

cnme

computer news middle

TECHNOLOGY MEANS BUSINESS

ISSUE 341 | AUG 2020

TAHAWULTECH.COM

GOVTECH:
UAE MISSION
TO MARS

THE NEXT FRONTIER

CHARLES YANG, PRESIDENT OF HUAWEI MIDDLE EAST, DISCUSSES
THE IMPACT 5G IS GOING TO PLAY IN RESHAPING OUR MAJOR
INDUSTRIES AND GLOBAL ECONOMIES POST COVID-19.

+

ETISALAT'S
GROUP SENIOR
VICE PRESIDENT

APPDYNAMIC'S
VP, MIDDLE EAST,
AFRICA AND
RUSSIA

OMA EMIRATES
GROUP CEO

CPI MEDIA GROUP

CPIMEDIAGROUP.COM

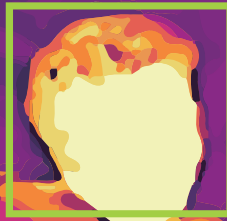
PUBLICATION LICENSED BY
DUBAI PRODUCTION CITY, DCCA

tahawultech.com

Download on the
App Store

ANDROID APP ON
Google play

36.5° C



Hikvision Temperature Screening Thermal Solutions

SAFER, FASTER, SMARTER



Contact-free



Multi-person detection



1s measurement



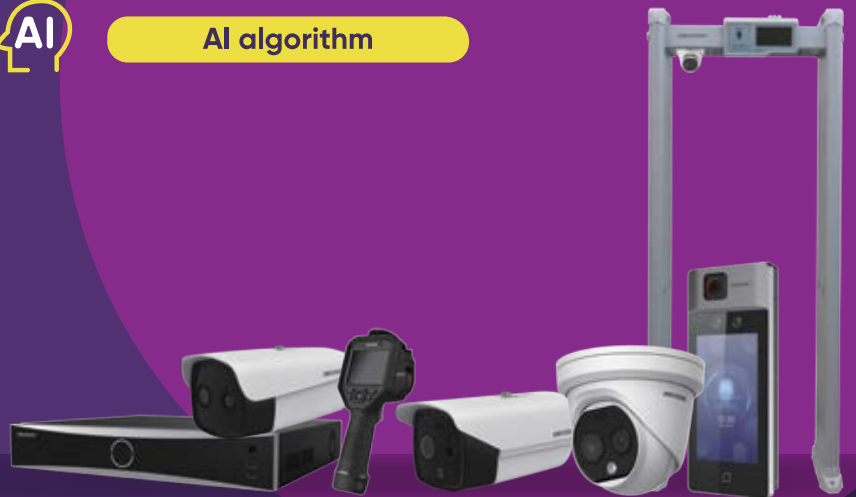
AI algorithm

Thermographic
Cameras

MinMoe Terminals

Metal Detector Door

DeepinMind NVRs



Temperature Screening
Thermal Cameras

For more information, please scan the QR-Code to visit
our Temperature Screening Thermal Solution page.

HIKVISION

www.hikvision.com

Our events



Our online platforms



Our social media



facebook.com/tahawultech



twitter.com/tahawultech



linkedin.com/in/tahawultech



Talk to us:
E-mail:
mark.forker@
cpimediagroup.com



Hope is expected to reach Mars, in February 2021, and will coincide with the 50th anniversary of the foundation of the United Arab Emirates."

HISTORY IN THE MAKING

The UAE can never be accused of lacking ambition and its latest space expedition has only served to further bolster its growing reputation globally as being one of the most technologically progressive nations in the world.

The successful launch of its Mars-bound 'Hope' Probe marks the Arab world's first interplanetary mission following its take-off from the Tanegashima Space Centre in Japan on July 20th.

Hope is expected to reach Mars, in February 2021, and will coincide with the 50th anniversary of the foundation of the United Arab Emirates.

This month's edition of GovTech takes a closer look at the mission and what its lasting impact may be for the UAE.

On the front cover of August's edition of CNME, is Charles Yang, President of Huawei Middle East, who explains how the global ICT vendor has helped its customers during the COVID-19 crisis.

Yang covered a diverse range of talking points throughout our interview and claimed that 5G technologies will play a key role in helping to reshape the global economy post COVID-19.

The President of Huawei Middle East, also touched on the sustained campaign by the United States to have the Chinese vendor blocked from a number of global 5G projects, and the phenomenal success of its consumer business.

Dr. Ahmed Bin Ali, Senior Vice President, Corporate Communications at Etisalat, penned an excellent op-ed which articulated the connectivity journey the operator has undergone over the last number of years - and the impact 5G will have in driving our new digital economy.

In this month's magazine we also cover the successful online virtual webinars we held in conjunction with Dell Technologies, Tuqnia, Huawei and 4sight, and in addition to this we have great interviews with Mitel, OMA Emirates and Emitac.

We hope you enjoy reading the final magazine of what has been a very different summer for us all.

Mark Forker
Editor

25
years

PERFORMANCE WARRANTY

AltraNET[®]
by **D-Link[®]**



Future-Proof Connectivity Solutions



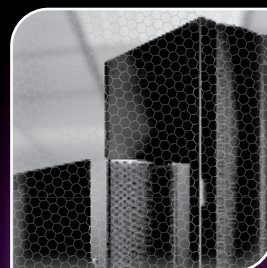
COPPER



FIBER



FTTH



RACKS

**Optimize your ICT infrastructure with D-Link innovative, yet reliable
Structured Cabling Solutions**

www.dlinkmea.com



6

News

CNME rounds up the biggest regional and global developments in enterprise technology, which includes the appointment of Paul Smith as the new General Manager and SVP of EMEA at Service Now. Moro Hub supports Dubai 10X initiative with new smart cities facility - and Oracle strengthens its leadership team amidst the growth of its cloud business.

10

Mitel

Feras Zeidan, Regional Director, MEA, Mitel, explains how it has leveraged its portfolio of solutions to help enterprises maintain business continuity during the global COVID-19 health crisis.

16

Emitac

Vikas Agrawal, Presales Manager at Emitac Enterprise Solutions, discusses how the company has helped protect businesses from

ransomware attacks and why data centers have to be software-defined.

20

Cisco & Alpha Data

Omar Maayah, Technical Solutions Architect at Cisco, and Biju Bhaskaran, Pre-Sales Manager at Alpha Data, outline the capabilities of its integrated security portfolio offering.

34

Etisalat

Dr. Ahmed Bin Ali, Senior Vice President, Corporate Communications at Etisalat, discusses its connectivity journey over the last 40 years, and highlights the operators plans for 5G.

40

GovTech

We take an in-depth look at the UAE's historic Mission to Mars following the launch of the 'Hope' probe last month.

FOUNDER, CPI MEDIA GROUP
 Dominic De Sousa
 (1959-2015)

Published by

CPI MEDIA GROUP
 CPIMEDIAGROUP.COM

Publishing Director
 Natasha Pendleton
 natasha.pendleton@cpimediagroup.com
 +971 4 440 9139

ADVERTISING
 Group Sales Director
 Kausar Syed
 kausar.syed@cpimediagroup.com
 +971 4 440 9138

Senior Sales Manager
 Sabita Miranda
 sabita.miranda@cpimediagroup.com
 +971 4 440 9128

EDITORIAL
 Editor
 Mark Forker
 mark.forker@cpimediagroup.com
 +971 4440 9153

Online Editor
 Adelle Geronimo
 adelle.geronimo@cpimediagroup.com
 +971 4 440 9135

PRODUCTION AND DESIGN
 Senior Designer
 Analou Balbero
 analou.balbero@cpimediagroup.com
 +971 4 375 5680

DIGITAL SERVICES
 Web Developer
 Jefferson de Joya
 Abbas Madh

webmaster@cpimediagroup.com
 +971 4 440 9100

Publication licensed by
 Dubai Production City, DCCA
 PO Box 13700
 Dubai, UAE

Tel: +971 4 440 9100
 Fax: +971 4 447 2409

Printed by
 Emirates Printing Press LLC, Dubai

© Copyright 2020 CPI
 All rights reserved

While the publishers have made every effort to ensure the accuracy of all information in this magazine, they will not be held responsible for any errors therein.

AVEVA positioned as 2020 Asset Performance Management leader



Kim Custeau, AVEVA APM

AVEVA has been named a market leader in the Verdantix 2020 Green Quadrant for Asset Performance Management (APM) Solutions. The report is targeted at heads of maintenance, reliability engineering, operations and safety providing a detailed assessment of the most prominent global vendors of APM solutions.

Based on the Green Quadrant analysis, Verdantix also commended AVEVA for delivering core usage scenarios for APM software, including visually engaging interfaces to support multiple user groups and strong functionality for asset health monitoring and early failure prediction. Consequently, AVEVA's APM software offerings were ranked in the top three for six of the eight usage scenarios assessed by Verdantix and achieved the highest score for digital twins.

"Today AVEVA's comprehensive APM portfolio is tailored for organisations aiming to use digital technologies to deliver an integrated approach to industrial risk management. It enables customers to realise greater levels of reliability, availability, safety and efficiency in operating their capital assets, as well as move from reactive and predictive maintenance to prescriptive maintenance," said Kim Custeau, VP Asset Performance, AVEVA.

ServiceNow appoints Paul Smith to head up EMEA region

ServiceNow has announced that Paul Smith has joined the company as Senior Vice President and General Manager, EMEA, effective July 7, 2020. Smith joins the company from Salesforce, where he held a number of pan-EMEA roles and most recently served as Executive Vice President and UK General Manager.

Smith brings to ServiceNow 17 years' experience in leadership and senior management roles in the technology industry, with a track record in leading sales, go-to-market operations and developing new markets to drive triple digit growth.

Smith will lead a region that includes many of the company's most important markets and growth opportunities. ServiceNow's EMEA revenues grew 32 percent in 2019 over the prior year; EMEA achieved an approximately \$1 billion revenue run-rate as of Q1 2020.



Paul Smith, ServiceNow

"ServiceNow is the workflow leader and one of the most exciting and innovative growth companies in the world," Smith said. "The pristine nature of the single Now Platform gives ServiceNow that rare combination of scale with agility. I'm thrilled to join and privileged to have the opportunity to lead the EMEA business during the next phase of growth."

Dimension Data streamlines operations, introduces new 'client-first' strategy

Dimension Data has restructured its operations in the Middle East with the aim of elevating its customer-centric market approach through streamlined decision making, enhanced organisational synergy, and a unified go-to-market strategy.

In line with this undertaking, Mohammed Hejazi, who has served in regional sales and leadership positions at the company for nearly a decade, has been appointed to lead the newly consolidated Middle East entity.

Outlining his objectives as the Managing Director for Dimension Data Middle East, Hejazi said, "Saudi Arabia, the UAE and other countries in the Middle East have clearly demonstrated their desire to be global technology pioneers. By merging our team, we are bringing together the expertly qualified technical, sales and support resources that have



Mohammed Hejazi, Dimension Data

been driving innovation for some of the region's largest and most prestigious public and private sector organisations."

"We have reorganised ourselves with growth and the market needs in mind. This move transforms Dimension Data into a truly client led company that will continue to spearhead the digital transformation of the Middle East through collaborative, co-creation with our customers," he added.

Moro Hub supports Dubai IOX initiative with new smart cities facility



Dubai Electricity and Water Authority (DEWA) has announced the Smart Cities Command and Control Centre of Moro Hub (Data Hub Integrated Solutions), a wholly-owned subsidiary of DEWA.

Inaugurated by Saeed Mohammed Al Tayer, MD and CEO, DEWA, Moro Hub's new centre is a Dubai IOX enabler and will provide services in Intelligent IoT Platforms, Cyber Security and Managed Services to support the Government and Enterprise customers in their digital transformation journey. Moro Hub Dubai IOX

The UAE Vision 2021 and Dubai IOX initiatives have defined a leading role in the adoption of digital technologies. This has led to the UAE government increasing efforts in boosting its citizen happiness index, ensuring performance excellence to its government entities and providing citizens and residents with the best place to live.

Aligning with the government directives, Moro Hub's cutting edge Smart Cities Command and Control Centre enables Government and Enterprise clients to fast track the adoption of new-age digital technologies such as IoT, Cyber Security, Cloud and more. The new centre will allow digital leaders to make well-informed decisions based on data-driven analysis.

Al Tayer said, "Digital adoption in the region is expected to accelerate as organisations significantly invest in smart infrastructure technologies in their drive towards digital

transformation. Launching state of the art Smart Cities Command and Control Centre empowers governments and enterprises to leverage end-to-end smart cities and smart building solutions without compromising on data security and business continuity. Clients can enjoy accessible, reliable, secured cloud-based smart infrastructure solutions with proactive monitoring."

Regional clients can now benefit from innovative solutions that provide smart cities, smart buildings, fire alarm monitoring, video surveillance, environmental monitoring, energy management, M&V (measurement & validation) and associated services leveraging on Artificial Intelligence and Big Data Analytics. Clients will also enjoy Moro Hub's managed services and 24x7x365 aftersale support.

To enable digital platforms in their Smart Cities Command & Control Center, Moro Hub signed a momentous partnership with Microsoft and Johnson Controls International to offer innovative services. In this agreement, the companies will join forces to establish a collaborative ecosystem and go-to-market strategy to offer an extensive range of innovative cloud-based IoT services in the UAE for smart city, smart building, energy management and monitoring. This partnership was signed in the presence of HE Saeed Mohammed Al Tayer during his inauguration of Moro Hub's Smart Cities Command and Control Centre.

NetApp closes acquisition of Spot



Anthony Lye, NetApp

NetApp has announced that it has completed its acquisition of Spot, a leader in compute management and cost optimisation in the public clouds.

Anthony Lye, senior vice president and general manager of NetApp's Cloud Data Services business unit Spot by NetApp delivers application-driven infrastructures (ADIs), cloud infrastructures that use analytics and machine learning to continuously adapt to the needs of applications, to help drive cloud resource optimisation in real time, for both compute and storage.

"Together, we are extending NetApp's vision for helping customers unlock the best of cloud," said Anthony Lye, senior vice president and general manager of NetApp's Public Cloud Services business unit. "With Spot by NetApp, we will enable customers to get more out of their cloud investment to gain competitive advantage and accelerate their business success."

"Cloud infrastructure gives application developers the ability to develop and deploy applications faster by providing resources almost instantly at any time," said Amiram Shachar, CEO and cofounder of Spot.

ServiceNow's EMEA revenues grew 32 percent in 2019 over the prior year.

SoftBank taps Ericsson to deliver cloud native dual-mode 5G Core



Ericsson has been selected by SoftBank to deliver cloud native 5G Core for SoftBank's 5G Standalone Network.

The solution, which includes Ericsson Cloud Packet Core, Ericsson Cloud Unified Data Management and Policy, as well as Ericsson NFVI, will play a key role in SoftBank's operational transformation. Zero-touch operation, including continuous delivery and integration processes (CI/CD), is made possible through container-based microservice architecture and its automation capabilities.

Keiichi Makizono, Senior Vice President, CIO of SoftBank, said, "Japan is a leading 5G telecom market and together with Ericsson we are building a new platform of innovation for the country. Under our new agreement, we will extend our long-term partnership and provide a high quality and future-proof platform enabling a new wave of innovation for Japanese society."

Luca Orsini, Head of Ericsson Japan, said, "Ericsson's cloud native dual-mode 5G Core provides the cutting-edge container-based microservice architecture that will help SoftBank to both develop new business models towards consumers, enterprise and industry partners as well as to move onto the next level of network operational efficiency."

Oracle strengthens Middle East leadership amid cloud business growth

As part of its commitment to deliver the most modern cloud technologies and infrastructure for the region, Oracle has announced the appointment of Leopoldo Boado as the Senior Vice President, Business Applications for Eastern, Central Europe and Middle East Africa (ECEMEA) region and Marwan Alzughabi as the new Business Applications Leader for Saudi Arabia.

Speaking about the region, Boado said, "Middle East is an exciting region, with some terrific digital initiatives already underway. Above everything else, our focus is on being closer to our customers to help accelerate their digital transformation journeys. We define our success by our customers' success, whether it is responding to growing demands, reengineering efficient operations or developing new business models. This puts us in a



Leopoldo Boado, Oracle

unique position to deliver the business resilience and innovation that our customers need today."

Boado also believes that recent months have demonstrated the need for organisations to be able to accelerate their digital transformation utilising cloud-based solutions, to have the flexibility and agility to adjust to changing market conditions.

NEOM partners with stc for developing world's leading cognitive cities



NEOM has signed a contract with stc group as part of its first step to create the world's leading cognitive cities that rely on leading technology for digital services.

The partnership with stc entailed establishing a 5G network infrastructure that will accelerate NEOM's digital ambitions. In addition to the one-year contract to develop the network,

the partnership also includes the development of an innovation centre in NEOM to explore new 5G opportunities.

Nadhmi Al Nasr, CEO, Neom, said, "We are glad to form this partnership with a leading national digital enabler such as stc to support our ambition and goal to be an accelerator of human progress and to create the world's leading digitally sustainable, cognitive cities.

Eng. Nasser bin Sulaiman Al Nasser, CEO, stc group, said, "This agreement reflects stc's commitment to enabling digital transformation and providing digital solutions across the Kingdom. We are proud to have been chosen to build the infrastructure for the 5G network and an innovation centre in NEOM – the land of the future and a model for sustainability, innovation, development, and prosperity.

Pure Health selects BIOS Middle East for cloud and managed services



Adnan Asif, Pure Health and Dominic Docherty, BIOS Middle East

UAE-based Pure Health has signed an agreement with BIOS Middle East, a cloud and managed service provider for Infrastructure as a Service (IaaS), which features hosting for Pure Health's core Laboratory Information System (LIS) on CloudHPT.

CloudHPT, is a fully owned and managed cloud delivered by BIOS. An intricate infrastructure of over 20 servers was delivered in under two days to Pure Health for application installation and testing. All servers, networking, storage, security and backups are fully managed by BIOS, ensuring Pure Health only focuses on the LIS application.

Pure Health hosted LIS is an automated platform that reads and collects patient's data, resulting in minimal manual input and accelerating the screening process. Purehealth takes pride in adopting to state-of-the-art technologies in their vision of being an advanced data-driven organization capable of meeting the increased expectations for modern pathology services. Even in its emergency response to the Covid19 situation, Purehealth IT have adopted multiple technologies to streamline operation and integrated

with government entities in Abu Dhabi, Dubai and the Northern Emirates.

"BIOS Middle East is pleased to be the cloud partner of Pure Health. We look forward to working with Pure Health and supporting them with a clear, secure and simple path to the cloud," said Dominic Docherty, Managing Director, BIOS Middle East.

"CloudHPT's fixed pricing and comprehensive support makes it easy for Pure Health to meet its strategic and business goals," said Adnan Asif, Chief Technology Officer at Pure Health.

Pure Health currently has four labs in the UAE dedicated to COVID-19 testing, in the capital Abu Dhabi Dubai and in Sharjah. Accordingly, this is the "largest COVID-19 testing capability in the Middle East, Africa and South Asia" with the capacity to perform 80,000 tests daily.

"We have been collaborating with healthcare providers and authorities in this screening initiative across the nation since the beginning of the crises. Pure Health has been conducting COVID-19 tests in more than 15 collection centres and four processing locations in the UAE. We will soon increase our capacity," said Adnan.

Ivanti unveils self-healing autonomous bots to resolve security vulnerabilities

Ivanti has unveiled Ivanti Neurons, a new hyper-automation platform that empowers organisations to proactively, predictably and autonomously self-heal and self-secure devices, and self-service end users. Ivanti Neurons augments IT teams with automation bots that detect and resolve issues and security vulnerabilities while improving the accuracy, speed and costs of services IT delivers.

"As remote become the next normal, Ivanti Neurons enables organisations to heal and secure devices and deliver a seamless 'work from anywhere' employee experience," said Nayaki Nayyar, executive vice president and chief product officer, Ivanti. "Always on and always working, Ivanti Neurons enables IT's desire to 'shift-left' with automation bots that autonomously discover, secure and service endpoints at the edge."

"With Ivanti Neurons we have seen and will continue to see significant savings in asset and warranty management," said Daniel Bolton, head of technical services at Kingston University. "By proactively monitoring device health, such as battery performance, Ivanti Neurons gives us real-time actionable intelligence, so we can automate or make more informed decisions and keep our users productive."



Japan is a leading 5G telecom market and together with Ericsson we are building a new platform of innovation for the country



Feras Zeidan
Regional Director, MEA, Mitel

MITEL

"THE KEY TO OUR SUCCESS, IS OUR PEOPLE" – FERAS ZEIDAN, MITEL

CNME Editor Mark Forker spoke to **Feras Zeidan**, Regional Director, MEA, Mitel, to find out how the global business communications leader has leveraged its portfolio of solutions to help enterprises maintain business continuity during the global COVID-19 health crisis.

Zeidan has established himself as one of the most prominent thought leaders in the IT ecosystem in the Middle East during a stellar career, and in a fascinating interview goes into forensic detail as to how Mitel has managed to sustain its success as a leader in the unified communications space.

He stated that by the end of 2020, at least 50% of all the

classical vendors, partners, customers and employees who still have a traditional and conservative mindset will no longer exist.

"The transition towards cloud and remote working has forced the market to accelerate the adaption and adoption of what we call on-demand applications. Those who resist this change, will die. In 2016, Mitel was split between the emerging world and the developed world. The developed world had access to the cloud and all these other next-gen technologies and that prompted us to acquire ShoreTel for \$500m, and Swedish company Telepo for UCaaS and CCaaS. Communication-as-a-service is when you host your contact center, recordings and unified communications in a public cloud, or inside a telco and you start selling per-user on a monthly basis and give

them a menu of what they can select," said Zeidan.

The MEA Regional Director said that the pay-as-you-go IT consumption model has really allowed Mitel to flourish over the last four years in the emerging markets – and said their decision to invest early into cloud technology enabled them to establish themselves as a market leader.

"The question a few years ago was where do you put your R&D money? Do you invest into cloud technology, or do you enhance your existing on-prem infrastructure? There was a war between on-prem and off-prem. Applications like Zoom and Microsoft Teams are what we call video first unified communications. We decided to combine collaboration and unified communications and bundled them into one package during COVID-19, which we



The transition towards cloud and remote working has forced the market to accelerate the adaption and adoption of what we call on-demand applications."

labelled as business continuity plans,” said Zeidan.

According to Zeidan their decision to repackage their communications has struck a chord with the market during this global pandemic that has disrupted so many businesses and forced them to scramble to keep the lights on and maintain business operations.

“What we did with Mitel in the Middle East and Africa region was repackage. We repackaged our on-prem solutions, and we introduced some cloud elements from the developed offerings from Mitel in the UK and Australia. We essentially created a hybrid business continuity solution. We’re the only manufacturer to date in the entire MEA market to repackage the on-prem solution, by bringing public cloud collaboration offerings and public cloud unified communications offerings onto the one package,” said Zeidan.

The Mitel executive also highlighted the role of data centers, and claimed the reason they have been so successful, in addition to the requirement for more capacity, bandwidth and applications, was the centralisation of IT.

“Juniper shut down nine of their data centers globally – and put all their applications on a public cloud like Google or AWS, but they kept one data center for redundancy. Today, that model is also applicable for voice, and Mitel is giving its customers the cloud element, but yet we’re keeping the legality, security and control in

their own data center and that is giving them flexibility and choice,” said Zeidan.

Zeidan disclosed that during the COVID-19 crisis Mitel have enjoyed a 60% growth in their business adding that mobile healthcare has been a key industry vertical for the IT leader.

“We’ve been able to tap into the entire industry that is built around healthcare such as the distribution of medicine, acute patient care, family care and so on, but without a doubt healthcare has been our biggest growth vertical. In addition to this, we’ve started to see a lot of insurance and FinTech companies, who needed business continuity in a new model also starting to pick up. I had a call with a customer in Kenya, who wanted a hybrid model for 400 of his

customers, but he wanted to pay monthly, be legally secured, and have his contact center secured. However, he wanted everything on the cloud, and this is exactly what our offering is,” said Zeidan.

In terms of why there has been such a seismic shift towards a consumption-based model in the IT industry, the Mitel executive believes that flexibility is key, but it is also very important to note that people will never ever go back into the CAPEX model.

“What businesses want is to build business continuity plans that are built on flexibility, and the hybrid model equips them with the tools to do this, and gives them the legality, security, quality assurance and compliance on one side, and on the other side gives them that pay-as-you-go consumption





We repackaged our on-prem solutions, and we introduced some cloud elements from the developed offerings from Mitel in the UK and Australia.”

based cloud solution. This combination is becoming a winning formula, but the biggest issue is to market it to the end-users and through the right partners,” said Zeidan.

There has been a huge acceleration towards cloud, especially across the Middle East region since Microsoft established data centers in the UAE, Google entered Saudi Arabia and AWS in Bahrain. However, Zeidan noted that the biggest investment made by these cloud providers has not been in data centers.

“The minute these three global cloud providers came to the region they did not make investments in data centers, instead they created a PoP that had legal compliance for something that we call lawful interception, that essentially enabled governments to have

access to this data. Outside of the government, almost everybody is using these three major cloud players for their data recovery, e-mail and everything else, and their presence and entry into the region became a big inflection point for both the private sector and commercial sector. In reality, they did not invest in a data center, they invested in something called the outpost. That is essentially an extension of a data center,” said Zeidan.

Zeidan said that one another consequence of their presence in the region, particularly from a partner perspective is that it has also forced AWS, Google and Microsoft to invest in channel development, and that this is key for Mitel.

“The key for us as professionals in the industry is the middle-man as they are

our heart and soul, and the channel and the partners are the most important element in this triangle between the end-user and manufacturer. Today, all cloud transactions in the Middle East has to go through a Reseller. We’re one of the largest global partners with Google on AI and contact centers, and we also work with AWS and Microsoft and we see how much investment they are all making into training and education. The biggest value they’ve brought for us in the region is investment is undoubtedly in channel development and partnerships,” said Zeidan.

When asked how Mitel had managed to sustain its success over such a long period of time, Zeidan pointed to his team and his ability to predict trends in technology as the main reasons for its success in the MEA region.

“I have built a fantastic team here, and I really care about the industry and the people in it. I think I’m a good leader and I lead by example, but technology is really my strongpoint. I can see ahead of the curve and project what is going to emerge in the next two years, as I’m really in tune with the entire IT ecosystem. We don’t sell infrastructure. We sell consultancy and business values. The people are key, and the success of any vendor is built on three things, which are people, products and processes,” concluded Zeidan. **cnn**

HUAWEI

THE GREAT RETHINK

David Shi, President of Huawei Enterprise Business Group, Middle East has penned an exclusive op-ed for CNME in which he examines the economic impact of COVID-19 and what role ICT will play in the The Great Rethink.



David Shi
President of Huawei Enterprise Business Group, Middle East

The impact of the COVID-19 pandemic has been felt across every sector of society, from government entities through to private enterprises. The International Monetary Fund predicts that the global economy may shrink by 3 per cent this year. Despite all this, our societies have proven to be resilient, and many communities are now

starting to cautiously open back up. Decision-makers within the Middle East are thus reconsidering how to adapt to this new normal.

The Role of ICT in the 'Great Rethink'

One thing that has become clear is that information and communications technology (ICT) will play a pivotal role in this 'Great Rethink' of

our national economies and societies in the Middle East. Industry digitisation has in fact entered a new phase of explosive development — a sign of the market's strong resilience and its great potential for growth. Digitisation can drive innovation in both government management models and business models of vertical industries, as well as boost production and service efficiency.

It is therefore an unpredictable yet exciting time for me to be taking up the reins of Huawei's Enterprise Business Group in the Middle East. From what I have seen to date, I am increasingly confident that—even in these times of disruption—it is possible to uncover new value for our partners and customers, supporting a pathway to long-term success through collaboration.

This collaboration will ultimately support the national digital transformation agendas of governments throughout the Middle East. More than ever, ICT infrastructure is recognised as paramount not only to economic diversification and security, but increased sustainability in terms of energy production, utilities management, industrial productivity, and much more.

The short- and long-term goals of these national transformation visions can all be aided by ICT infrastructure.

Leveraging Four Strategic Priorities

As such, Huawei recognises the immediate and important role that our company has to play at this time. Within our Enterprise Business Group, we believe that this comes down to four strategic priorities for the Middle East today: developing advanced connectivity, strengthening computing power, converging digital platforms, and safeguarding the region's wider ICT ecosystem.

Connectivity is the cornerstone of this digital era. A new type of advanced connectivity is essential for enterprises in the Middle East today.

As many people have now relocated where they work and learn as a result of COVID-19, networks are having to swiftly adapt to new spikes in bandwidth, more connected devices, and more critical applications running on these networks. Our priority now must be to develop more intelligent connections that can deliver a superior user experience. Ultra-fast Wi-Fi 6 technology is a great example of this, supporting four times higher network bandwidth and user concurrency compared to its predecessor. But these networks also must be able to perceive changes and needs of users, thereby seamlessly and securely connecting organisations and their people at all times.



Connectivity is the cornerstone of this digital era. A new type of advanced connectivity is essential for enterprises in the Middle East today.”

Like connectivity, computing capabilities are advancing by leaps and bounds, and will soon pave the way to a digital Middle East in which all things are connected. We anticipate that in five years from now, artificial intelligence (AI) applications will account for more than 80 per cent of all computing power used around the world.

Higher computing power in industries such as education, healthcare, manufacturing, and energy will lead to the improved welfare of nations across the Middle East. To capture this momentum, we must continue to push the boundaries of computing architecture and invest in full-stack computing solutions for all scenarios across the cloud, network, edge, and devices. It is why companies like ours are investing \$200 million in the computing ecosystem in 2020 alone – and helping to support two million developers worldwide.

The third strategic priority we see in the region today is converging digital platforms. Nearly all vertical industries are now adopting digital transformation plans. However, enterprises and governments alike are often bombarded

with too many independent, disparate tools and services.

If you're a public authority striving to build a more intelligent city system, for example, you need a platform that optimises the integration of various ICT technologies to streamline service processes and share data, and in particular, by integrating key ICT resources—like IoT, big data, AI, video cloud, geographic information systems, and intelligent command platforms—onto a unified platform, enterprises in the region will be able to more easily and efficiently achieve their digital transformation goals.

Open collaboration is essential to understand how these partners and other local suppliers are being impacted as a result of COVID-19. This sharing enables us all to develop new service capabilities, to drive advancements through joint innovation centers, and to ultimately nurture a robust local talent ecosystem within the Middle East.

No Time to Waste

The power and potential of a digital world are evident. There will be challenges along the way, no doubt, but we must find ways to create new value even in uncertain times. Without developing intelligent connectivity, strengthening computing power, converging digital platforms, and safeguarding the region's wider ICT ecosystem, a digital world will take considerably longer to achieve in the Middle East, and right now there's no time to waste. **CME**

EMITAC ENTERPRISE SOLUTIONS

ON THE DEFENCE

CNME Editor Mark Forker spoke to **Vikas Agrawal**, Head of Presales at Emitac Enterprise Solutions to find out how the IT leader has helped their customers stay protected during the COVID-19 crisis, why ransomware is on the increase, and the importance of a software-defined data center.

There has been an increase in the volume of ransomware attacks globally as cyber hackers attempt to capitalise on the enterprises moving to remote working. How is Emitac helping to keep their clients protected from ransomware attacks?

During COVID-19 every organisation wants their employees and customers to access IT resources remotely to provide faster services, but this is creating a security challenge for everyone.

An isolated computer is just vulnerable to physical theft, but a connected system is on everyone's radar, over the last few months I have witnessed multiple organisations getting effected by Ransomware. Organisations have spent lot of money on IT security, but still they couldn't prevent the attack.

Emitac is helping our customers by providing necessary tools, assessment services and managed SOC including training to end users. It is a misconception that network and security admin is

Vikas Agrawal
Head of Presales at Emitac Enterprise Solutions

responsible for data security. IT security is a framework, every individual in the organisation is responsible to protect this. Taking the correct measures prior to attack is an effective means of prevention.

Our team has helped multiple customers to recover from ransomware attack.

In your expert opinion, why do you think there has been such an exponential increase in ransomware attacks, and why has that become the method of choice for cyber hackers?

In our opinion hacking has become a profession now, earlier it was done for passion or rivalry, but nowadays it is done for easy money. Everything is digital now. If you ask a common man you will find his photos and ledgers are digital.

So, if someone encrypts these files, he is ready to provide easy money to unlock data. Most impacted businesses are small to medium companies as they are not having multiple copies of data and complex security infrastructure.

For cyber hackers the easiest part is mail spoofing and phishing. Organised hacking starts from social engineering of any organisation or an individual, once they are aware about your connections and activity, they initiate E-mail phishing or Drive-by Download. This can be mitigated with well-connected security framework.

Since users are more exposed to social media platforms such as LinkedIn, Facebook and personal mails they become an easy target, hence the end user



IT security is a framework, every individual in the organisation is responsible to protect this.”

awareness is the key for any successful security model.

We're seeing more and more discussions within the IT ecosystem around the concept of software-defined data center, which automates data center resources to achieve IT as-a-service. Can you explain to our readers why it's so important that enterprises host their data in a software-defined data center?

SDDC is a framework which virtualises and converts the underlay datacenter components like compute, network, storage, backup and security into programmable resources.

Based on business requirements customer can provision infrastructure like a code using dev-op tools within a few minutes instead of hours. In SDDC end-users can self-provision the resources based on predefined or customised policies.

With the help of micro segmentation customers can fine-grained security for every service in the environment. This enables seamless connectivity by decoupling the services from locations and provides the flexibility to manage all datacenter components from a single window.

SDDC is a journey which requires detailed assessment of your current and future requirements, with the help of our professional services team we can help our customers to achieve the final state, as a rule of thumb customers can check what kind of provisioning they are doing in datacenter like 2-3 new VM per day, 2-3 changes in network and if changes are less then these minimum numbers they can opt for an HCI environment, this will be a first step towards SDDC.

What is that ultimately differentiates Emitac from its rival competitors in the market?

Emitac is successfully serving our esteemed customers for the last 44 years. We have the right partnerships with the world's leading technology vendors to implement tailored solutions.

We have a dedicated NOC and SOC along with a dedicated team of experienced in-country professionals to help our customers 24x7. We approach our customers with an open mind and provide them with the most flexible solutions based on open framework.

We hold the responsibility of reinventing ourselves constantly to satisfy our evolving customers' needs and solving their pain-points as their success is our success – and we flourish and grow only by their insights, support and trust.

We have recently acquired Lattice software solutions, with this new acquisition we can provide solutions for computer aided facility management, audit and compliance management. **crime**

CISCO

CISCO HAS THE 'X-FACTOR' WHEN IT COMES TO SECURITY

CNME Editor Mark Forker spoke to **Omar Maayah**, Technical Solutions Architect at Cisco, and **Biju Bhaskaran**, Pre-Sales Manager at Alpha Data, to learn how both companies kept enterprises secure during the COVID-19 crisis, the capabilities of its integrated security portfolio offering - and how Cisco's latest security solution Secure X is enhancing customer experiences.

18 **T**he ongoing global COVID-19 pandemic has forced businesses to transition their employees from a physical working environment to a virtual one. Many businesses aren't equipped to keep themselves secure, and as a result their applications are vulnerable to cyberattacks. How can Cisco's diverse suite of security solutions help enterprises to be better protected?

Omar: We've seen these security challenges for our customers for quite some time, and additional problems have arisen during the global COVID-19 pandemic. The issue isn't just about the vulnerability of applications, but also about the increased number of users who are now working remotely. We're aware of all the challenges facing customers in terms of the attacks that are taking

place against their vulnerable applications. The COVID-19 crisis has also forced businesses to not only request that their employees work remotely, but also that they migrate applications to public clouds.

The approach Cisco has taken since the beginning of the global health crisis is to create security offerings to help customers secure different aspects of their business. We packaged it in a way that was easy for them to consume. Essentially, it provides

users with access to secure connectivity to infrastructures and a protection mechanism for their machines.

In terms of protecting the vulnerable applications, Cisco provides a different suite of solutions such as Secure Remote Worker, Breach Defense, Workload Protection and other solutions. This helps customers to secure and protect their environments and workloads, as well as respond quickly to any type of attacks by integrating end-point protection solutions that can protect both the users and the workloads effectively. We created these different security solution packages and provided them to our customers free of charge during the COVID-19 period. This allowed customers to easily access these solutions that were specifically designed to keep their environments and their users protected at all times.

Biju: What we're seeing



The approach Cisco took since the beginning of the global health crisis was to create various security offerings for customers that can help them to secure different aspects of their business."



Omar Maayah
Technical Solutions Architect at Cisco



Biju Bhaskaran
Pre-Sales Manager at Alpha Data

with this pandemic is that it triggered both Alpha Data and Cisco to think outside of the box. As responsible technology providers to the UAE market, both companies provided solutions in order to enable customers to maintain business operations. We're also evaluating and giving consultancy on long-term business continuity plans.

The combination of Cisco's products and Alpha Data's services team built a collaborative platform to communicate and ensure that the right security is achieved through their VPN services.

This is what we're providing to our customers, and as

security consultants and experts, we foresee that there will continue to be security obstacles within the current model of working remotely.

However, Alpha Data and Cisco are building the right cybersecurity blueprint to help our customers protect their key assets.

The general consensus in the IT industry is that a new security approach is required for modern data centers. How does the integrated portfolio offering from Cisco and Alpha Data deliver this, and is it complex to deploy the solutions needed to make your data center secure?

Omar: At Cisco, we're not only providing customer security solutions, but we're also providing a full data center solution, end-to-end from an infrastructure and security perspective. We don't only deliver the technology itself, we give the customer a platform with the different components that are all integrated with each other.

We think about how the customer would operate that technology in its environment in a way that makes it much easier. From building the infrastructure itself and sharing the information between the different components of that architecture, to making it more

agile and future proof. Our approach is to keep innovating and to continue building that type of technology to empower our customers.

We're also aware of the fact that many of our customers might have multiple third-party providers. This means we need a trusted partner and system integrator, such as Alpha Data, who can work with us and the customer step-by-step to ensure that our technology is built, proposed and designed in the best way that can serve the customers requirements.

Biju: We're showcasing to our customers how they can move their workloads to the public cloud. The technology team at Alpha Data is geared up to deliver these services, and we also have the right skillset on delivering automation services solutions – and possess the capabilities to move them to a hybrid cloud environment.

When clients move to the public cloud or hybrid cloud model there are cybersecurity guidelines' they need to follow to ensure that their data and information is protected at all times.

As a strategic partner of Cisco, we're working together to create the right security guidelines in order to keep our customers secure.

The term 'Zero Trust' is a recurring theme in the security ecosystem, but what does it actually mean, and what are the defining characteristics of a 'Zero Trust' approach to security?

Omar: Today, we have an



explosion of IoT devices that are being introduced and connected to our environments, with users connecting from different locations using multiple devices. With the adoption of public and private cloud and moving workloads to different locations to improve scalability and agility, customers are beginning to ask some pressing questions.

Do we have full visibility? Do we know where the users are connected from? Is this user really who he says he is? Are these legitimate users trying to access the applications and are they authorized to view the data sitting behind it? Answering all of these questions is not an easy task.

We need to start with

trusting, so let's start with zero trust, and adopt an attitude which is "I don't want to trust anyone". I want to make sure that anything that will be connected, regardless if it was a user, an IoT device, or any kind of device that needs to be connected should be authenticated and validated. I need to make sure that I have full visibility and that I'm aware of who is accessing my data centers, applications and data.

At Cisco, zero trust is broken into three main pillars. We have zero trust for workforce. We use multi-factor authentication from Cisco Duo to authorize people and make sure that whoever is trying to connect



is validated and authenticated. We also have zero trust for workloads and zero trust on work location. We can secure the locations where the users are connected either by providing a specific secure VPN connection, or by ensuring we have proper authentication and segmentation approach if they're headquartered in our offices. We provide different segments for each set of users and devices.

Can you tell us what the unique capabilities of Cisco's umbrella is in terms of its ability to provide cloud-delivered security?

Omar: Umbrella is one of the

main pillars in our security offering to our customers. It's our first line of defense and delivers security to the customer. It is a DNS-based solution that actually looks at the first packet. When you're browsing the first thing that is initiated from your machine is a DNS query. Umbrella examines that query and tries to determine the domain you want to reach. If it's related to any kind of malicious activity that we know is currently active, then we can immediately block that request on behalf of an organization.

The beauty behind Cisco Umbrella is that it's a cloud-native solution and it has a security that will follow the

user wherever he goes. That gives organizations the full flexibility to adopt and enhance their remote working model by putting security as a priority.

What is Secure X and how can it help customers to be more efficient and proactive responding to threats?

Omar: Security X is the latest addition to our security family. It is a platform that we're offering to any Cisco customer who doesn't have a Cisco security solution. If you look at what is happening in the customer's environment, right now they're acquiring different security solutions to make sure that they are protected against the evolving and dynamic type of threats that we see in the market on a daily basis.

That creates a lot of pressure for the customers in terms of operating those different solutions, sharing the intelligence around what each and every solution is capturing and ultimately protecting the customers. This is a huge task for customers, especially when it comes to integration.

Cisco is delivering different types of solutions and want to help the customer to reduce the complexity of getting multiple security products integrated natively. Security X is going to ingest and show the customer everything captured and detected through Cisco security products on one single dashboard. And to top it off – we can integrate with third party tools to enhance the customer experience. **enme**



As responsible technology providers to the UAE market, both companies provided solutions on a temporary basis in order to enable customers to maintain business continuity."

NUTANIX

BANKING ON THE CLOUD

Nutanix, together with regional VAD StarLink, hosted an exclusive webinar entitled, 'Financial Services Transformation: Architecting the Digital Enterprise.' With a focus on how technology impacts the financial services industry, the event delved into how a cloud-first strategy will enable digital enterprises, TahawulTech.com editor Adelle Geronimo reports.



Kevin Lash
Head of Global Financial Services
Strategy and Solutions at Nutanix

The financial services industry is constantly reinventing itself to navigate shifting commercial models, changing consumer

behaviours, and an array of new, agile market entrants. Many businesses are turning to cloud architectures and technologies to deliver fast and agile solutions to compete with

the ever-evolving market.

Nutanix along with its regional value-added distributor StarLink, recently hosted an exclusive webinar titled, 'Financial Services Transformation: Architecting the Digital Enterprise.'

The webinar featured insights from Kevin Lash, Head of Global Financial Services Strategy and Solutions at Nutanix, who discussed the increased digitisation within the financial services sector and the changing dynamics within the landscape.

"As an industry, financial services has undergone immense transformation and digitisation over the years," said Lash. "It is the primary reason why the sector has done so well during the last few months amid the pandemic."

According to Lash, a lot of the transformation within the financial services industry were driven by the rise of 'digital-born' finance firms. Numerous fintech startups are launching mobile and web applications that allow users to save, pay and invest money with just a push of a button. These presents immense pressure on traditional financial services to innovate and disrupt their own business before becoming extinct.

"Fintech firms that deliver transaction-based services such as Lending Club, Venmo and PayPal among others have reinvented traditional banking and financial offerings as we know it," explained Lash. "With predominantly digital offerings, the rise of these fintech firms have pushed traditional players to evolve in order to meet the

requirements of a new digital ecosystem.”

He further highlighted that increased digital transformation in the financial services sector is driving enterprises to modernise their infrastructure and develop ‘cloud-first’ strategies to become a ‘digital enterprise’. Citing the most recent Nutanix Enterprise Cloud Index Report, Lash noted that the financial sector is leading in hybrid cloud deployments – hosting workloads in both private and public cloud – with 51 percent of organisations planning to shift investments to hybrid cloud in three to five years. This trend is primarily fueled by the need to deliver agile and fast services while preserving choice, streamlining operations, optimising ROI, satisfying compliance, and mitigating risk.

Achieving a digital enterprise: Warba Bank

According to Lash, Kuwait’s Warba Bank is a good example of an organisation that has successfully leveraged hybrid cloud solutions to achieve a ‘digital enterprise’

Warba Bank has digitally transformed its financial services and mobile banking using the power of Nutanix’s hyper-converged infrastructure platform.

With 14 branches nationwide, Warba Bank saw the need to keep pace with the changing demands of retail, private and corporate customers. To do so, the bank embarked on an ambitious digital transformation programme that targeted mobile applications and the governance of

financial services. As part of its journey to a hyperconverged architecture, the organisation adopted a software-defined storage. It then migrated to full IT automation lifecycle management. By digitising its online banking services through Nutanix’s platforms, Warba Bank is now able to enhance the customer experience, by bringing newfound stability and simplicity to backend infrastructure, and delivering rich digital interfaces to its clients at the front end.

Nutanix also supported Warba’s stakeholders in their migration of the company’s critical mobile banking application. The core services of Warba’s mobile banking services run on top of Nutanix. A series of legacy vendors had to be integrated to carry Warba’s digital transformation ambitions forward. By simplifying management and maintenance, and by enhancing provisioning speeds, Warba Bank can now freely focus on developing innovative offerings and concentrate on enhancing customer experience.

Speaking about the deployment, John George, Senior Manager – Infrastructure & Automation, Warba Bank, said that the financial institution set out to be the bank of choice in Kuwait since its inception in 2010, by delivering customer-centric innovations and services. “As the youngest Islamic bank in the country, we are competing with banking behemoths that have been in the market for over 30 years. With this in mind, we changed our strategies to become a



With pre-dominantly digital offerings, the rise of these fintech firms have pushed traditional players to evolve in order to meet the requirements of a new digital ecosystem.”

‘digital-first’ bank,” he said.

He added, “As part of our digital transformation, we needed to deliver robust mobile banking offerings with impenetrable security, high availability and low latency. We wanted to be able to roll out enhancements to customer experience in real time, with no disruption to service. On top of all that, we needed to consider various financial services regulations, which are strict especially when it comes to data protection and privacy concerns. Nutanix had a very good understanding of all these factors, which led us to choose them as our strategic technology partner in this journey.”

Looking forward

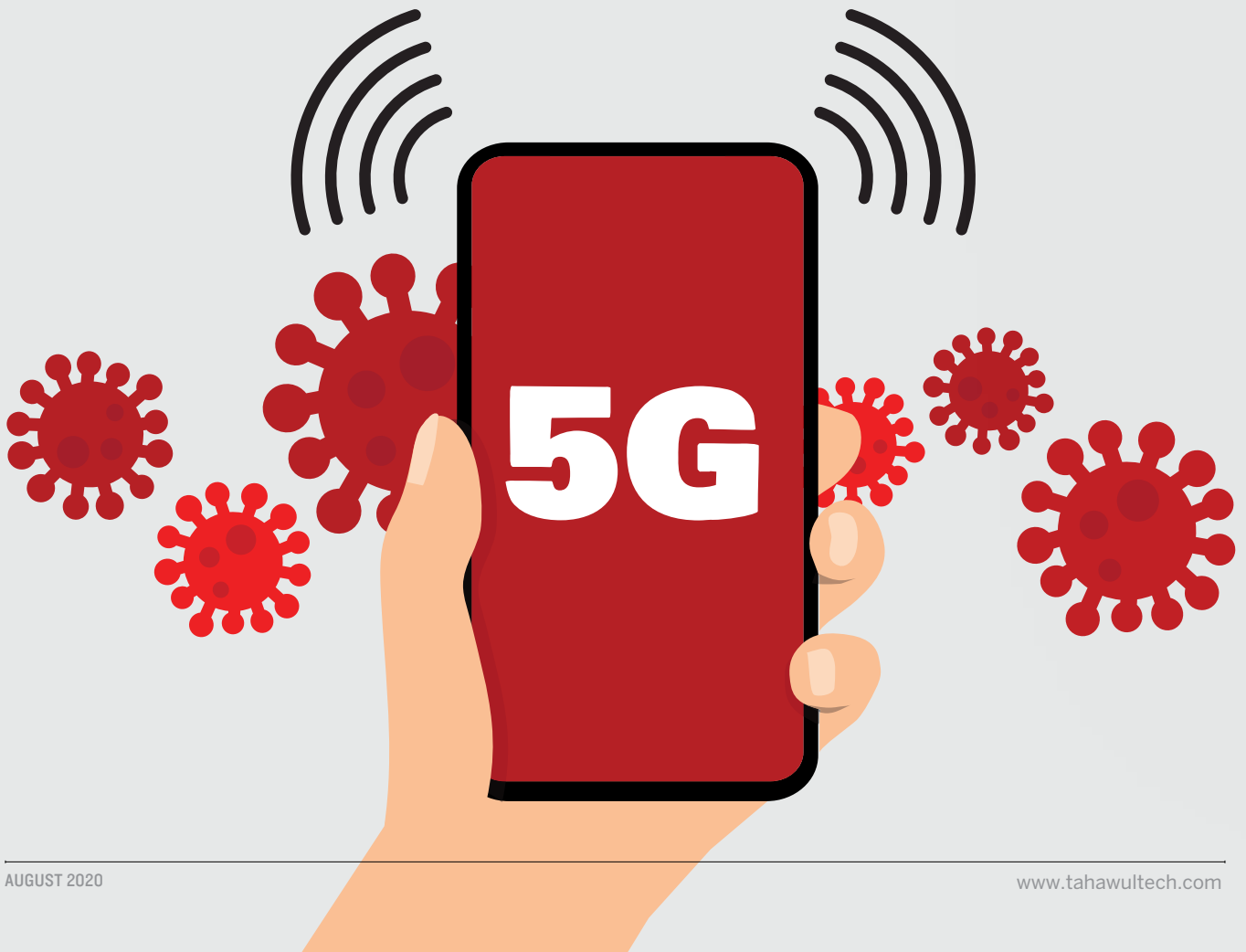
With the evolution within the financial services industry showing no signs of slowing, Lash noted that the sector will see increased disruptions with blue-chip technology companies leading the charge. “I think the next wave of disruption will come from the likes of Amazon and Apple. These large tech companies are now offering services that compete with traditional banks. For example, Amazon is now offering a variety of financial services including Amazon Pay, Amazon Cash and Amazon Lending to name a few. Interestingly enough, Amazon offers cloud solutions that many financial institutions are looking to adopt. This trend, moving forward will bring about an interesting dynamic shift in the financial services landscape.” **cnme**

HUAWEI

"5G HAS HELPED US FIGHTBACK AGAINST COVID-19" – CHARLES YANG

CNME Editor Mark Forker attended a virtual roundtable hosted by **Charles Yang**, President of Huawei Middle East, in an effort to find out what impact the ongoing COVID-19 pandemic has had on the deployment of 5G networks, how the global ICT vendor has leveraged its solutions to help companies maintain business continuity - and the continued success of its consumer business.

24



The pandemic highlighted that we need more reliable networks and that there never was a time more essential than now to adopt 5G more widely. 2020 was supposed to be the year of 5G and yet, due to the pandemic, many countries have halted their 5G rollouts. When do you expect to see a wider 5G adoption?

Our impression is that the global deployment of 5G has not slowed down especially in the ME due to the fact that we need to fight against the corona virus, and we need to revive the national economies of the countries in the ME, the 5G deployment was actually accelerated this year. This is also true in China and it is expected that by the end of 2020, China will see the deployment of 600,000 base stations and 200 million 5G subscribers.

As you mentioned during the pandemic, we need 5G as a society because the behaviors of people, organisations, and households has changed. During this period as more people working from home are relying on video conferences, more students are taking online courses, and more people are doing their shopping online, and there's also entertainment from home. All these scenarios will need the support of 5G to ease such network pressure. That's why we believe that this epidemic speeded up the need for 5G deployment.

We see that many countries realised that 5G plays a big role

in helping the pandemic relief and spurring the growth of the economy. More countries and economies have enhanced their investment in ICT infrastructure in the hope that it will revive and boost the economic growth to benefit more industries, more verticals.

In fact, in China, in the first quarter this year, when the epidemic was most serious, the GDP nationwide dropped by 6.8%. However, during the



Huawei's consumer business has the second largest global shipment of mobile phones in the first quarter of 2020, ranking first in the Chinese market."

same period, the ICT sector saw a growth rate of 13.2%. That is why I believe that the ICT industry could serve as a pillar for economic growth, And we also see that there have been more policies from Europe, Japan, Korea, and countries in the ME to enhance investments in 5G to boost the growth of their national economies.

What role has 5G played during the COVID-19 situation in the countries where it was fully functional?

Firstly, I will talk about the role of 5G during the pandemic relief. We know that in China 5G has been deployed at a pretty large scale. Therefore, in the first half of this year we saw the critical role of the 5G in the



Charles Yang
President of Huawei Middle East

fight against the epidemic.

For example, telemedicine was used quite widely. An example is Wuhan, the city hardest hit. Two hospitals were established within one week and so was the 5G network around these hospitals. The 5G network was used to support online meetings, to support remote consultations to help mitigate the shortage of frontline experts' resources in these hospitals

One very good example is using 5G in combination with artificial intelligence (AI) to review the CT scans of patients' lungs. This is not only fast but also very accurate helping doctors improve their diagnostic efficiency.

There are also solutions powered by 5G + AI + video cameras to measure people's temperature in public spaces. This kind of solution was widely adopted by airports and train stations in China to speed up the efficiency of temperature measurement. And there are also other solutions combining 5G technology + cloud to speed up the search for the coronavirus vaccine.

In mid-June this year, China announced that there is a project entering phase 3 to test the validity of a vaccine and UAE is a participating country in that project.

In the Middle East 5G plays an important role for the sectors like oil and gas, ports, SMEs, and smart cities. In China, we see 5G applied in remote mining to avoid operators working in mine in dangerous environment, they can operate the machines remotely, which is safer and more efficient.

We believe that with the

future growth and development of 5G we can see more diverse applications in more industries that will not only improve efficiency but also to provide more economical benefits.

Can you tell us what your priorities are and what are you focusing on in the ME region amidst this year's events with COVID-19?

The first is the area where we are best at – that is the network technologies. Over the last months we have tried our best to help all the countries in the ME to speed up the deployment of 5G networks and to guarantee the network quality so that governments, organisations and individuals can communicate well over these networks and to fight against the pandemic.

Another thing that we have been focusing on is to support the medical systems in these countries as much as we can. We have donated a lot of

video conferencing systems to medical organisations including hospitals so they can enjoy better communication during this period. And in several countries, such as Kuwait and Qatar we have arranged connections with medical experts in China so that they can share their experiences in the fight of COVID-19 to help the hospitals here in the ME.

Also in countries like Saudi Arabia and Pakistan, a lot of students are taking classes online and we have donated a lot of tablets through the ministries of communication and education so that the students who can't afford to buy tablets can still enjoy access to education during this tough period.

Apart from all this, the most important thing is the health and safety of our employees, both Chinese and local employees in the region. We have taken very strict measures





to protect their safety with very good supplies of protective equipment such as masks and sanitisers. We have also donated some of these supplies to local governments that are in need.

Huawei has launched a series of new phones this year, but do you think that this affected the sales compared to last year – plus is there a plan to reschedule the launch of the new phones so the recently launched one do not become outdated quickly?

Huawei's consumer business has a wide portfolio of products including different smartphone series that are tailored for different customer segments, so we are quite confident that the launch of many products will not affect the sales of our smart phones.

The Consumer BG adheres to the "1 + 8 + N" Seamless AI Life strategy, where: "1" represents mobile phones; "8" represents tablets, PCs, glasses, watch,



By the end of 2020, China will see the deployment of 600,000 base stations and 200 million 5G subscribers."

smart screens, smart speakers, earphones, and telematics; and "N" represents ubiquitous Internet of Things (IoT) devices.

Huawei's consumer business has the second largest global shipment of mobile phones in the first quarter of 2020, ranking first in the Chinese market.

Our 5G smart phone market share also ranks number 1, thanks to the support and love of our consumers. The Huawei 5G smart phones are selling quiet well in the ME region. We have opened-up more than 100 retail shops in the GCC region and more than a dozen high end experience shops in countries like UAE, Saudi Arabia, Oman, and Kuwait.

Another good news is by the end of 2020 we plan to open a new shop that will be the largest high-end experience shop globally in Dubai Mall. When it is open, we will invite all of you to visit.

In relation to the ongoing trade war between China and the United States, and America's attempts to halt the launch of 5G technology through Huawei, the company was still able to form key partnerships with various European and Arab countries, are you satisfied with what you have achieved so far considering the campaign by the US?

I'm very satisfied with our achievements and results made in Middle East countries and Europe and globally, despite the pressure from the US. These great results are achieved thanks to our customers' trust and our continuous efforts made in the past years.

We have established an effective and stringent cybersecurity assurance

mechanism over the last 30 years, and our cybersecurity practices have earned the support of our partners across the global value chain. Huawei's 5G products have passed multiple third-party security certifications, and Huawei has become the first company to gain the CC EAL4+ certificate for 5G products.

And of course, the transparency and openness that Huawei have demonstrated over the past years have also built trust in the industry. The Cyber Security Transparency Center opened in March 2019, is a very good example. This center will be a platform for exchanges between governments, organisations, technical experts, industry associations and standard organisations. And only through cooperation and openness across sectors can we really resolve the cybersecurity challenges that we face.

And we have also setup Joint Innovations Center for 5G with our customers in Europe to support the commercial deployment of 5G and business innovation. Throughout these business innovation collaborations with our customers, we have convinced them that they don't need to have any concerns over cybersecurity from Huawei.

And that is what they have stated, including the London-based telecom operator Vodafone and the largest telecom operator in Germany Deutsche Telekom. Governments and telecom operators in the ME have also shown the support for Huawei in supporting and adopting our technology. **cnme**

DELL TECHNOLOGIES & TUQANIA

THE FUTURE ISN'T PUBLIC OR PRIVATE, IT'S BOTH

CPI Media Group held a virtual webinar entitled 'Moving ahead of challenges with transformation' with IT leaders from Tuqnia, Dell Technologies and VMWare in an effort to examine and explore some of the most pressing issues and opportunities that currently exist in the IT ecosystem here in the Middle East.

The session was moderated by CNME Editor Mark Forker, and he was joined on the webinar by Viswanath Sankaran, Sales Manager, Tuqnia Abu Dhabi and Jijo Jacob, Sales Manager for Tuqnia Dubai.

The three IT executives who delivered presentations during the interactive online discussion were Dany El Khoury, Senior Channel Sales Manager at Dell Technologies, Ibrahim Alothman, HCI Solution Enginner at VMware and Louay Helaby, Senior Partner Sales Specialist at Dell EMC.

Sankaran kickstarted proceedings by giving a short overview of Tuqnia and its partnership with global IT leader Dell Technologies.

“We started our journey with Dell in 2008, which was around the same time that Dell began to become very agile and made around 18 acquisitions in terms of storage products from 2008–2016. In 2016, when Dell EMC was established following a merger, that was good for us and we grew together with Dell EMC and became a titanium partner, which means that we the acquired pre-sales, sales and technical team aligned with what Dell Technologies is asking us to do,” said Sankaran.

Tuqnia which was established in 2004, has gone from strength-to-strength over the years and as Sankaran pointed out has evolved as technologies have continued to emerge over the years.

“We continued to adapt, grow and evolve since our inception 16 years ago, and last year we had a turnover of AED 160 million and have over 300 clients. Infrastructure



Dell Technologies is evolving and our plan from a vision perspective for the next 10 years has three key pillars at its core, which are sustainability, inclusion and transforming technology.”



Louay Helaby
Senior Partner Sales Specialist at Dell EMC

solutions is our bread and butter, but we’re moving towards a digital economy, so we need to diversify our offerings. We’re now also focusing on industry verticals such as security, mobility, cloud, big data and Internet of Things,” said Sankaran.

Dany El Khoury, Senior Channel Sales Manager at Dell Technologies delivered a presentation which was focused on examining the importance of data in what has become a digital-driven world. He explained that the whole objective of Dell Technologies is to create technologies that can drive human progress.

“Dell Technologies is evolving and our plan from a vision perspective for the next 10 years has three key pillars at its core, which are sustainability, inclusion and transforming technology. We want to drive and advance sustainability by looking at better ways to recycle technology, and we want to lead initiatives designed to make this world a better place. We want to cultivate inclusion and how we can leverage technology to help us transform our lives,” said El Khoury.

El Khoury pointed to a report recently commissioned by IDC, which indicated that by 2022, 60% of the global



Dany El Khoury
Senior Channel Sales Manager at Dell Technologies

GDP will be digitalized.

"I believe that this is just the beginning and every day you can see an exponential growth in digitalization on a global scale. However, we're also seeing a huge challenge because the growth of data is growing rapidly and it has been projected that we will have 163 ZB of data by 2025, but I actually think it'll be a much higher figure than that. In the current climate, if you're not a data-driven organization then you're in big trouble, because we fundamentally believe that every business needs to be data-driven," said El Khoury.

The Dell executive pointed

out that the three main pillars of IT transformation are modern infrastructure, modern and consistent operations and modern service delivery, but highlighted that there will always be barriers to transformation.

"There are always challenges in transformation journeys, and so many organizations today are facing them. In a study conducted by Dell Technologies, we found that 91% of businesses are facing persistent barriers. The biggest challenge for the respondents who were IT executives was time. The other major issue for them has been the lack of talent acquisition

and skills shortage, funding innovation – and finally the overall risk of not having the correct strategy and digital roadmap that is required for success," said El Khoury.

The next presentation was conducted by Ibrahim Alothman, HCI Solution Engineer, METNA at VMware, who took an in-depth and forensic look at its cloud solution offerings.

According to the charismatic executive at VMware, cloud is not a destination, saying that it was an operating model that has laws of physics, economics and land.

"We're seeing that around 92% of businesses have cloud strategies that include a private cloud and 83% value consistency of infrastructure across the data center to the cloud. If you want to build your own private cloud, then typically what happens if you want to expand towards public cloud is you're going to have an issue in terms of the consistency and management of both, and this is why the future isn't public or private. It's both," said Alothman.

Alothman then proceeded to examine Dell Technologies Cloud, which he says is about two leaders, Dell and VMware collaborating together to have one cloud strategy.

"The idea is to have a model where you can run your VMs and containers across private and public clouds and be able to manage them in the same



Ibrahim Alothman
HCI Solution Engineer at VMware

way, and this is essentially the one pane of glass that everyone is attempting to come up with, but this is as close as you can get because of how different technologies are when implemented in the public and private cloud,” said Alothman.

The HCI Solution Engineer at VMware then outlined some of the unique capabilities of its cloud foundation platform.

“The VMware cloud foundation platform is a fully integrated infrastructure for hybrid cloud. It’s simple, consistent, secure and consumable. There are several consumption offerings when it comes to how you can actually consume VMware cloud

foundation, you can either get it as a turnkey product on top of the VxRail hyperconverged infrastructure,” said Alothman.

The final presentation of the session was delivered by Louay Helaby, Senior Partner Sales Specialist at Dell EMC, who talked about unlocking the potential of unstructured data.

Helaby pointed out the many challenges facing enterprises in terms of not only managing their data but securing that data which is growing exponentially every single day.

“As the technology is evolving, migration and hardware development is unavoidable, so if we have



We’re seeing that around 92% of businesses have cloud strategies that include a private cloud and 83% value consistency of infrastructure across the data center to the cloud.”

unstructured data, how do we overcome that type of challenge? How do we cope with the integration of the latest technologies? In terms of workloads, they can be categorized and labelled into two types of data which is structured and unstructured. Incredibly, 80% of the world’s data is unstructured,” said Helaby.

The dynamic executive then highlighted how Dell EMC has positioned itself as being a market leader in helping businesses unlock their data capital over the years.

“Gartner Magic Quadrant has made us the leader in this space for the last four years, and we believe that with the new technologies and solutions that we’re bringing to the market that we continue to be the market leader for years to come. Gartner said that we illustrated a clear vision of our go-to market strategy and how we serve our customers and we’re executing on this across different verticals, and this is what ultimately makes us the market leader,” said Helaby. **crme**

ETISALAT

EVOLUTION OF CONNECTIVITY

Dr Ahmed bin Ali, Group Senior Vice President, Corporate Communications, Etisalat has penned an exclusive op-ed for CNME which takes us through the successful journey and evolution of connectivity the UAE operator has undergone over the last four decades and its vision for 5G networks.



Dr Ahmed bin Ali
Group Senior Vice President, Corporate Communications, Etisalat

The beginning of the telecom revolution:

In 1976, Etisalat began its journey on the formation of the UAE as the first national telecom provider and then launching the first mobile network. With technology evolution and as the needs of consumers evolved, in 1986, the first optic network was launched setting a path for next generation services.

The year 1989 also witnessed the launch of the Etisalat University (now Khalifa University). This was in line with our overall digital vision and strategy that encouraged strategic learning in futuristic technologies and play an essential role in shaping the talent landscape and identifying the right skill for new technology.

The culture and collaboration within the organisation based on our core values have helped build future capabilities, skills bridging the gap between

current and future digital requirements and accelerate digital learning expertise.

Transforming the network:

With the beginning of the next decade, Etisalat has set global strides by diversifying its business, making a bigger impact with 5G technologies and laying the foundation for the next generation of technology.

This was all possible due to the solid groundwork by our predecessors in the 90s and leading the way in the regional and digital telecom sector. In 1994, Etisalat launched its first GSM network in the Middle East with the SMS service becoming a platform for various businesses and verticals to move away from traditional advertising platforms.

The 90s witnessed a revolution in the telecom sector, with Etisalat offering internet services for the first time in the region in 1995 and the first broadband internet service via ADSL technology in 1999. This laid the foundations for the future of digital services and solutions for generations to come.

With the launch of path breaking services in the 90's there was no looking back, consumers for the first-time experienced cable TV services, mobile data, MMS and 3G.

The year 2000 witnessed the launch of the first cable TV services from e-vision and Etisalat Academy a provider for telecom and technology training.



Etisalat was the first operator to have a fully developed commercial 5G network available to provide gigabit internet services to its customers.”

In 2002, Etisalat consumers experienced mobile data on a GPRS (General Packet Radio Service) network enabling data transfers through cellular networks giving them an opportunity to use it for mobile internet, MMS and other data communications. The foundation of an advanced futuristic network was laid during the early 2000s with High-Speed Downlink Packet Access (HSDPA) technology that provided high-speed internet services through mobile phones and mobile data cards. It was part of the 3G evolution for mobile networks that followed the GSM/UMTS track. This was also a method to provide high-speed download to users.

Fostering innovation and innovators of tomorrow was always integral to our overall company philosophy of supporting the youth in leading digital innovations. Etisalat University became Khalifa University in 2007 providing a platform for future technology innovators and entrepreneurs. This was

followed with the launch of the high-speed internet service (HSPA+) in the year 2010 for the first time in MENA.

Leading the way as a Telecom Brand and Operator:

The year 2017 was significant with major successes in infrastructure and technology for Etisalat, it was the first time UAE was globally ranked as the widest FTTH network followed by the opening of a first of a kind 'Open Innovation Center' in Dubai and Etisalat being valued as the most valued telecom operator in the Middle East by Brand Finance. In the same year, we also enhanced our international connectivity to UAE with AAE-1 submarine cable system.

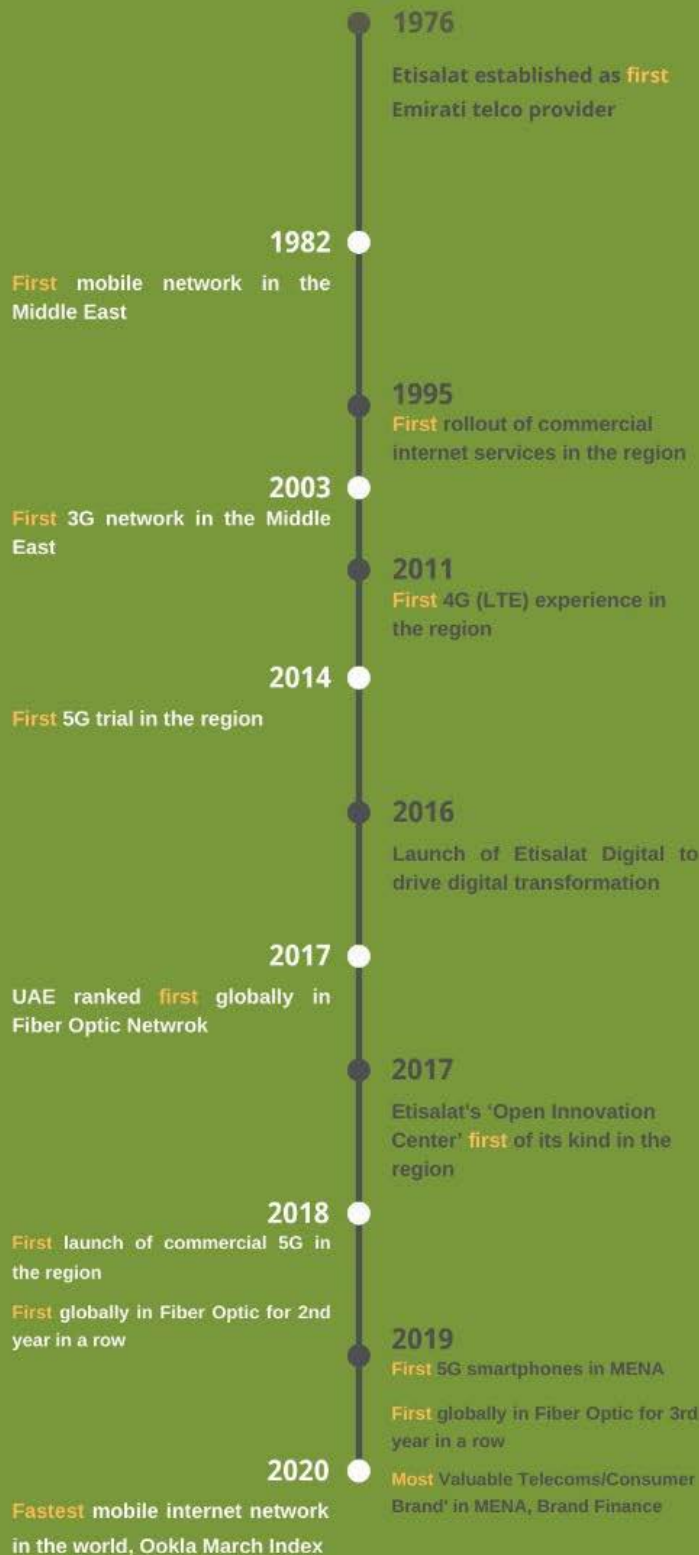
Today, Fiber to the Home (FTTH) has reached 95.7 percent across UAE, maintaining the UAE's position as a global leader – and this was only possible due the efforts in building and investing on the infrastructure over decades. In 2011, the foundation of success on the network was laid with the implementation of 4G making Abu Dhabi the first capital fully covered with fiber optic.

This was followed by a series of achievements in 2013 with cloud computing services provided to SMEs, first optic layer in 2016 connecting the region with fast internet providing IoT services and establishing an IoT centre.

Etisalat's partnership and investments have also given



Etisalat's Journey in Empowering UAE's Digital Transformation



it a lead among competitors and in the region. The strategic partnership with Microsoft to deliver the comprehensive and trusted cloud from their first data centre in the Middle East, Etisalat data centres acquiring PCI/DSS an international and global certification guaranteeing maximum safety of customer data at all times and for quality the prestigious TL9000 certification.

5G a reality for the next generation - Journey and achievements:

5G is a reality today in UAE with Etisalat's pioneering efforts in 5G to enable subscribers to enjoy and unleash highly connective technologies blending physical and digital realms from AR and VR to IoT, AI, autonomous vehicles, advanced robotics, 3D printing, wearable tech and more.

Our continuous investments and focus on enhancing and building one of the most advanced networks in the region have empowered digital transformation opening up opportunities to engage with our customers in new ways. Innovation was always at the core of our strategy and all our efforts on enabling connectivity based on speed and throughput, mobility, connected devices and IoT, energy efficiency, latency and reliability.

Etisalat embarked on its 5G journey in 2014 when it started construction of the network with a dedicated team

of engineers and specialists to build one of the most advanced networks in the region.

In 2015, the first major 5G project was signed with Expo 2020 Dubai as part of the premier partnership with Etisalat Group to make it one of the fastest, smartest and best-connected places in the world during the global mega event.

In the same year, a number of strategic partnerships were signed with global technology companies to carry out trials and implement advanced technologies and solutions on the network. A series of tests were carried out in the infrastructure to gauge the extent of 5G readiness and get an insight into the upgrades required to launch the 5G network first in the region. The goal was to provide access to high data transfer speeds to get the network ready for data heavy applications and content to be broadcasted across media platforms during the Expo 2020.

Another significant milestone in 2016 was the successful completion of the first live 5G experiment using millimeter waves (mmWave). This showcase was the first of its kind in the MENA region with Etisalat becoming the first telco globally to test speed at 36 Gbps on a 5G network. This was followed with another global milestone in 2017 with a speed showcase of 71Gbps setting a new global record in data transfer speed using e-band and massive MIMO technology.



Etisalat has set global strides by diversifying its business, making a bigger impact with 5G technologies and laying the foundation for the next generation of technology.”

Early in 2018, Etisalat set global benchmarks in 5G in technology and on the network. Etisalat successfully conducted a 5G trial with outdoor mobility. The trial demonstrated 5G capabilities in a real-world environment over a live network, including tests on speed, latency and beam steering. The 5G trial system used 800MHz of spectrum in the 15GHz band, demonstrated over 20 times greater performance than what was currently used in 4G networks. The trial also achieved an aggregate site throughput of more than 24Gbps a significant improvement over current 4G networks.

This was also the year Expo 2020 was announced as the first major commercial customer to be connected and access 5G services in MEASA region. This supports Expo 2020's goal to be one of the most connected places on Earth, both physically and virtually.

Another major milestone for Etisalat and the telecom industry was the launch of the

first commercial 5G wireless network in the UAE becoming the first telecom operator in the Middle East and North Africa (MENA) region to achieve this technological milestone and set an industry benchmark. Etisalat was the first operator to have a fully developed commercial 5G network available to provide gigabit internet services to its customers. The network will fuel enterprises digital transformation, IoT, smart cities and the fourth industrial revolution.

The foundation of this commercial launch was laid in 2017, where Etisalat was one of the operators to launch a pre-commercial 5G network in certain areas of the country demonstrating high-speed use cases in addition to the low latency of the 5G technology.

In the first phase of the 5G launch, fixed wireless services (fixed and internet services) was provided at selected locations in UAE, which was gradually expanded to other parts of the country depending on consumer demand and requirements. The commercial fixed devices and services were provided to consumers in this phase. Etisalat was aiming to achieve a download speed of 5Gbps for wireless access and more than 1.5Gbps for CPE (customer premises equipment) devices. At around 20 times faster than 4G and with ultra-low latency, 5G technology will enable users to stream live 4K resolution video anywhere at any time, with virtually no lag. **cme**

OMA EMIRATES

DRIVING THE DIGITAL MARKETPLACE

CNME Editor Mark Forker spoke to **Niranj Sangal**, Group CEO at OMA Emirates, in a bid to find out how the payment solution provider is empowering its customers to do more following the launch of its cutting-edge OMA Digital Marketplace and OMA Property Management solutions.



Niranj Sangal
Group CEO at OMA Emirates

OMA Emirates has fully established itself as a regional leader in payment processing solutions and has become the 'go-to' player for many businesses in the UAE. In your opinion, what it is that ultimately differentiates OMA Emirates from other payment solution providers?

We believe in providing quality service keeping to minimal cost. Our products differentiation is based on price, performance, reliability and service. Our experienced research team works on adapting and implementing new and innovative technologies, we are independent in providing any technical implementation or development as everything is done in-house.

The OMA Digital Marketplace Solution has really struck a chord and resonated with the market here in the UAE. However, can you outline to our readers what the unique capabilities of this solution are?

OMA Marketplace module features a fully configurable posting screen with custom product fields. OMA Marketplace solution provides a new channel whereby retailers can interact and engage with customers by offering a broad assortment of products and services at competitive prices.

Our solution covers all business verticals from the real-estate, pharmacies and educational sector. We provide merchants with the option to post their products either individually or in bulk.

The proposed modules include advanced matrix-based reports and analysis, advanced risk assessments and due diligence intelligence, on-going risk exposure monitoring, IOS and android mobile application, web interphase, backend management module, SLA monitoring module, payment gateway interphase, SMS and e-mail campaign management module, artificial intelligence module and loyalty modules. In addition to this, it also has a dynamic API gate which makes the system more versatile and allows the platform to integrate and interact with any of the existing software and hardware.

In addition to this, the OMA Property Management solution has been specifically designed to make the rental experience simple and profitable. Can you provide us with more information as to how your suite of solutions really enable real estate companies to manage

their operations effectively?

OMA Property Management solution is designed to streamline front office functions for any real estate, offering comprehensive services to ensure that the rental experience is simple and profitable. This solution enables you to manage your real estate operations as effectively as possible, our solution is compactable for small, medium and large-scale entities.

Areas served includes online lease renewals, payments, maintenance, property advertisement, notifications, document submissions, billing and accounting, lease administration and facility management.

In today's competitive market, the quality of service provided to tenant retains the tenant, our solution increases the communication line between both the landlord and the tenant's interaction via mobile application.

This platform supports a variety of residential, industrial, and commercial property type, and can scale up or down, depending on property portfolio size. OMA Innovative property management software can automate manual process, save time, and increase productivity for the organization.

Every industry and business have been affected in some way, shape or form by the ongoing global COVID-19 pandemic. How where OMA Emirates impacted by the crisis, and how did you manage to



OMA Marketplace solution provides a new channel whereby retailers can interact and engage with customers by offering a broad assortment of products and services at competitive prices."

maintain business continuity?

The COVID-19 outbreak is a global pandemic, and it has caused widespread economic hardship for all business and consumers. The current pandemic has compelled all to use technology. OMA Emirates innovative solution including the marketplace has helped us to overcome the situation with a hike in sales.

OMA Emirates global presence allowed us to develop and manage critical solutions including those within the banking sector, and we established an SOP and had an existing BCP plan. That ongoing process helped us to overcome the initial stage of COVID-19 with minimum impact and without any SLA breach. Our R&D team have made quick changes in the existing BCP to cater for the COVID protocol.

What are your primary objectives and goals for the remainder of 2020?

As per our 'OMA Technical Strategy2020' which was published in January, OMA R&D team was directed to be concentrating on the technological enhancement to reduce human intervention in daily operations and banking transaction with the help of technology.

The team has been working on the same with the help of AI and RPA. In this strategy OMA seeks to achieve less human intervention in all business sectors and concentrate on developing the solution that help in daily human life and overcome any global pandemic in the future. **OMA**

FORGING A FUTURE THAT **CONNECTS** IT ALL

○ **The Future Of Smart Businesses**

IT Consultancy | Enterprise Business &
Digital Transformation | Cybersecurity |
Next-Gen Infrastructure |
IT Quality Assurance

**The Next In Banking &
Financial Services**

Digital Banking | Enterprise Payment Hub |
Payment Systems (Real-time & CBUAE) |
Mobile Payments &
Blockchain | Financial Peripherals |

○ **The Tomorrow Of Technology
Staffing**

IT Professionals Outsourcing |
Managed Services | Infrastructure &
Datacenter Management |
Helpdesk/End User Support |
Network & Security Management



GovTech

AUGUST 2020
TAHAWULTECH.COM

MISSION TO MARS



MISSION TO MARS

IN SEARCH OF HOPE

In this month's edition of GovTech we take a closer look at the United Arab Emirates' historic first mission to Mars following the successful launch of the 'Hope' probe from Japan on July 20th.

40

Hope's arrival in February 2021 is set to coincide with the 50th anniversary of the UAE's formation.

While the UAE may still be in its infancy compared to other countries, the nation certainly does not lack ambition, and over the last 20 years has firmly established itself as one of the most technologically advanced and connected places on earth.

It has undertaken some incredible projects and is home

to the world's tallest building in the form of Burj Khalifa, and the spectacular Dubai skyline is dotted with stunning skyscrapers.

However, in recent years it has invested significantly in its space program. Last September, Hazza Al Mansouri became the first person from the UAE to go to space and that represented a hugely significant step forward for the country's ambitions to become a major player in space discovery and exploration.

It's historic mission to Mars has been met with much fanfare across the world and the objective of the Hope probe is to study the planet's weather and climate.

Lift Off

The launch was postponed on two separate occasions due to inclement weather conditions, but Hope was finally given the green light for lift off from Tanegashima spaceport on July 20th.



It is now on an incredible 500 million-km journey to Mars, and as aforementioned above is expected to reach the planet in February 2021, to coincide with the UAE's historic milestone.

Her Excellency Sarah Al Amiri, who was tasked with the responsibility of being the science lead on Hope, spoke of her overwhelming excitement, relief and joy in seeing the rocket climb successfully into the sky.

She also declared that the impact on the UAE would be

comparable to what Americans felt when they watched the Apollo 11 Moon landing 51 years ago, which also occurred on July 20th.

"It was an anchor for an entire generation that stimulated everyone that watched it to push further and to dream bigger," she told BBC News.

"I am really glad that children in the Emirates woke up on the morning of the 20th of July having an anchor project of their own, having a new reality, having new possibilities, allowing them to further contribute and to create a larger impact on the world."

The UAE craft is one of three missions heading to Mars this month. Both the US and China have surface rovers in the late stages of preparation.

Dare to Dream

The magnitude of what the UAE is attempting to achieve is probably best illustrated by the fact that only the United States, Russia, Europe and India have successfully reached Mars.

With all the above have in common is years and years of experience in both designing, manufacturing and manning spacecraft, but the UAE is not one for shirking a challenge. The country is well aware that if the Hope project is a success then it will propel them as one of the leading lights in this 21st century space race.

The Emirati engineers, are being mentored by American experts, and they have produced



What matters the most here is the capacity and the capability that the UAE gained out of this mission, and the knowledge it brought into the country."

a sophisticated probe in just six years – and when this satellite gets to Mars, it's expected to deliver novel science, revealing fresh insights on the workings of the planet's atmosphere.

Scientists have expressed hope that the mission can add to our understanding of how Mars lost much of its air and with it a great deal of its water.

In addition to this, Emiratis hope that the Hope probe, pardon the pun – will provide inspiration and attract more young people in the Emirates and across the entire Arab region to take up the sciences in school and in higher education.

The satellite is one of a number of projects the UAE government says is indicative of its desire and ambition to reduce its dependency on oil and gas and towards a future that is based on a knowledge economy.

But as ever when it comes to Mars, the risks of failure are very, very high. A half of all missions sent to the Red Planet have ended in failure. However, Hope project director, Omran Sharaf, recognises the dangers but insists his country is right to try.

"This is a research and development mission and, yes, failure is an option. However, failure to progress as a nation is not an option. And what matters the most here is the capacity and the capability that the UAE gained out of this mission, and the knowledge it brought into the country," said Sharaf. **cme**

RAQMIYAT

DRIVING DIGITAL TRANSFORMATION

CNME Editor Mark Forker managed to secure an exclusive interview with **Bahaa Eddine Al Indary**, VP – Sales & Acting General Manager at Raqmiyat, in an effort to find out how the IT leader is helping the banking industry embrace digital transformation.



Bahaa Eddine Al Indary
VP – Sales & Acting General
Manager at Raqmiyat,

Al Indary has enjoyed a decorated career in the IT industry – and is regarded as one of the most prominent technology thought leaders in the UAE. Since joining Raqmiyat in 2013, he has helped the company maintain its status as one of the region's leading systems integrators.

In a wide-ranging interview, the charismatic executive outlined how Raqmiyat is playing a key role in driving digitalization across the banking sector in order to ultimately empower businesses with the ability to do more.

Raqmiyat was established in 1983 and has a huge presence all across the Middle East, particularly in the UAE and Saudi Arabia.

Raqmiyat carved out a niche for itself initially when it started operations by providing systems for the banking industry, and currently has over 40 banks as customers in the UAE. However, as Al Indary pointed out, the

IT leader knew as technology continued to evolve, so did their product offering.

“We identified about 3-4 years ago that we needed to come up with a new offering for the banks that was designed to serve the industry in a better way. We’re now starting to see the results of that initiative pay dividends, in terms of assigning vendors and we’ve also managed to secure a number of consultants from this industry to help us accelerate our projects and implementations, especially when it comes to the banks,” said Al Indary.

The acting General Manager of Raqmiyat said that a growing trend amongst banks was an attempt to shorten their strategy cycles, as previously they would’ve developed strategies that would typically last 1 or 2 years, but nowadays this cycle has been reduced to months.

“The banking industry is looking to have a lean and agile model in order to be able to respond to the evolving market conditions that we’re now seeing. We have introduced a lot of robotic process automation, and it is playing a very important role in our new service offering. Our legacy systems were built in 1990, so now the major banks are asking us how can we automate these processes? We’ve partnered with RPA leaders such as Automation Anywhere to provide the services and consultation required in order to successfully automate our own systems. When it comes to the

IT operations itself, we’re also providing a lot of automation services in this domain too,” said Al Indary.

In addition to this, the dynamic IT professional said that in the next 2-3 years, banks will be looking to upgrade the existing legacy architecture.

“There is a strong desire from the banks to abandon upgrade & optimize their legacy systems or migrate to new technologies as a sort of Application modernization, but this is why we took major steps to upgrade our own systems, so we could integrate new technologies onto them. That’s why we’ve partnered up with major technology companies to provide the platform to develop any application, or system irrespective of the technology, and be in a position to be able to facilitate new upgrades and versions that are coming down the track in a seamless fashion,” said Al Indary.

Al Indary stated that the traditional way that banks did business has been completely overhauled, and they’ve now been forced to rethink their business model in order to meet the demands of their customers.

“Banks need to meet customer expectations, it’s as simple as that, and they can no longer package certain offers and give it to their customers. They’re looking beyond that in this new digital era. The customer is driving the bank to behave in a different way. Banks need to change their IT operating model, and simplify their legacy systems, but

simplifying those systems are complex and won’t be an easy task without adopting AI and Robotics, plus you then need to build use-cases around these technologies to show value,” said Al Indary.

Raqmiyat is helping banks to really drive digital transformation in terms of how they develop their strategic roadmap, and Al Indary said that the main objective for the banking sector is to hold on to their customers by enhance its customer services.

“Digital transformation starts from the top down and banks are developing digital transformation roadmaps designed to ultimately enhance their ability to provide operational efficiency and customer experiences. In the current climate it’s all about how you can improve your customer experience,” said Al Indary.

In addition to this, the Raqmiyat executive said that they could see that banks immediately wanted to update their IT operating model to get ready for what has been described as the ‘new normal’.

“They need to prepare their architecture to connect to anything anywhere and accelerate performance in a secure fashion. This will result in banks partnering with system integrators like Raqmiyat to accelerate the digital interaction to greater speed revenue generation, effective operations and better customer experience,” concluded Al Indary. **crme**



The banking industry is looking to have a lean and agile model in order to be able to respond to the evolving market conditions that we’re now seeing.”

4SIGHT & HUAWEI

WI-FI 6 SET TO TRANSFORM THE FUTURE OF CONNECTIVITY

CPI Media Group have conducted a whole series of virtual webinars over the last number of months for enterprises across the entire IT ecosystem. In our latest webinar, we partnered with Huawei and 4sight Technology to find out how Wi-Fi 6 is set to transform the future of connectivity.

44

The session was moderated by CNME Editor Mark Forker and featured in-depth and detailed insights into Wi-Fi 6 technology from IT leaders such as Diao Ahmed Bassiouni, Channel Director – Enterprise Business Group, Huawei, Saurabh Jain, Channel Solutions Director – Enterprise Business Group, Huawei, Han Ruo Lei (Victor), Solutions Manager, Huawei Enterprise Business Group; Chris Barnard Vice President, European Infrastructure and Communications, IDC; Anil Misri, Sales Manager, 4sight; and Tajinder Pal Singh, Sales Manager, 4sight.

The first speaker was Tajinder Pal Singh, Sales Manager, 4sight who gave

a brief insight into what the company does and detailed its relationship with Huawei.

“We’ve got a dedicated sales, pre-sales and delivery team in both Abu Dhabi and Dubai. We’re the sister company of leading systems integrator Alpha Data – and are the 5-star IT partner for global ICT vendor Huawei – and we’ve also got customers from a number of industry verticals such as telecoms, hospitality and government,” said Singh.

His sentiments were echoed by his colleague Anil Misri, who is Sales Manager for 4sight in Dubai.

“We have a huge partner ecosystem within 4sight which is part of the Alpha Data Group, and Huawei is one of the leading OEM’s that we’ve

aligned ourselves with. We’ve conducted many successful partnerships and projects with them in the UAE – and we have a huge team that works on deployment and on migration services, and we have a proven track record of success over our fabled 40-year history here in the Middle East region,” said Misri.

Diao Ahmed Bassiouni, Channel Director – Enterprise Business Group, Huawei, was next on the agenda and he documented the latest technologies and innovations being developed by Huawei and highlighted the role of its IP club. He highlighted some of the phenomenal success the Chinese vendor has enjoyed both globally and in the Middle East over the last number of years.



Diaa Ahmed Bassiouni
Channel Director – Enterprise
Business Group, Huawei



Saurabh Jain
Channel Solutions Director –
Enterprise Business Group, Huawei,

“Huawei is one of the world’s leading ICT players, and in 2019, we generated a revenue of \$123 billion. The company is split into three different business units, which is consumer, carrier and enterprise. Our commitment to innovation is undisputable and can be demonstrated clearly when you examine our investments and spending in R&D,” said Bassiouni.



Huawei is one of the world’s leading ICT players, and in 2019, we generated a revenue of \$123 billion.”

He then talked about Huawei’s role in driving digital transformation for enterprises all over the region and disclosed its four key cornerstones required for DX.

“The first cornerstone is modernization and innovation. We’re bringing the latest technology to market to improve our productivity. The next step is virtualization and automation service delivery that ensures a smooth implementation of our solutions. Having the latest technologies does not mean that you’re leveraging the best out of what you’ve purchased. Then next step is AI and we’re leveraging AI to maximize the benefits from the solutions – and last but by no means least is end-

user digital collaboration that is a necessity in order to deliver the best in customer experience,” said Bassiouni.

Saurabh Jain, Channel Solutions Director – Enterprise Business Group, Huawei, delivered the first presentation of the webinar, and he focused on the key drivers of digital transformation and spoke of how Huawei’s intelligent network technology is complementing this requirement across the industry.

“In a recent report compiled by Gartner it said that 85% of enterprises will complete digital transformation by 2021, and 100% of the businesses will be ‘cloud-ready’ by 2025. There are three main challenges for ICT transformation across multiple industries that must



be answered by the network solution to fast-track digital transformation. Is the network capable of serving the business value? There has to be business-centricity. Does the network guarantee business continuity? There has to be SLA assurance. Is the platform agnostic and open? You have to have an open digital platform as 30% of enterprise interactions will originate from open ecosystems by 2021," said Jain.

Jain proceeded to then expand on the unique capabilities and benefits of Huawei's Intent-Driven Network.

"Huawei's IDN solution leverages a simplified network

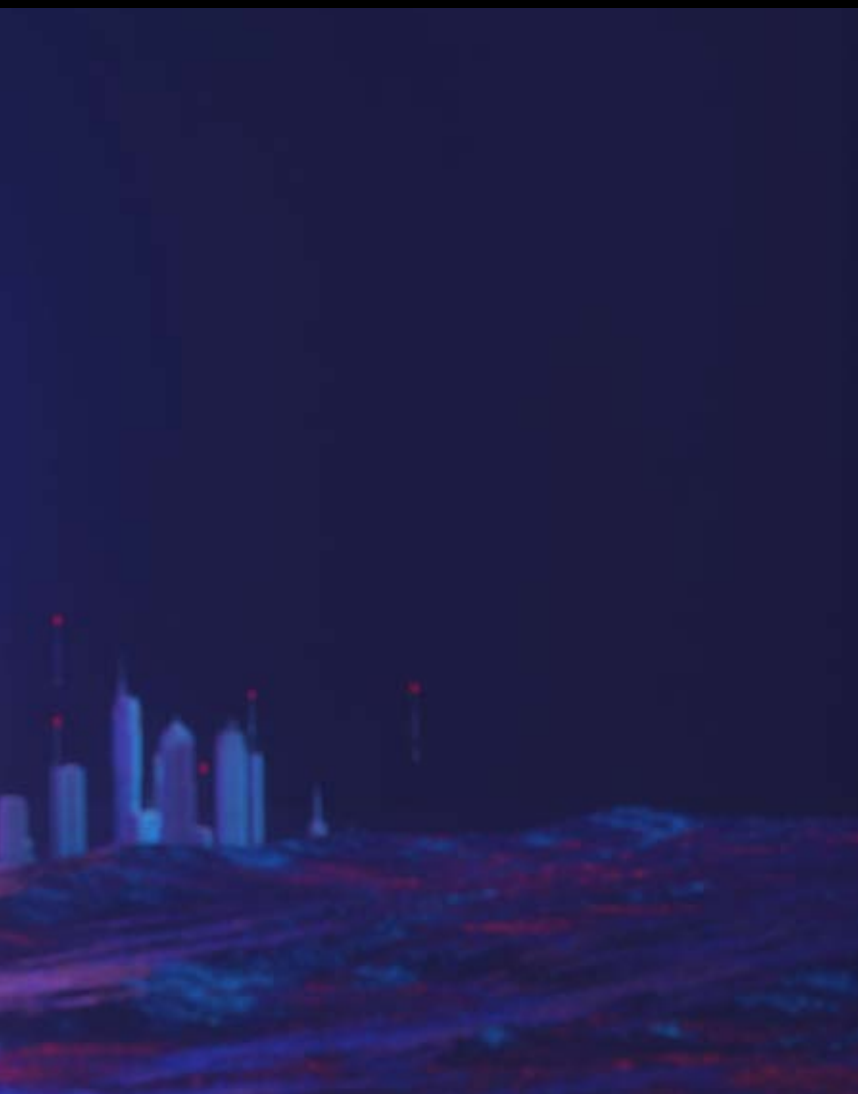
broadband infrastructure to achieve not only wider access, but ubiquitous connectivity for simpler management. The network gradually moves from the SDN automation network towards the autonomous driving network, and IDN adds the intelligence to the network on the basis of automation and takes a small step towards autonomous driving," said Jain.

The Channel Solutions Director for the global ICT leader then highlighted its flagship Huawei AirEngine Wi-Fi 6 product.

"Huawei are global leaders in wireless network technology, and we keep innovating in

order to keep providing the best-in-class services for enterprises. Huawei has launched a whole range of AirEngine Wi-Fi 6 products that features lightning speed, and this is empowering enterprises to be in a position to really scale their infrastructure. Powered by the AirEngine Wi-Fi 6 digital enterprises develop a high-quality wireless network that is needed for new applications such as AR, VR 4K and 8K videos that will ultimately pave the way for a fully wireless campus era," said Jain.

Chris Barnard, Vice President, European



Infrastructure and Communications at IDC, delivered a very comprehensive and detailed insight into the key networking trends that he sees emerging over the next 12 months, provided a global outlook and forecast on Wi-Fi 6 technology and how digital transformation is putting the network to the test.

“Digital transformation has been shaping the industry for the last five years. Organizations understand that they need to shift their business from a traditional way of working to a way of working that is ‘digitally-centric’. In a survey we recently conducted we found that 79%

of CEOs on the Middle East face significant pressure to deliver a successful digital transformation strategy. The world we live in today, is what we call the 3rd platform, which essentially is a world shaped by cloud, big data and analytics. On top of this 3rd platform we see organizations leveraging digital technologies to build what we call the next-generation digital transformation initiative,” said Barnard.

According to Barnard, Wi-Fi 6 will fundamentally reshape the wireless landscape and said that IDC fully expects it to become the de-facto standard within the next four years.

“One of the key aspects of



Huawei are global leaders in wireless network technology, and we keep innovating in order to keep providing the best-in-class services for enterprises.”

the overall WLAN market is the importance of having the ability to centrally-manage Wi-Fi implementations. Today, we see about 25% of implementations being cloud managed and we project that this will grow to about 40% by 2022. There has been a lot of discussion regarding the role of Wi-Fi 6 versus 5G, but at IDC we see them as being complementary of each other as each is suitable for different use-cases, and we don’t see competition between them. However, we do see the need for a significant amount of education required in the industry, especially when it comes to business use-cases and business advantages that more intelligent networks will deliver,” said Barnard.

Attendees at the webinar were then treated to a live testing demo of the world’s fastest Wi-Fi 6 real-world performance which was conducted by Han Ruo Lei, Solutions Manager, Huawei Enterprise Business Group, and Saurabh Jain who had earlier delivered a presentation on intelligent networks. **cme**

APPDYNAMICS

ZERO TOLERANCE

David Noël, Vice President Middle East, Africa & Russia/CIS at AppDynamics, has penned an exclusive op-ed for CNME, which examines how consumers are increasingly portraying an attitude of zero tolerance towards anything other than a seamless, fast and exceptional digital experience.



David Noël,
Vice President Middle East, Africa
& Russia/CIS at AppDynamics

We can all relate to the frustration felt when an application is difficult to use, and we are unable to complete a purchase or finish a transaction. Websites not loading, passwords that are not recognised or an unresponsive web page — these are common pains which we all face on a day to day basis.

But as we become increasingly reliant on applications to complete everyday tasks, brands risk losing customers at an alarming rate if they fail to address poor application performance and bad digital experiences.

In today's connected world, our demand for applications leaves no room for failure, and these expectations are only set to increase.

According to the AppDynamics' App Attention Index 2019 — a global survey of consumers — just over half can only go without a mobile device for up to four hours before they find it difficult to manage tasks in their everyday life. And one third admit they reach for their smartphone before talking to another person when they wake up.

For consumers across the Middle East, modern technology has transformed the way we live, work and play. And the challenges of home working, home schooling and social distancing in the last few months have likely made us even more reliant on the digital services that are

a deeply fundamental part of everyday life.

We have entered the Era of the Digital Reflex and brands need to understand how to manage consumer expectations and deliver the incredible digital experiences that many of us take for granted.

Getting to grips with 'the Digital Reflex'

The use of digital services has evolved to become an unconscious extension of human behaviour — a 'Digital Reflex.' While consumers used to make a conscious and deliberate decision to use a digital service to carry out a task or activity, they now happen spontaneously.

Consumers also admit that digital services are so intrinsic to their daily lives that they don't realise how much they now rely on them. As these digital reflexes become habitual, consumers are becoming increasingly dependent on devices and digital services, relying on them to complete many of their daily tasks.

Businesses need to pay attention as consumers now have a zero-tolerance policy for anything other than an easy, fast and exceptional digital experience.

The research shows that in the event of performance issues, consumers will take decisive action such as turning to the competition (49%) and actively discouraging others from using a service or brand



Brands risk losing customers at an alarming rate if they fail to address poor application performance and bad digital experiences."

(63%) without notifying the brand and giving them a chance to make improvements.

With an increasing intolerance for poor digital performance, what impact does this have on brands, and how can businesses remain competitive in a digital world?

In the Era of the Digital Reflex, consumers will no longer forgive or forget poor experiences. A great digital performance is now the baseline for any business, but the real winners will be those that consistently exceed customer expectations by delivering a flawless experience.

Simple steps to achieving exceptional digital experiences

Many businesses are already investing heavily in digital innovation to drive customer loyalty and revenue, but failure to monitor the performance of those applications and digital services puts brands at significant risk of unhappy customers, or even losing those customers to a competitor.

However, there are steps that brands can take to address

these challenges and begin to achieve incredible digital customer experiences. Firstly, manage your application performance by implementing a robust application performance management solution. This enables you to monitor digital performance, safeguarding those mission-critical applications and user experience.

Secondly, align digital performance to your business outcomes. By analysing your application performance in correlation with business performance you can ensure that digital services are always aligned to business objectives, such as customer experience and revenue.

Finally, consider how you can use insights to take action. For example using an AIOps approach, turning the monitoring of data into meaningful insights quickly or automatically using machine learning and AI, allows you to deliver exemplary digital experiences, by real-time monitoring the full technology stack, from the customer's device to the back-end application to the underlying network.

In the 'Era of the Digital Reflex', a great digital experience should be considered the bare minimum for any organisation. The real winners will be those that consistently exceed customer expectations by delivering a flawless digital experience that goes above and beyond the consumers' expectations. **cnme**

VERTIV

BUILDING RESILIENCE

Darius Chang, Product Marketing Manager at Vertiv Asia, has penned a comprehensive and in-depth op-ed on the steps and measures enterprises need to take to ensure that their data centers are operationally resilient.



Darius Chang
Vertiv Asia

As the world continues to hunker down and ride out the pandemic in their respective homes, businesses and consumers alike are in a state of uncertainty, waiting to see how the situation will unfold in the next couple of weeks



Having the right tools and partner is critical to ensuring that your business is able to emerge from any crisis better and stronger.”

and months. We are currently living in what undoubtedly feels like the world's largest social experiment where many people are required to work remotely.

This new normal has forced many businesses to rethink their strategies by focusing their attention on digital transformation amid the sudden surge in online transactions. Across a variety of sectors — from banks to food services to healthcare — digital demand is on the rise.

Those who have already adopted digitisation in their business strategies are able to play on their strengths and get ahead, while those in the early stages of adoption are suddenly ramping up their IT investments. Recognising the role IT plays in operational resilience is an important step to ensuring continuity amid the current, unpredictable scenario.

Data centers, which play a critical role in ensuring business continuity during high demand for digital services, must also be operationally resilient, which is why we've broken down the following tips into simple ABCDs:

A – Accelerate productivity by upgrading to the latest solutions and technologies for critical asset management that reduce the need for manual

or in-person manipulation of IT equipment. In addition, many of these solutions allow you to regularly perform comprehensive data analysis to optimise data center performance.

B – Build operational flexibility by cross-training staff to support critical data center operations and by sourcing vendors with a strong global presence that ensures service continuity in times of crises.

C – Create scalable infrastructures by increasing the use of cloud services or prefabricated modular solutions. Prefabricated modular (PFM) data centers are a good way to expand data center capacity through turnkey solutions that provide consistency and scalability.

D – Demand visibility on key metrics through centralised management and monitoring. Access to real-time information on data center performance is a must during a crisis, as it is essential to timely identification and resolution of infrastructure issues that can affect availability.

Having the right tools and partner is critical to ensuring that your business is able to emerge from any crisis better and stronger. **crme**

Whole Home Security. Inside and Out.

ring

See your home.
Away from home.

Indoor Cam



Never miss
a visitor at
your doorstep.

Video Doorbell 2



Keep an eye on
your loved ones
from anywhere.

Spotlight Cam



Watch over your
entire property
from anywhere.

Floodlight Cam



Starting from
AED 249 only

Available at: **amazon.ae**

JUMBO

Sharaf DG.com



For more information please contact mea@ring.com

www.ring.com



Huawei CloudCampus 2.0 Solution

Transforming Campus Networks into

Gigabit Fully-wireless

Super Capacity

Fully-Wireless Gigabit Speed and Beyond

Intelligent Experience

Continuous Self-organizing Networking

Autonomous Driving

Service Provisioning in Minutes



Contact Us:

enterpriseME@huawei.com
e.huawei.com/ae