote sustainability, strengthen people's rights, and safeguard individual privacy.



THE COMPANY PRIORITISES THE ROLE IT CAN PLAY IN CONFRONTING THE MOST PRESSING SOCIAL AND ENVIRONMENTAL CHALLENGES OF OUR TIME.

Across the value chain, energy consumption during usage has the largest environmental impact once Axis products and solutions are in use, which is why Axis strives to reduce energy by designing power supplies that emit minimal waste such as heat and electrical noise.

Cybersecurity is also a priority, especially in the context of interconnected networks. Here, Axis applies best-practice policies, processes, and technologies from product development to decommissioning, ensuring reliability and the confidentiality of end user and product information.

In 2022, Axis extended the scope of its ISO/IEC 27001 certification to include the development and operation of its software platform for connected devices. As an internationally recognised standard, this compliance demonstrates commitment to managing internal

information infrastructure and systems that support and deliver services to partners and customers.

The power of people

Axis's commitment to people extends beyond its business community and into the local communities in which the company operates. The company's various initiatives throughout 2022 in the EMEA region included a Women in Security event with focus areas including impactful communication, and donations to The Children's Jumper Day.

A leading example of Axis's social responsibility efforts is its work with the Dubai Autism Center, a non-profit organisation in Dubai, UAE, committed to helping children living with autism and their families. The centre needed a multi-purpose audio solution for their new facility which could be operated as a single and segmented unit. With the help of Axis partner MVP Tech, Axis integrated its newly launched C2005 Network Ceiling Speaker and C3003-E Horn Speaker for indoor and outdoor requirements, providing the centre with an advanced audio solution, and contributing to its efforts to be recognised as a world-class facility. 

NEW AMAZFIT BIP 5 GOES BIGGER AND SMARTER

EROS Group is the exclusive distribution partner for Amazfit products in the UAE

Amazfit, a leading global smart wearables brand owned by Zepp Health, a health technology company, has made the new Amazfit Bip 5 globally available.

Amazfit Bip 5 will be available across the United Arab Emirates through its exclusive distribution partner EROS Group's extensive retail partner network.

Encouraging users to "Go Bigger, Go Smarter", the Amazfit Bip 5 not only features the brand's biggest screen on a globally available product, but it's also the first member of the Amazfit Bip series to integrate the Zepp OS - which brings a wealth of feature advancements beyond what's typically found in an entry-level smartwatch.

"The Amazfit Bip 5 is the ideal fusion of style and substance, created to improve the lives of its users with innovative features and a stylish design," according to Mohammed Badri, Director at EROS Group. He added, "At EROS Group, we are committed to offering the latest and most cutting-edge technology to our customers, with a focus on sustainable tech solutions that align with our environmental values. The Amazfit Bip 5 perfectly embodies this ethos, showcasing energy efficiency while empowering users to prioritize their overall wellbeing. With EROS Group's extensive retail network across the UAE, this state-of-the-art smartwatch will be easily accessible, allowing UAE residents to embrace a healthier and more conscious lifestyle. Users can always stay motivated and informed about their health and fitness thanks to the app's extensive health and fitness features, making it a must-have wearable for all."

Bigger on Screen-size & Personalization

Measuring an extra-large 1.91", the LCD touchscreen is the biggest on any Amazfit smartwatch that's currently available globally and is made with



glass which features a slight curve, for a more natural view when worn. Users can make the most out of this vibrant and high-resolution display by exploring a vast range of over 70 stylish watch faces, or even selecting the Portrait Watch Face option which switches between up to three of the user's uploaded pictures each time they wake up the display, for a truly personalized experience.

Smarter on Lifestyle Features

Along with the addition of the Amazon Alexa online voice assistant and support for Bluetooth calls, via the built-in microphone and speaker, the Amazfit Bip 5 provides users with access to more than 70 downloadable mini apps that provide an enjoyable approach to health, fitness and daily life. Included in this rich ecosystem are over 30 mini games, which enhance the interactivity of the Amazfit Bip 5 and provide a fun extra dimension to a smartwatch that's billed as the smartest Bip yet.

Advanced Health & Fitness Features Made Accessible

For the first time in the Amazfit Bip series, the combination of the health-centered Zepp OS 2.0 and advanced BioTracker PPG sensor found in the Amazfit Bip 5 allows users to monitor their blood-oxygen saturation 24

hours a day, along with heart rate and stress levels. The smartwatch can even be set to provide alerts for these three metrics if abnormal readings are detected throughout the day.

Intelligence is also the name of the game for the Amazfit Bip 5's sports features, with over 120 workout modes now available - compared to the 60+ of the previous generation. Users can set the watch to auto-detect seven sports movements, or even read out their sports data in real-time via the built-in speaker, for a smarter approach to exercise.

The Amazfit Bip 5 is just as smart post-workout as it is intra-workout, with the integration of Amazfit's PeakBeats algorithm - which presents specialized exercise data like VO₂ Max for easy viewing after workouts have ended - and the ability for users to share their sports data to fitness apps like adidas Running and Strava, via the Zepp App.

Priced at AED 300, Amazfit Bip 5 is now available at all EROS stores & Online at Buy Amazfit Smart Watches Online in Dubai, UAE | Eros. Store Locations:

DUBAI: Dubai Mall, Burjuman Mall, Nakheel Mall, Dubai Hills Mall, IBN Battuta Mall

SHARJAH: City Centre Sharjah, City Centre Al Zahia

ABU DHABI: Khalidiyah Mall, Dalma Mall 



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DUBAI UNIVERSITIES RAMP UP FUTURE-PROOF PROGRAMMES IN 2023-24



Leading higher education institutions at Dubai International Academic City and Dubai Knowledge Park, members of TECOM Group PJSC, are offering new programmes aimed at future-proofing students through the 2023-24 academic year.

The programmes cover topics including artificial intelligence (AI), Industry 4.0, robotics, genetics, animation, and engineering, reiterating the commitment to the Dubai Economic Agenda 'D33' strategy, which seeks to make Dubai a global pioneering hub for higher education and one of the world's top three cities over the next decade.

In addition to advanced programmes in science, technology, and engineering, international universities plan to offer popular and highly anticipated courses in fields such as media, gaming, and animation during the new academic year, in line with global expectations of the jobs expected to be most in demand over the coming decade.

Ammar Al Malik, Executive Vice President of Commercial at TECOM Group, said: "Dubai's diversified

knowledge-based economy and global business hub environment provides an unrivalled platform to define the future of key sectors and make a lasting impact. The programmes provided by universities at Dubai International Academic City and Dubai Knowledge Park ensure that talent – current and future alike – will have the necessary tools, guidance, and knowledge to drive innovation and strengthen Dubai's and the region's global competitiveness for generations to come.

"The digital-first world comes with many opportunities, challenges, and unknowns. Students going to universities today face an exciting opportunity to shape the world like never before. The onus is on us to collaboratively and proactively equip ourselves with the knowledge and skillsets needed to navigate the way forward and build a world that serves us all."

There are almost 30,000 students representing over 170 nationalities at Dubai International Academic City and Dubai Knowledge Park. Thirty-seven local, regional, and international higher education institutes are based across both districts, where

programmes in business, engineering, and IT noted the highest rates of enrolment as of the end of the 2022-23 academic year.

Higher education institutions at Dubai International Academic City and Dubai Knowledge Park offer a range of scholarships for the 2023-24 academic year. These include a 100% Academic Merit Scholarship for exceptional students and a 50% scholarship on all diploma and foundation courses at Murdoch University Dubai. Amity University Dubai's scholarships include a 30% bursary to any UAE nationals or representatives of selected organisations and government institutions that enrol for its programmes. UOWD also offers academic excellence-based scholarships up to 50% as well as a 50% sports scholarship for aspiring athletes.

Dubai International Academic City and Dubai Knowledge Park are part of TECOM Group's portfolio of 10 business districts, including Dubai Media City, Dubai Internet City, Dubai Industrial City, Dubai Production City, Dubai Science Park, Dubai Studio City and Dubai Design 



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