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STRATEGY.
INNOVATION.
EXCELLENCE.

KAMRAN KHAYAL, GENERAL MANAGER AT TRIGON LLC, TELLS ANITA JOSEPH HOW THE COMPANY'S COMMITMENT TO EXCELLENCE AND INNOVATION, COMBINED WITH A FORWARD-THINKING STRATEGY, HAS CONSOLIDATED ITS POSITION AS THE IT DISTRIBUTION FRONTRUNNER IN THE REGION.

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As we usher in a new year, the channel partner industry in the Middle East stands at the threshold of unprecedented opportunities and transformation. The region, known for its dynamic business landscape, is gearing up for a wave of innovation and collaboration that promises to reshape the way channel partners operate and thrive.

In recent years, the Middle East has emerged as a hub for technological advancements and digital transformation. This wave of progress is not only redefining industries but is also creating fertile ground for the channel partner ecosystem to flourish. The fusion of traditional business models with cutting-edge technologies presents a unique opportunity for channel partners to play a pivotal role in guiding businesses through this era of change.

One of the key drivers of this transformative journey is the increasing demand for integrated solutions. Organisations in the Middle East are seeking comprehensive and customised solutions that cater to their specific needs. Channel partners, with their deep industry knowledge and expertise, are well-positioned to deliver value-added services, acting as strategic advisors rather than mere suppliers.

Moreover, as businesses in the region become more cognizant of the importance of agility and flexibility, the channel partner industry is poised to provide scalable and adaptable solutions. This shift towards flexibility not only aligns with the changing business landscape but also opens avenues for innovative collaborations between channel partners and businesses.

The dawn of this new year heralds a promising era for the channel partner industry in the Middle East. With a focus on innovation, collaboration, and adapting to the evolving needs of businesses, channel partners are well-poised to navigate this exciting journey of new beginnings. As the Middle East continues to embrace digital transformation, channel partners stand as torchbearers guiding businesses towards a future filled with possibilities and prosperity.



THE TRANSFORMATION BEGINS

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DELL TECHNOLOGIES FORUM FOCUSES ON UNLOCKING INNOVATION

Under the theme of "Transforming Ideas into Innovation Faster," the Dell Technologies Forum returned to the UAE at the Coca Cola Arena in Dubai.

The immersive forum experience combined emerging trends, cutting-edge technologies and dynamic speakers to offer practical insights to help drive innovation for businesses in the UAE. General session speakers included regional and local Dell experts like Sam Grocott, Senior Vice President, Product Marketing; Mohammed Amin, SVP, CEEMETA; Vangelis Lagousakos, Senior Director, Channel Sales, CEEMETA; and Walid Yehia, Managing Director, UAE; discussing topics across artificial intelligence, multicloud, datacenters, cybersecurity and more.

The forum comes at an opportune time as digital transformation



continues to take center stage for businesses in the UAE. According to Dell's latest Innovation Index study, the vast majority (88%) of businesses in the UAE are actively seeking technologies to help them realise their innovation goals. With a broad technology and services portfolio, Dell aims to help organisations align their digital and business strategies with the UAE's vision for a sustainable and innovation-led economy.

Walid Yehia, Managing Director, UAE, Dell Technologies said: "In line with the UAE's digital transformation agenda, Dell remains steadfast in supporting organisations across the country to fully leverage the potential of the latest tech innovations. We're happy to be hosting the Dell Technologies Forum this year, where we will shed light on emerging technology trends that will pave the way for businesses to innovate and thrive in the year ahead."

OPSWAT REITERATES COMMITMENT TO SECURING REGIONAL CRITICAL INFRASTRUCTURE ON BACK OF STRONG 2023

OPSWAT, a global leader in Critical Infrastructure Protection (CIP) cybersecurity solutions, has reiterated its commitment to helping critical infrastructure organisations in the region shore up their perimeter defenses against a threat landscape that shows an increasing interest in OT/ICS. OPSWAT's commitment to the region comes on the back of significant growth in 2023.

OPSWAT saw substantial topline revenue growth in the Middle East throughout 2023 — a remarkable 100% year-on-year increase, 70% of which is attributed to new business. The company's workforce has tripled in size from 2022, highlighting its commitment to local expertise and service excellence. Its strategic focus on the UAE, Saudi Arabia, and Qatar has expanded its market presence. Its regional customers range from manufacturing and energy to defense

and oil and gas. The company also counts many government agencies among its clients. More than 50 GCC ministries selected OPSWAT in 2023 and it now collaborates with 80% of ministries in the UAE and Saudi Arabia. It works with almost all the region's oil and gas companies. In finance, OPSWAT has provided solutions to 43 regional banks, including eight central banks, since March 2022, and is in the POC stage with approximately 50 other FSI entities.

"The expansion of IoT use cases has led to a rapid union between digital IT and industrial operational technology [OT], which represents a ballooning attack surface and a surge in the number of challenges faced by OT-reliant organisations," said Sertan Selcuk, VP, METAP and CIS at OPSWAT. "Talent gaps and the need to securely transfer files and devices into, across, and out of secure environments are just two such issues. OPSWAT has



answered the call for help from critical infrastructure organisations with an end-to-end cybersecurity platform built expressly to unite enterprise IT and industrial OT under a single risk-management framework."

LINKSHADOW REINFORCES COMMITMENT TO SAUDI ARABIA

LinkShadow, a global leader in intelligent Network Detection and Response (iNDR) announced accomplishment of HQ status as part of Project HQ, Saudi Arabia. This strategic move reflects LinkShadow's commitment to fostering innovation, strengthening regional partnerships, and empowering enterprises in KSA to navigate the ever-evolving cybersecurity landscape.

Following the establishment of a local office in KSA in 2021, the creation of a regional base signifies a strategic advantage for LinkShadow's strong presence in the region. This ensures adherence to regulations, fosters enhanced credibility, opens doors to new business opportunities, and fortifies relationships within



the local business ecosystem. Moreover, it marks a noteworthy step in LinkShadow's future expansion, improved operational capabilities, and contributes to its overarching growth and success plans.

Fadi Sharaf, Regional Sales Director at LinkShadow, expressed his delight over the announcement: "This marks a significant milestone for LinkShadow, and is an opportunity for us to enhance our investment in KSA and capitalise on the increased cooperation extended by The Kingdom to businesses. We are well positioned to align with Saudi Arabia's digital transformation efforts which is a strategic part of Saudi Vision 2030 and look forward to showcasing our groundbreaking iNDR solutions."

PUREHEALTH COMPLETES ACQUISITION OF UK'S LARGEST PRIVATE HEALTHCARE GROUP

PureHealth, the largest healthcare platform in the Middle East, has announced the successful completion of its strategic acquisition of Circle Health Group, the UK's largest independent operators of hospitals, marking a significant milestone in the company's global expansion strategy. The completion of this deal, which has achieved regulatory approvals in record time, signifies PureHealth's exceptional operational capabilities and commitment to international growth.

The completion of this transaction further strengthens PureHealth's commitment to becoming a leading global player in healthcare. With a vision aligned with the UAE leadership to promote wellbeing and enhance healthcare services, PureHealth is dedicated to continuously improving patient experience and adopting the most advanced clinical practices. The company's expansion into the UK healthcare market reflects its focus on advancing the science of longevity and unlocking time for humanity.



Farhan Malik, Founder and Managing Director of PureHealth, commented: "Completing the acquisition of Circle is a strategic leap forward for PureHealth. This acquisition is more than an expansion; it's a significant stride towards establishing PureHealth as a global healthcare platform. We are not just investing in the future of healthcare; we are shaping it to

be more connected, innovative, and accessible on a global scale. This move aligns with our vision of pioneering a healthier future for all and underscores our commitment to elevating the global position of Abu Dhabi in the healthcare sector and revolutionising healthcare services globally. We look forward to fostering long term partnerships within the UK's healthcare ecosystem."

SOPHOS POSITIONED LEADER IN 2023 GARTNER MAGIC QUADRANT FOR ENDPOINT PROTECTION PLATFORMS FOR THE 14TH CONSECUTIVE TIME

Sophos, a global leader in innovating and delivering cybersecurity as a service, has announced that it is positioned as a Leader in the 2023 Gartner® Magic Quadrant™ for Endpoint Protection Platforms (EPP), marking the 14th consecutive time the company has been a Leader in the report.

"We believe Gartner recognised Sophos again, due to our market-leading and flagship EPP solution, a Leader in this Magic Quadrant because we are consistently innovating our protection-first technologies to defeat current and changing cyberattacks," said Raja Patel, chief product officer at Sophos. "Security vendors cannot stay static. There's too much at stake. Adversaries will always look for the easiest and newest ways to avoid detection or take advantage of misconfigurations and other security gaps to reach their endgame. That's why we always prioritise adaptive and preventative EPP defenses for our customers."



Sophos Intercept X defends more than 300,000 organisations from ransomware, exploited software vulnerabilities and other modern cyberattacks, and leverages deep learning artificial intelligence (AI) to enhance protections. Intercept X includes the industry-first

Adaptive Attack Protection, which automatically disrupts in-progress attacks and dynamically puts "shields up" to give defenders valuable additional time to respond to an intrusion. The Account Health Check capability also identifies security posture drift and misconfigurations, and provides the ability to remediate these issues with one click.

Sophos Intercept X with Extended Detection and Response (XDR) integrates telemetry sources from numerous technology and security providers, including Microsoft, Amazon Web Services (AWS), Google, CrowdStrike, Palo Alto Networks, Cisco Systems, Fortinet, Check Point, Duo, Proofpoint, Darktrace, and many others, through the Sophos Marketplace. Enhanced security operations and analyst workflow and case management features collate redundant alerts, offer complete visibility from a single console and reduce workloads with automated responses.

VEEAM ENHANCES GLOBAL PROPARTNER NETWORK TO HELP PARTNERS BENEFIT FROM THE GROWTH IN DEMAND FOR CYBER RESILIENCE

Veeam Software, the #1 leader by market share in Data Protection and Ransomware Recovery, has announced several updates and enhancements of its Veeam ProPartner Network program aimed at helping partners around the world to benefit from the growing adoption of Veeam technology to help companies become radically resilient in the face of growing cyber threats and other outages. The program updates are focused on supporting partner profitability in a more predictable way while ensuring the partner's business with Veeam is safeguarded. There are a range of new changes to the Veeam ProPartner Network, which includes a solid network of 35,000 technology partners operating in more than 150 countries.

"Veeam is a partner-first company.



Partners have been a critical element in Veeam's success and will continue to be at the center of our continued

growth," said Larissa Crandall, VP of Global Channel and Alliances at Veeam. "We invest significant time listening to our partners and exploring how we can work better together, and of course help them deliver the Veeam Data Platform to secure the best possible outcomes for our joint customers. Successful channel programs must give partners a predictable and profitable business. Throughout 2024, Veeam will be announcing a series of new program enhancements through collaboration with partners, alliances, and GSIs that will strengthen our overall partner ecosystem and enable radical resilience in a world where our technology is protecting customers from a growing range of threats to their data and business continuity."

NEWSMAKERS

CLOUD SOLUTIONS AND EXTREME NETWORKS PARTNER TO PROGRESS PATIENT CARE AND POWER THE NEXT GENERATION OF HEALTHCARE SERVICES

Extreme Networks, a leader in cloud networking, and Cloud Solutions, a leading provider of healthcare IT services, has announced that they will expand their partnership, enabling Cloud Solutions' customers to leverage advanced wireless and fabric networking solutions from Extreme to better support modernised patient care in the Kingdom of Saudi Arabia.

The expanded partnership between Cloud Solutions and Extreme will support the development of additional state-of-the-art healthcare facilities that offer fully paperless operations, digital patient records, virtual collaboration tools, physical security devices and access controls, IP telephony, mobile medical devices, digital handheld devices, and a host of guest convenience services such as IPTVs and feature-rich mobile applications.

The expanded partnership creates



the opportunity for Extreme and Cloud Solutions to deploy secure Wi-Fi 6E connectivity across future healthcare projects to help medical facilities provide best-in-class patient care by providing a solid foundation to run next-generation medical applications. Tapping into the 6GHz wireless spectrum will allow hospitals in KSA to better support a growing number of IoT devices and medical devices across healthcare facilities, improving performance, efficiency and experiences for staff, patients and IT administrators.

Healthcare institutions will be able to harness the power of Extreme Fabric Connect, the only true enterprise fabric managed through the cloud and the industry's simplest way to increase network security through hyper-segmentation. Organisations can leverage Fabric Connect to easily scale network services as needed, setting up services within minutes through zero-touch provisioning, increasing security for sensitive patient data and supporting improved patient care as well as experiences across campus and branch locations.

AI BREAKTHROUGH ENABLES REFINERIES TO SELF-DIAGNOSE FOULING TO REDUCE CO2 EMISSIONS

DecarbonX has concluded groundbreaking research into the use of AI in industry, bringing a new level of autonomy to industrial processes and enabling critical equipment to self-diagnose issues. The milestone marks a major shift in the efficient monitoring and maintenance of refinery infrastructure, empowering the petroleum industry to reduce emissions.

HEX Care, a DecarbonX innovation, utilises AI to enable heat exchangers to autonomously identify issues and then verbally communicate with staff at petrochemical plants, alerting them to maintenance needs. Integrating the technology into heat exchangers, a vital cog in petrochemical plants, will ensure the monitoring of fouling is proactive, rather than reactive. The AI



software allows heat exchangers to communicate regular health updates to engineers, processing masses of data to self-diagnose fouling, de-risking operations and streamlining maintenance.

Eduard Cherednik, Executive Director of the DecarbonX program, highlighted, "Our intelligent heat exchangers have shown remarkable capability

to communicate with plant and laboratory personnel about their health, effectively discussing advanced maintenance strategies and operational adjustments. This is a significant step towards realizing the full potential of autonomous production, where equipment actively engages in its upkeep and seamlessly interacts with human teams."

The experiment used data taken from existing refineries, combined with advanced AI software, to simulate the ability for heat exchangers to communicate between themselves and self-diagnose maintenance issues. In 2024, DecarbonX plans to scale this trial and conduct a full pilot project. Utilising the findings from the pilot project, DecarbonX aims to integrate the technology into an existing petrochemical plant by the end of 2024.

HONOR ANNOUNCES LAUNCH OF HONOR MAGIC V2

HONOR, the global technology brand, is all set to launch its next-generation flagship foldable smartphone the HONOR Magic V2 in UAE. The HONOR Magic V2 is the thinnest and lightest book-style foldable smartphone to date, redefining industry benchmarks with significant improvements across form factor, battery, display and user experience aspects. The device is a testament to HONOR's commitment of continuously pushing the boundaries of technology and its mission to drive mainstream adoption of foldable phones.

Weighing only 231g with a total thickness of 9.9mm when folded, the HONOR Magic V2 is crowned as the thinnest and lightest inward foldable



phone to date, setting a challenging record for the industry to follow. This achievement is attributed to the meticulous refinement in product structure, continuous improvements

of manufacturing processes, and premium selection of materials during the development of the Magic V2.

The Magic V2 features a first-of-its-kind Super-light Titanium Hinge, which is complimented by a new proprietary steel incorporated across its frame, further enhancing its robustness. Thanks to these breakthrough innovations, the HONOR Magic V2 has earned the coveted durability certification from SGS, which ensures its reliability for over 400,000 folds across up to 10 years.

HONOR's commitment to sustainability is evident with the vegan leather back option for the Black variant, providing users with an eco-friendly choice while remaining stylish.

GENETEC OPENS NEW OFFICE AND STATE-OF-THE-ART EXPERIENCE CENTER IN THE UAE

Genetec, a leading technology provider of unified security, public safety, operations and business intelligence solutions, announced the opening of a state-of-the-art experience center in the UAE and the relocation of its Dubai office to accommodate continuous growth in the region.

Named DBXC, the new experience center and office are strategically located at One Central in the Dubai World Trade Centre and features innovative solutions from Genetec and its large ecosystem of industry-leading technology partners. The new facility will serve as a hub for Genetec partners and customers from Middle East, Turkey and Africa (META).

Featuring an on-site Technology Center that operates as a fully functioning Security Operation Center (SOC) which will enable



customers and partners from across the META region to see how Genetec solutions can directly enhance their security and operations. Other features include a training center, a modern workspace to accommodate the fast-growing Genetec META team, and partner meeting areas to serve as a hub for collaboration, education, and innovation.

"In an era where threats continue to evolve in sophistication, our commitment to supporting our customers and partners in the region is steadfast," said Firas Jadalla, Regional Director – Middle East, Turkey & Africa, Genetec Inc. "Our UAE office expansion and new experience center exemplify our dedication to empowering our channel partners and customers with the tools and knowledge needed to navigate the complex security landscape."

AMSTERGI UNVEILS INTEGRATED AI DRIVEN VIDEO SURVEILLANCE & ACCESS CONTROL SOLUTIONS AT INTERSEC 2024

Amstergi, a distinguished value-added distributor of ELV systems and physical security solutions, redefined the security landscape at the 25th edition of Intersec Expo in Dubai. In alignment with the event's celebration of a quarter century of excellence in the security industry, Amstergi was committed to delivering an immersive exhibition experience. The showcase featured advanced products, co-exhibitors, and integrated video surveillance and access control solutions driven by artificial intelligence technology.

With the overarching theme of 'Uniting Security Technology for a Quarter Century,' Intersec Dubai 2024 facilitated thought-provoking discussions, addressed pertinent



challenges, explored emerging technologies, and promoted international trade and innovation.

Situated at the forefront of innovation, the Amstergi exhibition stand showcased a futuristic playground, providing attendees with a firsthand experience of integrated network video surveillance and security solutions. Rohit Khubchandani, Chief Sales Officer at Amstergi, said, "Intersec Dubai serves as the ultimate platform for defining and reinforcing Amstergi's vision and values. We eagerly anticipate showcasing our fourth-generation artificial intelligence-based video surveillance and access control solutions alongside our esteemed ecosystem partners."

AXIS COMMUNICATIONS EXPLORES LATEST SECURITY OFFERINGS DURING UAE STAGE OF CONNECT BY AXIS ROADSHOW

Axis Communications, a networking technology company and industry leader, hosted its third Connect by Axis event in Abu Dhabi, UAE. Connect by Axis aims to create valuable opportunities for MEA stakeholders to gather industry insights, delve into new technologies, and connect with each other.

"Following successful Johannesburg and Egypt launches, Connect by Axis in Abu Dhabi did not disappoint. We will continue to elevate our partners' and distributors' experience with insightful thought leadership and first-hand product demonstrations. These events show that we believe in the power of partnerships, and are committed to strengthening our relationships in the market and being market leaders focused on technological advancements and innovations for years to come," said Ettiene van der Watt, Regional Director for Middle East, Central Asia and Africa at Axis.

Connect by Axis is both a conference and technology showcase, reflecting the company's strategic focus areas like



cybersecurity, sustainability, quality, total cost of ownership, and AI and analytics. It brings together key security industry stakeholders for a multifaceted engagement on the industry's most pressing challenges and exclusive demonstrations of the latest security and surveillance solutions offered by Axis and its wide network of trusted partners and distributors that are shaping the future.

"We are proud to have hosted a roadshow of this scale in Abu Dhabi, in addition to the events we regularly

host in Dubai. The UAE is important to Axis – we have a solid foundation here and are looking forward to creating more platforms like this that serve the market's needs. From speaking to our partners and customers, we've identified a need for events that connect the security industry, foster collaboration, share knowledge, promote innovation, and strengthen the overall security framework," explained Mohammed Hoteit, Regional Sales Manager for Abu Dhabi, UAE, at Axis.

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NEW CHANNEL DYNAMICS IN THE NEW YEAR

Michael Allen, VP partner sales worldwide at Dynatrace



Customers will turn to the channel to prevent digital service outages.

In 2024, the channel will witness growing demand to help customers reduce the risk of digital service outages as they increasingly use generative AI to accelerate software development and innovation.

Without proper guardrails, however, using generative AI in software development will lead to more poor-quality code in applications, increasing the risk of service outages. Customers will naturally turn to their channel partners to identify and resolve these problems when they occur. This will be a major headache, as AI-generated code is poorly documented and difficult to untangle. As a result, the channel will need to find ways to prevent poor-quality code from getting into their customers' applications in the first place.

These dynamics will create a new opportunity for the channel to build digital immune systems for customers enabled by AI and automation. These systems will protect customers' applications from the inside by comparing new application code with the previous release and automatically rolling it back if it damages the user experience.

The channel will need to provide visibility and control over the data customers use to drive automation.

In 2024, the channel will need to guarantee the quality of the data their customers use to drive AI-powered analytics and automation.

Customers will continue to turn to the channel for solutions that enable more intelligent automation and faster decision making. However, as the volume of data continues to grow, it becomes increasingly difficult to ensure that it remains fresh and doesn't contain anomalies or duplicates. This makes it challenging for customers to use AI solutions to drive automation safely

and securely. In 2024, the channel will see a growing need to tackle this issue by offering solutions with built-in data observability capabilities. This will enable customers to easily identify what data is available across various silos and cloud platforms and understand the relationships and dependencies it contains. As a result, they will be better able to ensure that the data they use to drive automation is of sufficient quality.

Sustainability and cloud cost-efficiency will be primary focuses for the channel in 2024.

In 2024, the channel will see a growing demand to help its customers improve their environmental sustainability and tackle the rising costs of cloud environments.

The growing use of AI solutions will increase cloud resource consumption as organizations use more computing power. This increased consumption will expand carbon footprints through scope 3 emissions created by cloud services. By applying observability data to new use cases, the channel can help customers offset this impact and remain on track with their sustainability

and cost-efficiency initiatives. For example, observability data can provide detailed insights into areas of inefficiency within cloud environments and can be used to optimize resource allocation automatically. The channel can help customers avoid unnecessary resource consumption through these observability use cases, reducing their cloud environments' costs and carbon emissions.

Customers will turn to the channel to improve the productivity of their developers.

In 2024, organizations will increasingly turn to the channel to improve developer productivity to keep up with the speed of innovation.

Customers will seek help from their channel partners to build internal developer platforms (IDPs) that enable self-service by productizing the tools and processes needed to deliver better quality software faster. Channel partners will, therefore, need to be proficient in platform engineering to build IDPs easily. They will also need to unify these platforms into a single source of observability and security data to enable customers to automate development processes accurately based on a precise understanding of their digital service environments.

The channel will begin to see the demise of SIEM solutions.

In 2024, the channel will see more customers looking to replace legacy security information and event management (SIEM) systems with next-generation threat intelligence and analytics solutions.

Organizations increasingly need to look beyond basic SIEM and log analytics tools to get the insight needed to respond to security threats quickly and decisively. The channel will have an unmissable opportunity to meet this need by offering threat analysis solutions that combine multiple types of AI to surface detailed context from a broader range of data sources. 



**CUSTOMERS WILL
CONTINUE TO TURN
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**TRIGON PRIORITISED AFTER-SALES
SUPPORT, TECHNICAL ASSISTANCE
AND CUSTOMER TRAINING
PROGRAMS, FOSTERING LONG-TERM
RELATIONSHIPS AND BUILDING
TRUST WITHIN THE ICT COMMUNITY.**



STRATEGY. INNOVATION. EXCELLENCE.

Kamran Khayal, General Manager at Trigon LLC, tells Anita Joseph how the company's commitment to excellence and innovation, combined with a forward-thinking strategy, has consolidated its position as the IT distribution frontrunner in the region.

Can you share the journey of Trigon LLC since its establishment in 1997 and highlight some key milestones that have contributed to its position as a leader in ICT distribution and solutions in the GCC region?

Trigon LLC, since its inception in 1997, has embarked on a remarkable journey, evolving into a prominent IT distribution and solutions company and a key player in the GCC region. The company's success can be attributed to several key milestones and strategic initiatives. Trigon, part of UAE based multibillion-dollar Al-Ghurair Group, was founded in 1997 in Dubai, UAE, with a vision to become a premier player in the IT distribution sector. The initial years were marked by establishing a robust foundation, building relationships with global technology partners, and understanding the evolving IT landscape in the region. Trigon focused on forming strategic partnerships with leading global technology vendors. By aligning itself with renowned brands, the company gained access to cutting-edge products and solutions, enhancing its credibility and market presence. In the mid-2000s, recognising the dynamic nature of the IT industry, Trigon diversified its product portfolio to offer a comprehensive range of solutions. This included hardware, software, networking equipment, and emerging technologies, allowing the company to cater to the diverse needs of its clientele. Trigon invested significantly in state-of-the-art logistics and distribution infrastructure.

This move not only streamlined its supply chain but also ensured timely and efficient delivery of products to clients across the GCC, reinforcing its reputation for reliability. Trigon placed a strong emphasis on channel development, working closely with a network of resellers and partners. This approach facilitated widespread market reach and increased the availability of Trigon's products and solutions throughout the region. Also, the company's commitment to customer

satisfaction played a pivotal role in its success. Trigon prioritised after-sales support, technical assistance, and customer training programs, fostering long-term relationships, and building trust within the ICT community. Over the years, Trigon LLC has received industry recognition and numerous awards for its excellence in IT distribution and solutions. These accolades have not only validated the company's achievements but also reinforced its standing as a leader in the GCC region.

In summary, Trigon's journey has been characterised by strategic vision, adaptability, and a commitment to excellence. The company's continuous evolution, strategic partnerships, and emphasis on customer satisfaction have collectively contributed to its leadership in the field of ICT distribution and solutions in the GCC region.

Trigon LLC is known for its commitment to delivering promises. What strategies does the company employ to maintain high standards in its products and services in an extremely competitive industry?

Trigon stands out in the highly competitive IT distribution industry in the Middle East, particularly in GCC region, due to its unwavering commitment to delivering promises. The company employs several key strategies to maintain high standards



PARTNERING WITH MAJOR GLOBAL BRANDS ALLOWS TRIGON TO DIVERSIFY ITS PRODUCT OFFERINGS.

in its products and services like Strategic Vendor Partnerships, Stringent Quality Assurance, Continuous Training and Development, Customer-Centric Approach, Efficient Supply Chain Management, Investment in After-Sales Support, Transparency and Communication and Compliance with industry standards.

Trigon's commitment to delivering promises in a highly competitive industry is rooted in strategic partnerships, quality assurance, customer-centric practices, efficient supply chain management, adaptability, transparency, and ongoing investment in staff training and support. These strategies

collectively contribute to the company's reputation for maintaining high standards in its products and services.

With an extensive distribution network spanning 17 countries, how does Trigon LLC effectively manage its international presence?

Trigon's effective management of its expansive presence is underpinned by a strategic and holistic approach. One of the key strategies that contribute to the company's success in navigating its diverse distribution network is Strategic Market Assessment. Before entering a new market, Trigon conducts thorough market assessments. This includes understanding the cultural, economic, and regulatory landscapes. By tailoring its approach to each region's unique characteristics, Trigon ensures relevance and resonance with local customers.

Also, distributed leadership and local empowerment enables Trigon to maintain a balance between centralised oversight and decentralised decision-making. Local teams are empowered to make decisions that align with regional needs, allowing for agility and responsiveness. This approach enables the company to address market-specific challenges effectively.

Recognising the diversity in logistics and supply chain requirements, Trigon tailors its solutions to meet the specific needs of each country. This involves collaborating with local logistics partners, optimising distribution





IN THE MID-2000s, RECOGNISING THE DYNAMIC NATURE OF THE IT INDUSTRY, TRIGON DIVERSIFIED ITS PRODUCT PORTFOLIO TO OFFER A COMPREHENSIVE RANGE OF SOLUTIONS.

channels, and employing region-specific inventory strategies to streamline operations. Trigon leverages technology as a cornerstone of its international operations. This includes implementing advanced Enterprise Resource Planning (ERP) systems and data analytics. Technology integration enhances visibility into the supply chain, enabling proactive decision-making.

Compliance with international and local regulations is a non-negotiable aspect of Trigon's global strategy. The company invests in understanding and adhering to diverse legal frameworks,

ensuring that its products and services meet the requisite standards in each market.

Tell us about some of Trigon's recent, large-scale projects.

Trigon has recently undertaken notable large-scale, multi-million dollar, projects, showcasing its capabilities in delivering innovative solutions across various sectors. Two noteworthy projects of the year 2023 include:

Turnkey Outdoor LED Project for Meydan Racecourse in Dubai:

Trigon successfully completed a turnkey outdoor LED project for Meydan Racecourse. This project likely involved the design, implementation, and installation of state-of-the-art LED displays and digital signage solutions. The use of outdoor LED technology enhances the spectator experience during events, providing vibrant visuals and effective communication. The completion of this project further solidifies Trigon's expertise in deploying cutting-edge display solutions for high-profile venues.

Control Room Operations for a Leading Global Airline:

Trigon achieved a significant milestone by completing a major project related to control room operations for one of the leading global airlines. The details of this project included the setup and optimisation of a sophisticated control room infrastructure. Such control rooms are crucial for managing and monitoring various aspects of airline operations, ensuring efficiency, security, and real-time decision-



making. Trigon's involvement in this project underscores its capability to deliver tailored solutions for mission-critical operational environments.

These projects exemplify Trigon's versatility and proficiency in providing turnkey solutions across diverse industries, from entertainment and sports venues to critical control room operations in the aviation sector. Trigon's commitment to excellence and its ability to successfully execute projects of this scale reinforce its position as a leading IT distribution company in the Middle East, contributing to the technological advancement of its clients in UAE and beyond.

Trigon collaborates with major global brands. How does the company select and maintain these partnerships, and how do these collaborations contribute to Trigon's product and solutions diversity?



TRIGON'S COLLABORATION WITH MAJOR GLOBAL BRANDS IS A STRATEGIC CORNERSTONE THAT CONTRIBUTES SIGNIFICANTLY TO THE COMPANY'S PRODUCT AND SOLUTIONS DIVERSITY.

Trigon's collaboration with major global brands is a strategic cornerstone that contributes significantly to the company's product and solutions diversity. The process of selecting and maintaining these partnerships involves a meticulous approach and ongoing commitment to mutual success. Here's an overview of how Trigon manages its collaborations with major global brands:

Strategic Partnership Selection:

Trigon assesses potential partners based on their market relevance and commitment to innovation. The company looks for brands that offer cutting-edge products and solutions aligned with the evolving needs of its customer base. The selection process involves evaluating the breadth and depth of a partner's product portfolio. Trigon seeks partners that provide a comprehensive range of IT solutions, enabling the company to offer a diverse set of products to its customers. Trigon prioritises the quality and reliability of products. Partners must meet or exceed industry standards, ensuring that the distributed products align with Trigon's commitment to delivering high-quality solutions to its clients.

Mutual Business Objectives:

Trigon collaborates with brands that share a similar vision and business objectives. This alignment is essential for fostering a long-term and mutually



RECOGNISING THE DIVERSITY IN LOGISTICS AND SUPPLY CHAIN REQUIREMENTS, TRIGON TAILORS ITS SOLUTIONS TO MEET THE SPECIFIC NEEDS OF EACH COUNTRY.

beneficial partnership, where both parties work towards common goals and success. Partnerships are chosen based on their potential to contribute to Trigon's market expansion strategies. This may involve entering new geographic regions, targeting specific industry sectors, or addressing emerging market trends.

Ongoing Relationship

Maintenance: Effective communication is key to maintaining successful partnerships. Trigon establishes clear communication channels with its partners, ensuring that both parties are well-informed about market trends, product updates, and strategic initiatives. Regular collaboration sessions and feedback mechanisms are integral to partnership maintenance. Trigon and its partners engage in ongoing discussions to address challenges, explore new opportunities, and adapt strategies in response to market dynamics. Collaborative marketing efforts, such as joint campaigns and promotions, strengthen the relationship between Trigon and its partners. These initiatives help create awareness, drive demand, and showcase the value of the products and solutions offered.

Expanding Product Offerings:

Partnering with major global brands

allows Trigon to diversify its product offerings. The inclusion of a wide range of products, spanning hardware, software, and emerging technologies, enhances the company's ability to meet the varied needs of its customer base. Collaborations with innovative brands provide Trigon with access to emerging technologies. This ensures that the company remains at the forefront of industry trends, offering customers the latest and most advanced solutions in the rapidly evolving IT landscape. The diverse product portfolio resulting from collaborations enables Trigon to create customised solutions for specific industries or customer requirements. This flexibility enhances the company's competitiveness in the market.

What are some of the leading technology trends that you see impacting the ICT distribution industry?

Several technology trends have been impacting the ICT distribution industry. Keep in mind that the technology landscape is dynamic, I believe some leading technology trends that are likely to continue shaping the ICT distribution industry are:

5G Technology: The rollout of 5G networks brings increased bandwidth, lower latency, and improved connectivity. This technology trend has

implications for IoT, smart devices, and enhanced mobile experiences, creating new opportunities for ICT distribution companies in supplying compatible hardware and solutions.

Internet of Things (IoT): The proliferation of IoT devices continues to grow across various industries. ICT distributors play a crucial role in providing the necessary hardware, sensors, and connectivity solutions to support IoT deployments in areas such as smart cities, industrial automation, and healthcare.

Artificial Intelligence (AI) and Machine Learning (ML): AI and ML are increasingly integrated into various applications and services. ICT distributors are involved in providing hardware accelerators, AI chips, and server solutions optimised for AI workloads, supporting the growing demand for intelligent applications.

Cybersecurity Solutions: With the rise in cyber threats, the demand for robust cybersecurity solutions is higher than ever. ICT distributors play a critical role in supplying security hardware, software, and services to businesses looking to safeguard their digital assets.

Hybrid and Multi-Cloud

Environments: Organisations are adopting hybrid and multi-cloud strategies for increased flexibility and scalability. ICT distributors play a role in providing cloud infrastructure, networking solutions, and management tools to support the complexities of hybrid cloud deployments.

Supply Chain Digitization:

Digitising the supply chain is a growing trend, and ICT distributors are adopting technologies such as blockchain and IoT to enhance visibility, traceability, and efficiency in the distribution process.

Sustainable and Green IT:

Sustainability is becoming a focal point, and ICT distributors are increasingly offering eco-friendly and energy-efficient solutions. This includes promoting energy-efficient hardware, recycling programs, and sustainable practices in the distribution process. 



CommScope (NASDAQ: COMM), a global leader in network connectivity, has collaborated with du to introduce the next evolution of du TV in the United Arab Emirates (UAE) market with its VIP7802 Ultra-HD Set Top Box.

The VIP7802 is CommScope's next-generation set-top box with an exceptionally fast quad-core CPU, a powerful Vulkan 3D-capable GPU, and dual-band Wi-Fi 6. The VIP7802 is a high-end, stylish set-top box in a compact footprint, providing users with a high-quality viewing experience with support for 4K UltraHD resolution and High Dynamic Range (HDR) formats that increase

color, contrast, and brightness.

CommScope customized the VIP7802 platform to meet specific du's requirements to efficiently deliver an extraordinary video experience to consumers. This will make it easier for consumers to discover, search, and access content in one place. The new, intuitive entertainment experience offers new features for TV, movies, and apps, enabled by the latest technology, including advanced search capabilities, cloud PVR to enable customers to watch content when it's convenient for them with recording abilities, and updated shortcut buttons for quick and easy access to various streaming services and content.

"The UAE market is extremely competitive, and CommScope is

thrilled to partner with du to deliver an exceptional, high-quality set-top box solution that will enhance our collective presence and reach in the Middle East," stated Joe Chow, Senior Vice President, Home Networks, CommScope. "CommScope consistently strives to deliver the best total cost of ownership model and to maintain our track record of being agile and flexible to meet the needs of our partners."

The VIP7802 set-top box comes pre-integrated with Microsoft PlayReady, Widevine, Verimatrix and delivers a full range of premium live TV, On-demand, and OTT services, including YouTube, Amazon Prime, and others.

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SAP APPOINTS EMMANUEL RAPTOPOULOS AS NEW REGIONAL PRESIDENT FOR MENA REGION



The new territory comprises Benelux, France, Greece, Ireland, Italy, Netherlands, Nordics, Portugal, Spain, Turkey, United Kingdom, and the whole of the Middle

East and Africa.

In this capacity, Raptopoulos will be responsible for overseeing 14,000 employees across 53 offices, servicing customers in 90 countries. The region is significant to SAP's business – the power of cloud technology, combined

with the possibilities of AI, provides a unique opportunity to drive customer transformation and value.

Prior to this appointment, Raptopoulos was the Regional President for SAP EMEA South, now a subset of the larger EMEA region.

He joined SAP in 1998 and has held several leadership roles in General Management, Sales, Operations and Consulting in both Europe and the Middle East.

“For more than 25 years, Manos Raptopoulos has successfully grown customer-facing businesses at SAP. I have confidence in his leadership and know that he will continue to champion the growth and innovation of our customers in this strategically important region for SAP,” said Scott Russell, member of the Executive Board of SAP SE and head of Customer Success. “Manos is a staunch advocate for the voice of customers and partners and is an empathetic and inspirational leader of people. I am excited for Manos to lead our EMEA Region to new heights, together with our outstanding team.”

“Our customers have high expectations. They rely on SAP to run their most critical business processes, to digitally transform, to boost their sustainability, and to future proof their organizations,” said Raptopoulos. “EMEA's next chapter will be fueled by accelerated cloud and AI innovation, underpinned by our purpose, our people, and our partnerships. I feel honored to lead this diverse and talented team of professionals. Together, we can make a significant impact, in this region and beyond.” 



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REVOLUTIONISING SME OPERATIONS WITH CUTTING-EDGE AI SOLUTIONS



The Mohammed bin Rashid Establishment for Small and Medium Enterprises Development (Dubai SME), a part of Dubai Department of Economy and Tourism (DET), has joined forces with Chi-X Digital Assets (CXDA), a leading AI-based fintech platform that provides short-term debt products

that help generate liquidity, facilitate investment, maximise economic growth, and enable SMEs to be bankable.

Backed by JC Flowers & Co, the global Private Equity firm headquartered in New York and with US\$7 billion in assets under management, CXDA offers market solutions that enable investors, originators, and borrowers to transact in a compliant and

transparent marketplace. The strategic partnership with Dubai SME outlines a comprehensive roadmap emphasising key elements such as financial awareness, building business capacity, and – in line with Dubai Economic Agenda (D33) – attracting global investment into the emirate through Dubai's SME industry. For the first time in the region, this collaboration introduces the use of AI to equip SMEs

with innovative financial solutions, marking a significant milestone in the advancement of the sector. The collaboration is a further indicator of the Government's willingness to embrace new fintech solutions, making Dubai a major innovation hub.

Abdul Baset Al Janahi, CEO of Dubai SME, said: "Dubai SME seeks to enhance and raise awareness of small and medium enterprises within the emirate, while playing a central role in business support and facilitating growth through necessary industry guidance. We fully understand the significance of nurturing the sector as well as the integral role SMEs hold both within society and in growing the economy. This partnership with CXDA can underpin that growth on a bigger scale by placing emphasis on the importance of offering market solutions, improving liquidity within the SME sector, and further streamlining the industry to directly contribute to wider D33 objectives."

Thierry Porte, Chairman and CEO CXDA, said "At CXDA, we believe in the massive, and yet unrealized, potential the SME sector of the economy plays. Our mission is to bring down the barriers that stand in the way of this potential and help unleash that power. We have found Dubai SME to be the leader with insightful vision, clarity of mission, and focus on success to elevate the SME sector in Dubai to the next level and contribute effectively to



THE SME SECTOR, IDENTIFIED AS AN IMPORTANT CONTRIBUTOR TO THE LOCAL ECONOMY, PLAYS A PROMINENT ROLE IN THE D33 AGENDA.



making the D33 agenda a reality. The CXDA platform offers innovation, strong governance infrastructure, and an ESG friendly solution. We are confident that our partnership with Dubai SME will usher in the new era of liquidity and growth to this sector and make a lasting and tangible difference."

Dubai strives to strengthen its status as a leading global economic force by concentrating on pivotal sectors, attracting investment, and nurturing a conducive business atmosphere. The SME sector, identified as an important contributor to the local economy, plays a prominent role in the D33 Agenda. By fostering innovation, diversification, and sustainable expansion, the collaboration intends to help reshape and revolutionise Dubai's economy and the SME finance landscape based on key foundational elements:

Information and Transparency: A Key Driver for Attracting Liquidity

The partnership will target the completion and standardisation of key information for SMEs from track records of companies and loans, creating the required information sets to enable entities to access finance.

Seamless Onboarding and Handheld Guided Support

Ensuring an intuitive user experience coupled with dedicated, proactive customer support to help quicken loan applications, the partnership will facilitate easy form completion.

Swift Decision-Making with AI: Real-Time Empowerment

Partners will utilise integration with Prime Dash's state-of-the-art AI-Driven credit assessment tools to provide an instant outcome and evaluation of loan application.

Complete Financial Analysis Available to SMEs

Partners will offer unprecedented access to thorough financial analysis, including what-if scenarios, to help SMEs navigate the financial health of their business.

Empowering Financial Awareness and Business Support Tools

The partnership will also provide a platform to access a whole suite of business support tools, equipping companies with resources to navigate challenges and seize opportunities during their financial journey. 



GOOGLE CLOUD UNVEILS KEY INSIGHTS FOR CYBERSECURITY PLANNING IN 2024

Google Cloud has released its annual Cybersecurity Forecast report for 2024, compiling forward-looking thoughts from security leaders and experts from different teams across Mandiant, Google Cloud and VirusTotal, who are on the frontlines of the latest and largest attacks. Aiming to empower the cybersecurity industry, this comprehensive report provides essential insights and strategies to frame the fight against cyber adversaries in the year ahead.

While new technologies will aid security teams, they can also expand the attack surface. In 2024, the rapidly evolving world of generative AI will provide attackers with new ways to conduct convincing phishing campaigns and information operations at scale. However, defenders will use the same technologies to strengthen detection, response, and attribution of adversaries - and more broadly reduce toil, address threat overload, and close the widening skills gap.

Renze Jongman, Strategic Threat Intelligence Specialist, MEA at Google Cloud says: "While the rapid development of new technologies like AI will allow attackers to speed up and scale their criminal operations, it also offers unique ways for defenders to combat the threat. The ability to scale cybersecurity talent is particularly exciting to me: the GCC region has a growing number of young and talented cybersecurity graduates, keen to contribute to defending their countries and organizations against cyber attacks. They can now start to have an exponential impact and rapidly grow and expand their skill set by leveraging AI in their investigations and operations."

The cybersecurity landscape is constantly evolving, sometimes in new and unexpected ways. Defenders, often with limited resources, have the monumental task of keeping up. Here are some of the key takeaways from the Google Cloud Cybersecurity

Forecast 2024 to help prepare for the year ahead:

- **AI for attack and defense:** AI is set to revolutionize cybersecurity for both attackers and defenders. Attackers are expected to leverage generative AI and large language models to create more sophisticated phishing and social engineering tactics, as well as to add scale to information operations. Defenders will utilize AI to enhance threat detection, response and attribution capabilities, as well as speed up analysis and other time-consuming tasks like reverse engineering.
- **Continued use of zero-day exploits:** An increased reliance on zero-day vulnerabilities by attackers is anticipated by both nation-state and cybercriminal groups, aiming to evade detection and maintain prolonged access to compromised systems. Edge devices and virtualization software are particularly attractive to threat actors because they are challenging to monitor. Cybercriminals know using a zero-day vulnerability will



DEFENDERS WILL USE THE SAME TECHNOLOGIES TO STRENGTHEN DETECTION, RESPONSE, AND ATTRIBUTION OF ADVERSARIES.

increase the number of victims and, based on recent mass extortion events, the number of organizations that may pay high ransomware or extortion demands.

- **Growing prevalence of mobile cybercrime:** Expect an increase in mobile cybercrime, with scammers using advanced and novel social engineering tactics like fake domestic help services, counterfeit social media, bank, or government communications, and deceptive pop-up alerts to trick victims into installing malicious apps on their mobile devices. Jongman adds: "This type of social engineering has grown rapidly across the Middle East in recent years, and while governments and organizations are already taking measures to protect their customers, this threat is likely to grow both in volume and sophistication across the region."
- **Maturing of attacks targeting hybrid and multicloud environments:** With organizations around the world moving to the cloud, threat actors will look to exploit misconfigurations and identity issues to move laterally across different cloud environments.
- **Escalating espionage and "sleeping botnet" tactics:** Espionage activities will evolve and find more ways to scale, including the use of "sleeping botnets" created from vulnerable IoT, and small/home office or end-of-life devices. These botnets can be used and discarded as needed, complicating attribution efforts.
- **Resurgence of older attack techniques:** There is an expected revival in using older, less common cyberattack techniques which aren't widely understood. These methods, often overlooked in modern detection systems, could provide attackers with a stealthy means to breach defenses. 

TRANSFORMING TECHNOLOGY

Anita Joseph caught up with **Samer Mohamad**, Yasmina Regional Director for MENA at Yango, the global technology company that recently introduced Yasmina, the human-like AI assistant.

What inspired the development of Yasmina? Can you share the key features that set Yasmina apart in terms of cultural sensitivity and assistance with home, office, and day to day tasks?

At Yango, we believe in transforming technologies into everyday services for local enrichment. We created a smart assistant that is human-like, culturally intelligent and built specifically for the people of the Middle East. Yasmina understands major Arabic dialects and speaks GCC Arabic and English fluently.

The assistant also understands who is interacting with it, whether it is a child, a man, or a woman, and adjusts its answers accordingly. On a more practical level, Yasmina acts as a smart home center: it can adjust the room temperature, turn on the vacuum, or find a new recipe for dinner.

More than just an app on your phone, Yasmina is a human-like AI assistant that can be built into other apps and smart home devices, including smart speakers and home appliances.



How do you see Yasmina contributing to the broader landscape of smart assistants in the Middle East? What challenges and opportunities do you envision for the adoption of this type of technology in the region?

There are multiple ways smart assistants can continue to develop in the Middle East. First of all, I think we will be seeing more localisation from global companies. They will be making their products hyperlocal to meet the needs of specific regions and populations. Yasmina is already part of that trend. Being proficient in major Arabic dialects and having an intuitive understanding of Khaleeji culture, Yasmina represents a significant advancement in smart assistant technology.

Another big development we will be seeing more of in the future is the further integration of emotionally aware AI into our lives. At the moment, despite AI's ability to swiftly deliver information, it often falls short when it comes to grasping human emotions, with UCL research indicating a 48% to 62% accuracy range.

We put a lot of effort into making Yasmina human-like and capable of maintaining conversations that feel like you are chatting with a real human. We believe this personalised experience will be appreciated by the community.

Speaking of personalisation, can you shed some more light on how Yasmina enhances and personalises user experiences?

As we set out to develop a smart assistant for the ME region, our mission was to build an assistant that would truly serve the sensibilities, preferences, and needs of the region.

As I have already mentioned, Yasmina distinguishes between children and adults, men, and women. Yasmina provides age-appropriate content when addressed by a child and uses correct grammar forms in Arabic depending on the gender of the person interacting with it. Yasmina will also give you culturally appropriate recipes. For example, it will not suggest you cook pork for dinner or serve wine to your guests. The assistant can also



inform users of prayer times or play Adhan.

What challenges did you face when developing and introducing Yasmina? How do you think this milestone will influence smart assistant adoption in the region?

I think one of the biggest challenges was to make sure that Yasmina understands major Arabic dialects and responds seamlessly in Khaleeji Arabic. The Arabic language is extremely rich in both vocabulary and dialects, which vary from one region to another.

Yasmina's ability to maintain an engaging conversation is based on a proprietary large language model. Dozens of copywriters and hundreds of individual content contributors edited and perfected dialogs to fine-tune the model, allowing it to grow into Yasmina's unique Khaleeji personality. For Yasmina's speech recognition, we worked with hundreds of residents from across the Kingdom of Saudi Arabia, including places like Riyadh, Jeddah, and Dammam. Their contribution helped us create an assistant that understands a wide variety of speech patterns, intonations, and dialects.

The smart assistant market is evolving. Looking ahead, AI and smart assistants will likely be even more attuned to various cultural and

linguistic nuances. They will know multiple regional languages and dialects and understand local customs and social norms. For example, Arabic-speaking assistants will likely be able to consistently respond in the same dialect as the speaker, ensuring an even more customised experience.

Yasmina is designed to help users manage their homes, offices, and lives. Can you provide some examples of how Yasmina's unique capabilities have made a tangible impact on users' daily routines or productivity?

Yasmina is an enabler of a connected and more convenient life for the people in the Middle East. Yasmina is capable of transforming homes into smart homes, remembering homeowners' preferences, and helping them with day-to-day chores. Yasmina can set reminders and alarms or adjust the room temperature according to your preference. The smart assistant speaks GCC Arabic and English and can easily switch between the two languages in mid conversation if that is what the user wants.

Yasmina signifies the new mainstream, which is all about making assistants more human-like through the advancement of language models and the careful insertion of the technology into the cultural context. 🌐

HUAWEI CLOUD ADVANCES CLOUD OPERATIONS IN THE KINGDOM WITH NEW LICENSE



Huawei Cloud has been
Granted Class C License
from CST Saudi Arabia

Advance Intelligence for Saudi Arabia

Building a Fully Connected, Intelligent

Huawei Cloud has recently received a Class C License from the Communications, Space, and Technology Commission (CST) in the Kingdom of Saudi Arabia, marking the commission's highest certification for Cloud Service Providers (CSPs). The recognition follows a thorough evaluation by the National Cybersecurity Authority (NCA), assessing Huawei Cloud against the Essential Cybersecurity Controls (ECC) and the Cloud Cybersecurity Controls (CCC).

Alan Qi, Chief Executive Officer, Sparkoo Saudi Arabia (Huawei Cloud), said: "Huawei Cloud is honored to receive the prestigious Class C License from the CST, signifying a major milestone in our commitment to advancing cloud services in

the Kingdom. This certification underscores our unwavering dedication to upholding the highest cybersecurity standards and facilitating the nation's digital transformation journey."

This pivotal license empowers Huawei Cloud to deliver cutting-edge Cloud Services to both public and private sectors across the Kingdom and the wider region. The rigorous criteria for obtaining a Class C License include adherence to the Cloud Cybersecurity Controls (CCC) for the Government Sector, aligning with Class A and Class B standards and requirements, and obtaining necessary approvals in compliance with prevailing laws, regulations, policies, and governance models. Under this license, Huawei Cloud is now authorised to handle government data classifications, encompassing public data, restricted data, secret data, and top-secret data.

This licensing achievement follows the recent launch of the Huawei Cloud Riyadh Region. Aligned with the goals outlined in Huawei Cloud's commitment to significant investments in cloud infrastructure within Saudi

Arabia, declared during LEAP 2023, this milestone reinforces Huawei Cloud's dedication to fostering digital-led economic growth and prosperity.

This pivotal step is part of Huawei Cloud's broader strategy, rooted in Saudi Arabia, aligned with the nation's 2030 vision. Huawei Cloud aims to catalyze the digital transformation and intelligent upgrade of Saudi enterprises through cutting-edge technologies, enhanced user experiences, and a collaborative ecosystem.

Huawei Cloud plans to employ cutting-edge technologies such as Cloud Native 2.0, GaussDB, Digital Human, and Pangu Model 3.0 for Government, Electricity and Meteorology services, to boost intelligence in Saudi Arabia. The Pangu 3.0 AI model specifically tackles challenges in AI adoption, using industry knowledge to improve AI capabilities in areas like finance, government, manufacturing, and beyond. The introduction of this model is expected to drive innovation in the Kingdom and expedite economic diversification.

Over the next five years, Huawei aspires to empower 200,000 developers in Saudi Arabia, forge joint solutions with 1,000 local partners, and launch the Huawei Cloud Startup Program, providing support for 2,000 startups. Huawei Cloud's commitment to Saudi Arabia reflects its dedication to being a catalyst for positive change in the region's digital landscape. 



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THE GAME CHANGING POTENTIAL OF GENAI COMBINED WITH DATA STORAGE

Eylem Oruc, Senior Director, Unstructured Data Solutions (UDS) - META, Dell Technologies

Artificial Intelligence (AI) and Generative AI (GenAI) are some of the hottest technologies of the year and organisations are racing to embrace the benefits. According to McKinsey, GenAI could add an estimated \$2.6-\$4.4 trillion to the global economy annually.

However, GenAI comes with (data) baggage. To build and train GenAI models, organisations need vast amounts of information. In turn, these same models also generate reams of data back into the business. So, the question each business leader must ask before embracing AI and GenAI is: are our storage solutions up to the task?

In 2024 and beyond, it is a scalable, secure, and economically sound data architecture that will set apart the organisations simply running in the AI race and those leading it.

Storage solutions for the GenAI age

For GenAI to be successfully deployed, organisations must rethink, rearchitect and optimise their storage to effectively manage GenAI's hefty data management requirements. By

doing so, organisations will avoid a potential slowdown in processes due to inadequate or improperly designed storage.

The reality is that traditional storage systems are already struggling to keep pace with the explosion of data, and as GenAI systems advance and tackle new, more complex tasks the requirements will only increase. In other words, storage platforms must be aligned with the more complex realities of unstructured data, also known as qualitative data, and the emerging needs of GenAI.

In fact, unstructured data accounts for over 90% of the data created each year – largely due to a rise in human generated data, meaning the sphere is made up of cluttered and muddled columns of analysis. Enterprises need new ways to cost-effectively store data of this scale and complexity, while still providing easy and quick access to it and protecting it against cyber criminals. Unstructured data specifically is of interest to hackers, due to its value and sheer volume.

Put simply, organisations want and expect better data movement, access, scalability, and protection. As a quick fix, many have turned to cloud-first strategies, where data is stored across

multiple public cloud environments. While this provides a potential solution in the short term, in the long run organisations will be faced with escalating ingress and egress costs, security concerns and data optimisation challenges. For GenAI to truly take effect, it needs simple, easy access to data – something a cloud first strategy will struggle to provide.

Organisations should instead look to adopt a multicloud by design approach. This will help them unlock the full potential of multicloud in the short and long-term, without being constrained by siloed ecosystems of proprietary tools and services. Multicloud by design brings management consistency to storing, protecting and securing data in multicloud environments.

Investing in new storage technologies

Businesses need new, novel approaches that cater to GenAI's specific requirements and vast, diverse data sets. Some of these cutting-edge technologies include distributed storage, data compression and data indexing.

- Distributed storage enhances the scalability and reliability of GenAI systems by housing data across





multiple locations. For example, organisations can rapidly scale their storage needs across several nodes, should demand increase, as well as replicate their most critical data, allowing it to be vaulted in a separate location and easily retrieved in the event of a cyber-attack.

- Another key concern facing many organisations is cost. However, this can be addressed in part

through data compression. By removing unwanted data through data compression methods, organisations can reduce their storage needs. This is achieved by more effectively analysing data and removing unnecessary information to achieve a more summarised version. This in turn reduces the amount of storage required by the organisation and consequently, saves on costs.

- Data Indexing on the other hand improves retrieval capabilities, and contributes to faster, more efficient search capabilities and training by more effectively organising the

data into specific locations.

Together, these three technologies enhance performance, efficiency, and cost-savings. Three of the key priorities for business leaders looking for a painless transition to GenAI technologies.

It's tempting to skip ahead to introducing and driving effective training and modelling, but to be successful, GenAI requires a solid storage foundation as a first step. It might not be the most exciting topic for business leaders, but the way organisations store and manage data will drive greater business value in the future.

AI and GenAI are significant enablers of competitive advantage and a way to disrupt markets. However, they must be deployed correctly – don't jump into the AI race blind without warming up, make sure you're in the best possible condition. There is tremendous opportunity ahead and those that do so with future-proof technology will be most competitively placed to capitalise on the benefits. 



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THE NEXT EVOLUTION OF PARTNER AUTONOMY

*Shaista Ahmed, Director Channel, Alliances, OEM & Distribution –
Emerging Markets at Nutanix*



Technology continues to advance at an extraordinary pace, with organisations across all industries eager to harness the power of digital transformation, data-driven insights, AI, and cloud to not only stay competitive but also pioneer new frontiers in efficiency, agility, and customer experience.

With the recent start of our new fiscal year, we are excited to showcase to partners the wealth of opportunities to grow their business, elevate skills, and maximise earnings by leaning in. This includes a revamped incentive structure and channel-led selling motions that empower partners with deal control throughout the sales cycle.

Enhanced Incentives Framework to Earn More

At Nutanix, we understand that a strong partnership is built on mutual success. To that end, we are thrilled to introduce enhancements to our Elevate Partner Program incentives and Performance + Deal Registration Program for Nutanix's FY24. Our commitment to partner success goes beyond just words; it's reflected in our revamped incentive structure. This includes:

- **Larger Payout for New Business Individual Incentive:** Now partner sellers and SEs can earn a 2% incentive, up to \$7,500 per deal, for identifying, registering, and winning new business with Nutanix. This incentive program complements our New Business

Rebate for partner reseller organisations, which maintains its lucrative structure from FY23.

- **Increased Discount Advantage for Deal Registration:** It's never been more advantageous to register deals with Nutanix! FY24 brings an enhanced discount advantage to partners who register deals and quote Nutanix simplified product portfolio SKUs (PnP 2.0), as they shall now see over a 40% greater discount advantage versus non-registered discounting. Registering deals not only provides partners with deal protection, but can drive even greater profitability for each deal.
- **Performance Bonuses:** Top-performing partners will have the opportunity to earn even more with performance-based bonuses.

Channel-Led Selling Motion Brings Empowerment for Full Lifecycle Ownership

At Nutanix, we're focused on placing our valued partner ecosystem into the driver's seat of the sales cycle. Channel-led selling provides Nutanix partners complete deal control throughout the sales cycle for customers and prospects in select accounts. This gives partners the ability to drive deals their way, fostering more intimate customer relationships by showcasing their full Nutanix capabilities and value-added services to deliver customer success. To achieve this, we'll be backing partners with new levels of sales support and resources to guide partners towards selling success, including:

- A lucrative Channel-Led Selling Rebate Incentive in the FY24 Elevate Reseller Partner



AT NUTANIX, WE'RE FOCUSED ON PLACING OUR VALUED PARTNER ECOSYSTEM INTO THE DRIVER'S SEAT OF THE SALES CYCLE.



Program, built to make partner success even more profitable as partners win new deals with these select accounts.

- Dedicated channel-led sales resource centers across the world, purpose-built to support partners on deals with select accounts when needed in any facet of the sales cycle.
- Robust new enablement pathways launching mid-October in the updated Nutanix University platform to ensure partners have the sales, technical, and services capabilities needed to be successful around hybrid multicloud solutions.

Getting Customers to Hybrid Multicloud Faster

Nutanix enables partners to help solve cloud complexity struggles, whether that be cost, performance or security risk challenges, by taking advantage of our single platform that reduces an organisation's risks and gives customers complete freedom to choose their cloud, apps, and platform. With Nutanix Cloud Clusters (NC2), partners can deliver on the promise of hybrid, allowing their customers to seamlessly

manage and migrate VMs, containers, and applications without expensive retooling or reworking, delivering freedom from cloud lock-in.

Starting now, Nutanix also delivers the ability to leverage cloud marketplaces as a new route to market, including integrations with both Microsoft Azure and AWS marketplaces. Most importantly, partners receive the same discount advantages as they would through traditional transaction avenues. Partners can now take advantage of seamless transactions and reduced sales cycles with their customers using programs such as the AWS Channel-Partner-Private Offer (CPPO) and Azure Multiparty Private Offers where available.

Nutanix is committed to helping partners drive customer success in the ever-evolving IT landscape. This includes continued product innovation such as the recent unveiling of the Nutanix GPT-in-a-Box™ solution for customers looking to jump-start their AI and machine learning innovation, while maintaining control over their data. Nutanix also recently announced a global strategic partnership with Cisco to simplify hybrid multicloud and fuel business transformation.

FY24 builds upon this trend, and as we embark on this new fiscal year Nutanix is fully committed to partner success. I encourage partners to deepen their partnerships with us to help build their business with Nutanix. Here's to a prosperous and rewarding year ahead! 🍀

MOST UAE BUSINESSES HAVE A ROBUST AI STRATEGY IN PLACE: CISCO AI READINESS INDEX

Amere 14% of organisations globally are fully prepared to deploy and leverage Artificial Intelligence (AI)-powered technologies, according to Cisco's AI Readiness Index that was recently released. The Index, which surveyed over 8,000 global companies, was developed in response to the accelerating the adoption of AI, a generational shift that is impacting almost every area of business and daily life. The report highlights companies' preparedness to utilise and deploy AI, showcasing critical gaps across key business pillars and infrastructures that pose serious risks for the near future.

In the United Arab Emirates (UAE), the AI Readiness Index showed that strategy readiness is the most mature pillar, with 73% of organisations in the country classified as 'fully prepared'. While improving the efficiency of systems, processes, and operations, was ranked among the top outcomes that companies are looking to drive through adoption of AI. In the UAE, half (50%) of respondents placed this in their top three reasons. This was followed by growing revenue and market share at 48% and improving ability to innovate at 47%.

Commenting on the results of the study, Reem Asaad, Vice President, Cisco Middle East and Africa, said: "The accelerating adoption of AI is impacting almost every aspect of our lives, and will have a pivotal role in shaping future economies. In the

past year, we have been witnessing advancement in AI deployments particularly in Generative AI, driven by broad enthusiasm for AI and the endless possibilities it offers for businesses and consumers alike."

Additional report findings for the UAE include:

Strategy Readiness: Step one is strategy, and organisations are well on their way. Effective deployment of any initiative across an organisation, including AI, requires a well-defined strategy. This principle is widely acknowledged globally, with 95% of organisations already having a robust AI strategy in place or in the process of developing one. Globally, Strategy emerged as the most mature pillar of the AI Readiness Index, with the same holding true in the UAE, with nearly three-quarters (73%) of organisations classified as either 'Pacesetters' (fully prepared) or 'Chasers' (moderately prepared), with only 2% falling into the category of 'Laggards'.

Infrastructure for the Future:

Networks are not equipped to meet AI workloads. The study finds that in the UAE, Infrastructure readiness is relatively low, with just 7% of local organisations categorised as 'Pacesetters' (fully prepared), and close to three-quarters (71%) as 'Followers' (limited preparedness) or 'Laggards'. In the current competitive environment, the ability to leverage AI quickly provides a distinct advantage. Scalability and flexibility

of an organisation's existing IT infrastructure are crucial to seizing this advantage. Scalable architecture can grow to handle increasing demands, while flexible architecture can adapt easily to changes without major disruptions.

Importance of Data and Governing Real Risk:

Organisations cannot neglect the importance of having data 'AI-ready.' Despite data serving as the critical backbone and lifeblood necessary for AI operations, in the UAE, Data has the largest number of organisations classified as 'Laggards' (unprepared) (27%) and 45% falling into the 'Followers' group. AI promises transformative benefits, but navigating its adoption is fraught with risks that demand organisations have a strong framework of policies and protocols in place to guide the ethical and responsible management of data and AI systems. As of 2023, the UAE has launched Regulation 10, which is the first enacted regulation in the MEASA region on the processing of personal data via autonomous and semi-autonomous systems such as Artificial Intelligence (AI) or generative, machine learning technology.

Talent for the Tech: Investing in training for employees on the rise. When asked to highlight what specific skills were lacking among the employees in their organisation, 25% of the UAE respondents ranked comprehension and proficiency of AI tools and technologies as the



THE UAE IS A GLOBAL POWERHOUSE IN DEVELOPING INNOVATIVE TECHNOLOGIES TO FOSTER ECONOMIC GROWTH.

primary skill gap. The good news is that organisations are taking steps to address the skills gap. Among the organisations surveyed in the UAE, 80% say they are investing in training for employees in this area, highlighting in addition to hiring new talent, companies are upskilling their existing workforce to leverage the full potential of AI technologies they deploy.

Culture is Crucial: Little preparation, but high motivation to make a priority. In the UAE, the growing adoption of AI is poised to bring about large and fundamental culture changes requiring stakeholder support and receptivity for success. Within the Culture pillar, just 6% of respondents qualify as 'Pacesetters' (fully prepared) against the determined criteria, with 'Followers' (limited preparedness) comprising the largest grouping at 49%. The good news is that motivation is high. Nearly eight out of 10 (76%) say their organisation is embracing AI with a moderate to high level of urgency. Only 4% said they were resistant to change. Coupled with 98% of respondents saying that the urgency to deploy AI-powered technologies has increased in their company within the past six months, we can expect this upward trend to continue. 

BUILDING STRONG PARTNERSHIPS

*Our Personality of The Month is **Sakkeer Hussain**, Sales & Marketing Director, D-Link MEA.*

Tell us about your career background and how long you've been in the Middle East.

The Middle East, particularly Dubai, has been my home for almost 25 years now. My career too spans over twenty-five years in the regional IT space. I had joined Aptec Distribution Dubai in 1998, as a Sales Associate for all IT products in the Gulf region. A year later, I was promoted to Key Account Manager to handle exclusive accounts for Aptec. Then I became the Sales Team Leader for the GCC region and then took on the role of D-Link Product Manager in 2004 at Aptec.

Following four prosperous years of managing the D-Link brand at Aptec, I joined D-Link as Channel Manager for the GCC region in 2008 and soon became as Regional Channel Manager. This was the beginning





of my decade plus stint with the global networking brand. In 2010, I was promoted to Sales & Marketing Manager for D-Link Middle East & Africa, and I successfully integrated Sales and Marketing-related tasks with a strong focus on partner trainings, store-wide branding campaigns, online and print marketing activities among other initiatives. I was then promoted to my current role – Sales & Marketing Director D-Link MEA – in 2014.

It has been a wonderful and fulfilling journey all through which I have learned new skills, met amazing people and continued to build strong partnerships.

Balancing a successful career often comes with stress. What is your personal mantra to de-

stress and maintain a healthy work-life balance?

Balancing a successful career and personal life comes with its own challenges. You cannot be present everywhere all the time. So, you need to prioritise, delegate, and focus on the things that are important. I find joy and peace when I spent time with my family and friends. I also try to go to the gym or walk for at least for 60 mins every day. Besides this, I like to listen to the radio when I am driving to meet my partners.

Can you share one key success secret that has been instrumental in your professional achievements?

Working hard and putting my 100% in whichever project I undertake has helped me to be successful. I strongly

believe nothing can replace hard work and diligence.

What is your ideal weekend like?

Even though it is the weekend, I like to wake up early and have breakfast with family at home or we all go out for breakfast. Most of the time goes in spending time with the kids and catching up with friends and family. As the work week is usually busy and rushed, weekends I love to take it slow.

What is the one technology trend that you think will completely change the future?

Artificial Intelligence and technologies related to it will change the whole landscape of living and working. What we have seen till date is still nascent compared to the potential. 

AOC LAUNCHES G4 SERIES GAMING MONITORS IN THE MIDDLE EAST



AOC the world's leading display solution provider, has announced the launch of its AOC Gaming monitors – 24G4 and 27G4. The new G4 series gaming monitors are made with a fast IPS panel, 24G4 is a 23.8-inch monitor, on the other hand the 27G4 is a 27-inch monitor. Both models are equipped with Adaptive-Sync technology, guaranteeing its users an unbeatable gaming experience with 1ms (GTG) response time and 180 Hz refresh rate. The HDR10 feature captivates visual quality and raises the gaming performance to the next level! Gamers can experience an ultra-smooth gaming experience with this AOC monitor.

Carol Anne Dias, Deputy Sales Director, Middle East & Africa (AOC Monitors) said that “The purpose of technology is to drive human progress, and in AOC we are keen to deliver the products that meets users’ expectations, so we designed 180Hz gaming monitors, that enables the users to experience a display which is comfortable and with an outstanding view, while the forefront of smoother experience is the core of our products”

For AOC it is of supreme importance to manufacture products of highest quality, and ensure the products are equipped with high resolution and multiple connectivity options. The aim is to deliver products as per the preferences of modern gamers.

Rule the Competition with Fast IPS

Fast IPS annihilates the competition

with a speed 4x faster than conventional IPS. Guaranteeing the user true 1ms (GTG) response times and captivating visual quality, raise your gaming performance to the next level!

The e-sports professional standard for gaming

With a 180Hz refresh rate and 1ms response time, the display is equipped to perform at the pro gaming standard. Enjoy an ultra-smooth experience with no visible screen blur to ensure you're always prepped to win.

A universally respected anti-tearing solution

Get fluid, artifact-free performance at virtually any framerate with Adaptive-Sync technology, smooth quick refresh and ultra-fast response time.

Illuminate your visuals

Enjoy an immersive visual experience with HDR10, the industry-standard high dynamic range for delivering a rich palette of colors, brightness, and contrast that far exceeds the capabilities of ordinary monitors.

Bringing depth to your colors

AOC Super Color technology enlivens the viewing experience with more passionate reds, enchanting greens and soothing blues. With this hardware solution, the user can enjoy better color accuracy and true-to-life color reproduction in photos, videos and more.

Connecting your eyes with your hands

Unleash your reflexes by switching to AOC Low Input Lag mode. Forget

graphical frills: this mode rewires the monitor in favor of raw response time, giving you the ultimate edge in a hair-trigger standoff.

Protect your eyes from screen flicker

Flicker-free technology reduces flicker to give you a more comfortable gaming experience. AOC flicker-free technology provides a more comfortable and healthier viewing experience, minimizing the effects of eye fatigue during long, intense gaming sessions!

Reducing shortwave blue light output for healthier eyes

Low Blue Mode setting ensures a healthier viewing experience for prolonged computer use without compromising the naturally vivid colors of the display.

Connectable with other devices

The monitor provides convenient connectivity options, with both HDMI and DisplayPort support to suit both professionals and home users.

Carol concludes: “Building a new generation of upgraded products requires the best creative and smart infrastructure; in AOC we depend on our R&D results adding the globe trends & needs that help us deploy a custom cluster much more quickly than other producers could have, we pursue our work to create advanced products with much stronger reasoning abilities.”

The models are available in UAE with SDC FZE, 24G4 comes with RRP of AED 649 and 27G4 with RRP of AED 749. In Saudi Arabia it is available with Ibdad Al Mohammadiya International Trading Company, 24G4 comes with RRP of SAR 749 and 27G4 with SAR of 899. The models will be available in Egypt with the distributor Quality Durable Systems (QDS). All AOC monitors come with 3 years of warranty. 

AOC

JUST TWO-FIFTHS OF IT PROFESSIONALS FULLY UNDERSTAND HOW AI TOOLS WORK

Despite artificial intelligence (AI) hitting new heights in 2023, only two-fifths (22%) of surveyed IT professionals can say they fully understand how AI tools work — according to new research from SolarWinds.

The research, based on a survey of 267 IT professionals, highlights this lack of understanding could be fuelling a disconnect between the perceptions and the reality of AI tool usage.

While over half (55%) of IT professionals surveyed believe that AI tools will make their jobs easier, and most (90%) believe their colleagues would embrace such tools, the majority (62%) are not currently using AI day to day.

Of those who are already taking advantage of AI tools, the findings show that their usage is limited to more basic functions than might be expected. Information gathering and research is the most common use — with over a quarter (28%) using it for this purpose. In a similar vein, 18% use AI tools to help explain complex topics to non-technical colleagues.

A further 14% use AI tools to create documents for internal use, but that number falls to less than one in 10 (9%) when creating documents for external use.

When it comes to more technical capabilities, however, just 16% of those who use AI tools do so to write code. While a tiny 6% use AI to identify flaws and security vulnerabilities in code, this signals it might not all be down to limited understanding — lack of confidence in AI tools, or company guidelines, may also be limiting the



use of AI for more complex tasks.

SolarWinds Tech Evangelist Sascha Giese, commented on the findings: “AI has the potential to transform the lives of IT professionals — and many are aware of this. So it might come as a surprise that the majority aren’t using any AI tools to assist with their job.

“Clearly, there is still a general sense of mystery surrounding AI tools, even from those in more technical roles. Therefore, if businesses want to reap the efficiency rewards AI has to offer

and channel savings into innovation, they must invest in education and training. Only with a clear understanding of the inner workings of AI tools, specific use cases, and best practices will IT teams confidently adopt AI tools in their day-to-day role.

“Going forward, transparency over AI concerns and a collaborative, open discussion between the C-suite and IT teams is the only way to speed up the adoption of these transformative tools.” 



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