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OCTOBER 2019

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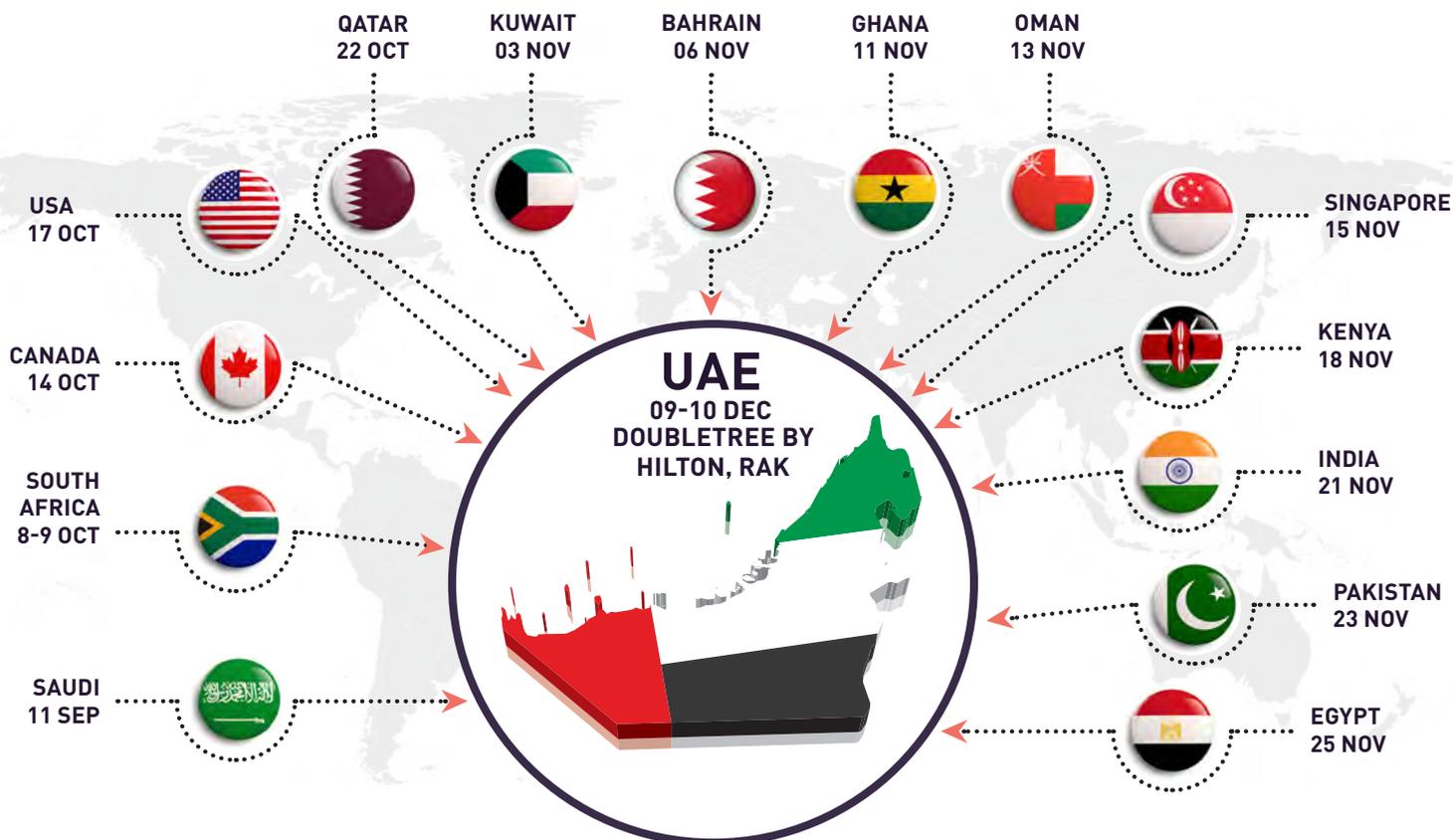
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TOP TRANSFORMATION CHAMPIONS

The word transformation is now being used across almost all industries and all solutions. So why is it such a catchy phrase? Both end users and solution providers are unanimously attempting to move to the

next level of business and corporate excellence.

Digital technologies like cloud based universal access, content on the move, and mobile connected devices are exposing significant limitations in the traditional setup of societies, organisations, nations and cross border institutions.

The word - transformation - is being used loosely to connote this movement to the next level of business improvement. It will take the global community the next decade to complete the switch over and perhaps another decade after that to reap the complete benefits of this digital transformation.

Coinciding with the region's largest ICT event Gitex 2019, this edition of BT, Business Transformation consolidates the educated opinions of close to 50 key executives across end user organisations, consultants, vendor solution providers, and channel partners. The overall conclusion is pretty much unanimous.

The roll out of business and digital transformation is underway. End users are beefing up their adoption game plan, while vendors and channel partners are systematically improving the quality of their products and solutions.

According to Anthony Shiner, du's Chief Digital Lifestyle and Innovation Officer: There is an increasing emphasis for CEOs, Boards, and C-Suites to play an engaging and decisive role in executing transformation strategies bound by new technologies.

HE Khaled Al Huraimel, Group Chief Executive Officer at Bee'ah, emphasizes the importance of technology due diligence: While embracing digital technologies is a great idea, businesses need to first have a clear vision of what technologies to use, and in what capacity.

Dr Kiran Tangri, President and Co-Founder, Kalebr Americas, does not envy the technology heads out there. She points out: It requires a strong but equally sensible individual to choose between newer technologies or sticking with the existing technology.

Even the lifestyle industry is actively adapting to these changes. Alain Crevet, President of ST Dupont, Paris based luxury items designer, points out that a recent trend is entry into the world of ultra-thin products, appealing more to a new generation of consumers for whom a minimal design is of interest.

On the flip side, the role of technology manufacturers and suppliers in today's digital age is to simplify the usage of technology and make it more intuitive. They are under pressure to transform the usage, away from the legacy of hardware and industrial complexity, towards the efficiency of automation, intuitive user experience, and responsive device roll outs.

BT's cover feature this month, deep dives into Juniper Network's product ecosystem and how automation simplicity is being inbuilt into its latest solutions on display during Gitex 2019.

On that productive note, happy business week during Gitex 2019.

Do visit us, GEC Media Group at Concourse 1 M-11.

Arun Shankar
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RESETTING THE RUNAWAY HUMAN DIGITAL CLOCK

Aakanksha Tangri at Re:Set advises that sleep deprivation resulting in stress and fatigue will happen in the digital workplace.



AAKANKSHA TANGRI,
Founder of Re:Set.

Who are these people who get 8 to 10 hours of sleep each night, and how do I become one of them? It is a thought that has often crossed my mind at 2AM, while I am scrolling through Instagram and simultaneously battling the to-do list in my mind. Until recently, I was averaging three to four hours of sleep each night, and I could see the impact on my physical and mental well-being. My mind was foggy, my body fatigued constantly and I was cranky.

During a session with my

therapist, I lolloped on the couch and told her, I need sleep. You need to help me. What do I do? She put me on a strict sleep hygiene regimen for a month, and I was requested to report back regularly on my progress. Two months in, I can proudly say I am well-rested on most days. Ultimately, I had to reevaluate my entire routine and make some fundamental changes. Here is what worked for me:

GIVE UP CAFFEINE!

I stopped caffeinating post 4PM. Tough, but doable. My recommendation is to find something else caffeine-free you can drink instead. I turned to copious amounts of water, which my skin thanked me for.

INCORPORATE REGULAR EXERCISE

My therapist recommended regular exercise, and I started scheduling yoga classes either in the morning or evening. My instructor made sure

I was held accountable, which helped immensely because it meant even if I did not want to show up, I had to or be bombarded by calls and messages.

This helped establish a sense of routine, and we are all well aware of the benefits of exercising, such as a reduction in stress levels and better sleep.

SWITCH IT OFF

The hardest? Giving up electronics. From continually scrolling through social media to checking emails and replying to messages, being on the phone has become second nature for many. Ever searched for your phone while you are on it? Yup, that was me.

I put my phone out of hand's reach, but there were many times when I cheated and turned it on even for a few minutes. You might experience phantom vibrations where you think your phone is buzzing or there are notifications. I occasionally still experience this, but the frequency has reduced. It is only when you give up a bad habit, you realise how addicted you are.

Much better than just rushing off to work. With sufficient sleep, I now find I am more productive, in a better mood with more energy and efficient at managing my time. And dare I say, I am actually quite proud of myself for finally nailing down my elusive sleep habits.

It is going to take time, persistence and you will fall off the wagon, but build a support team who can keep you on track and do not beat yourself up if you find yourself struggling. Give your body and mind time to adjust and ease into your sleep hygiene routine. ■



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TRANSFORMING DIGITAL EXPERIENCE INTO BUSINESS SUCCESS

Digital experience is so important now, that it needs an inhouse digital experience management strategy, writes Elie Dib at Riverbed.



ELIE DIB,
Regional Vice President, EMEA
Emerging Markets, Riverbed.

Employing a digital experience management strategy is key to establishing and improving the strength of the digital experience you deliver. The process involves analysing the experience your applications provide, from deployment to delivery to consumption, to provide actionable insights for optimising the entire digital lifecycle.

To get you started on your digital experience journey, here are three key building blocks you should bear in mind.

BUILD APPLICATION WITH PERFORMANCE IN MIND

A positive end-user digital experience cannot be delivered without going through a thorough

application design process. This means your engineering teams must think beyond building an application for speed, and instead consider the diagnostic and debugging tools which will help the DevOps teams easily and efficiently identify and resolve issues early in the development cycle.

This is crucial for not only bringing a successful application to market quickly, but also reducing costs. In fact, according to IBM, resolving bugs during the design process is up to 15 times cheaper than fixing them during testing and 100 times less costly than resolving them during production¹.

CHOOSE YOUR INFRASTRUCTURE CAREFULLY

It is also essential that the infrastructure and third-party cloud services your applications are built upon deliver the high levels of security, performance and availability required for your digital applications and services to be reliable. After all, only by monitoring and managing your network, as well as having an integrated cloud solution in place, will you be able to deliver the agile network.

This will enable you to overcome security threats, support increases in traffic and deliver the performance that users demand. As such, it is critical that your digital experience management strategy has an integrated solution for cloud

monitoring and management.

WHAT DOES OPTIMISED DIGITAL EXPERIENCE MEAN TO YOU

Each business will want to achieve something slightly different by optimising the digital experience they provide; be it increasing employee productivity, building customer loyalty, or streamlining business operations.

While data experience management enables, measures, improves and protects this business value, it is important to remember that it will not create it in its own right. Instead, the whole business must be united on achieving joint goals which will translate into an improved digital experience.

DIGITAL EXPERIENCE CANNOT BE LEFT TO SERENDIPITY

Digital performance affects all aspects of a business, from customer loyalty and brand reputation to stock value, so it is too important to leave up to chance. Your entire organisation, from your engineering and IT groups to business teams, must understand how digital experience can impact the company.

Beyond this, they must embrace digital experience management and play their role in optimising application planning, design, and delivery to ensure customers have a highly engaging and satisfying experience. ■

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WHY ARE THREAT ACTORS TARGETING MANUFACTURING

Nation state threat actors are focusing on industrial espionage in manufacturing companies to get returns, explains Tabrez Surve at F5 Networks.



TABREZ SURVE,
Regional Director Gulf, Levant
and Turkey, F5 Networks.

A new phase of cyber warfare has begun. Hackers acting on behalf of nation-state powers are no longer just out to disrupt critical infrastructures, they are also actively seeking trade secrets. New battle lines have been drawn across the world, and organisations need to tool up accordingly.

The recently released Verizon Data Breach Investigations Report, VDBIR

is an eye-catching case in point, noting a sharp uptick in nation-state attacks, rising from 12% of all analysed breaches to 23% in the past year. 25% of breaches are currently influenced by cyberespionage, rising from 13%.

Further research compiled by the Swedish Security and Defence Industry Association, SOFF echoes VDBIR's 25% espionage figure but also breaks the issue down by sector.

Remarkably, 94% of all attacks currently aimed at the manufacturing industry are motivated by espionage, usually with the intent to steal trade secrets or sabotage plants. Manufacturing, along with public administration and educational services, tend to aggregate large volumes of attractive, highly sensitive data.

SOFF predicts that security researchers now spend 90% of their time looking into espionage-based targeted attacks. Ten years ago, they would spend similar amounts of time focusing on criminal campaigns.

The financial impact associated with data breaches, espionage-based or not, are too consequential for organisations to ignore. SOFF also adds that it is worth understanding how 90% of the impacts caused by a cyberattack tend to be hidden, beyond the obvious outlay for mitigation, customer notification or legal action.

In the last year alone, recent Infosec analysis shows an explosion of underground hacker marketplaces on the dark web. There are at least 300 hacker communities in

existence, some with as many as half a million registered users, all packed to the gills with resources and disruptive tips.

In another alarming trend, hackers acting on behalf of nation-states are also increasingly carrying out zero-day attacks. Cybersecurity Ventures research predicts there will be one zero-day attack a day by 2021. Unfortunately, a zero-day attack is the first instance of a vulnerability being exploited so, if adequate defences are not in place, organisations will have to a messy clean-up operation on their hands.

The number of state sponsored attacks is only going to rise with the imminent impacts of trends like 5G and IoT. New attack surfaces are always expanding for switched on cybercriminals.

As you would expect, a range of new technologies are emerging to aid the fightback. For example, AI solutions are being developed that can analyse all traffic in real-time to spot unusual behaviours and anomalies previously out of sight. These types of AI are explicitly designed to understand how traffic is meant to function, automatically flagging problems as they occur.

Whatever the technology mix looks like, both now and into the future, there will always be a need to apply security at every level and on every surface: endpoint, application, and infrastructure. Applications require consistent, intelligent and adaptable policies wherever they reside, on-premises, in the cloud or in a multi-cloud environment. ■

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TRANSFORMATION ESSENTIAL TO DELIVER 5G AND IoT

Service providers cannot deliver 5G and IoT services to corporates without successfully transforming themselves says Lucky La Riccia at Ericsson.



LUCKY LA RICCIA,
Head of Digital Services,
Ericsson Middle East and
Africa.

Digitalisation is shaking up a variety of industries. Mobile operators face the challenge of digitalising themselves, so that they in turn can accelerate the digital transformation of their business customers. If operators do not transform, they will miss out on the opportunities offered by 5G and IoT.

Increased smartphone usage, together with a large increase in the number of IoT devices using LTE, will lead to significant data consumption growth. As MENA service providers prepare to switch on 5G, they need to increase investment to improve coverage, reliability, and speed to ensure customer experiences do not suffer.

In conversations with mobile operators across the region, it is

clear that automating network management and operations are crucial steps in their modernisation strategy. And network automation is fundamental to manage 5G IoT complexity and efficiently deliver 5G services to customers.

As MENA operators continue to move network functionality from proprietary hardware over to software, here are some key questions:

- How can I use automation to gain cost efficiency?
- What is best way to reduce customer service time?
- How can data analytics help me gain insights?

From the insights of senior technology executives at network operators globally, here are some conclusions:

FACE UP TO DISRUPTION

Chief Technology Officers may deem it risky to purposely disrupt their networks, but some structural change is necessary to gain the benefits of automation. Changes will be needed to integrate staff with IT backgrounds and programming skills, essential for operating the network.

CLEAR LINK TO 5G AND IOT

With so much riding on 5G and IoT, making the link more explicit to CEOs and CFOs can only strengthen the automation business case. With traffic levels boosting, the need for

more investment becomes inevitable.

KEEP FAITH WITH OPEN STANDARDS

The MENA region's service providers and their ability to capitalise on the opportunities arising from new technologies require a significant reduction in complexity within the fragmented operations support area. Beyond making fuller commitments of their own to one or another open-source platform, operators should keep up the pressure on their vendors to do the same.

EMBRACE DEVOPS

DevOps is a key enabler of successful software-driven teams and businesses. Arming network staff with new skills may not be enough to help them thrive in fast-paced cloud environments. Whether or not new structures are created, learning DevOps ways of working across teams can cement the gains achieved from network automation.

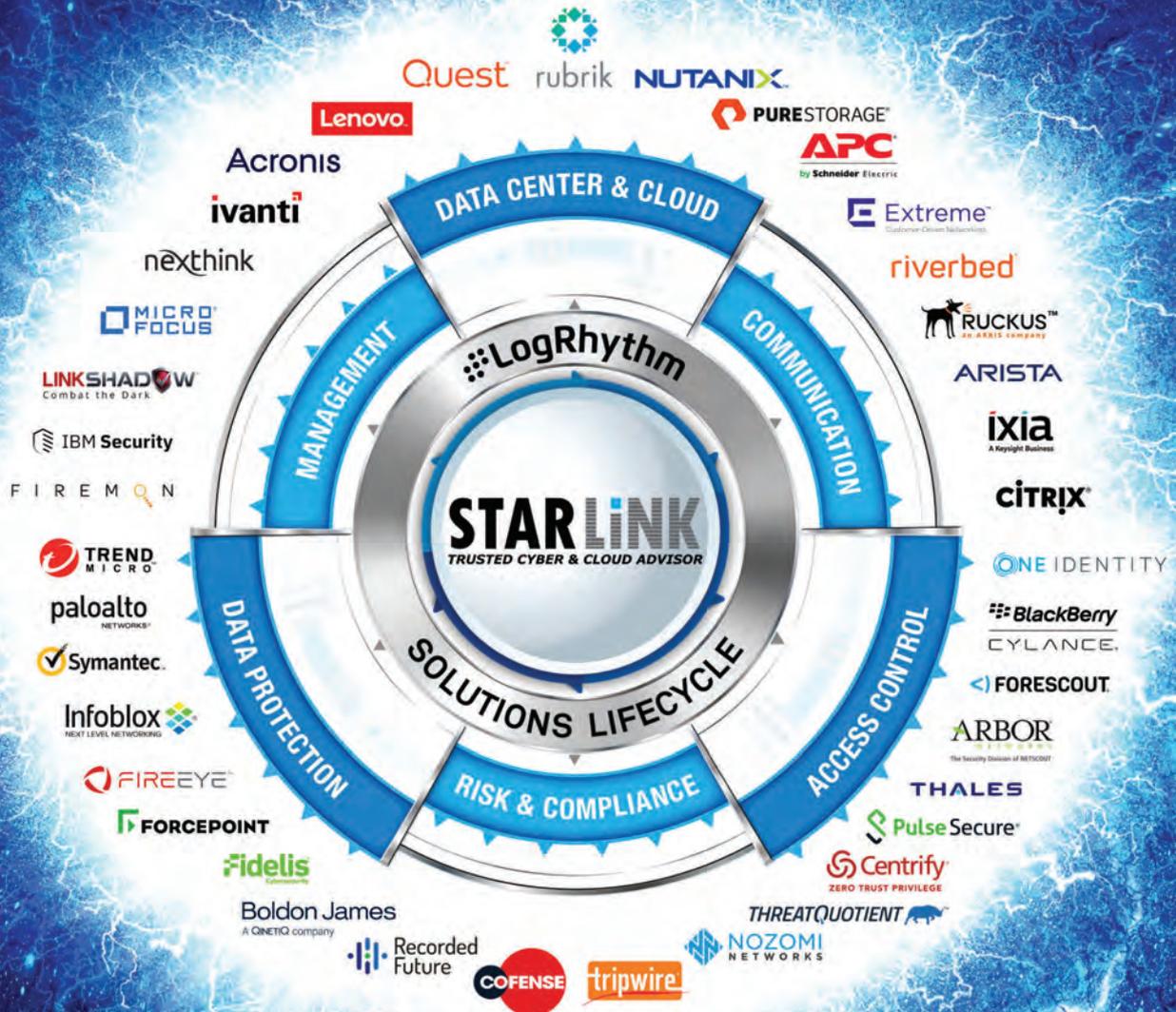
LETTING GO

Automating means trusting software to do the jobs that manual management and configuration, and the proprietary tools developed to guide them, performed. A leap of faith is required to flip the switch over to the automation tool. Delaying this or maintaining legacy tools for redundancy purposes are likely to negate at least some of the gains of automation. ■

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DRIVING SIMPLICITY AND TRANSFORMATION ACROSS INTELLIGENT NETWORKS

With its latest solutions Mist and Contrail, Juniper Networks is driving automation and orchestration into transforming organisations in the region.

BY: ARUN SHANKAR

Digital transformation is a process of utilising technology to enable businesses to run more efficiently than normal as it opens up new possibilities for business services that were previously not possible. For Juniper Networks, digital transformation is not just a technological trend, but is at the center of business excellence that extends across many industries and markets. In a nutshell, it optimises the use of data by creating contextual intelligence to drive business value, redefine the customer experience, increase the speed of applications and services deployment, and achieve new levels of enterprise productivity.

In today's interconnected world, technology lies at the heart of driving business growth and success. Building the right infrastructure and adapting to the operating models of the future will play a crucial role in achieving that goal. That's particularly true in the GCC where governments seek to become leaders in digital transformation.

While business heads are the final decision-makers for the

implementation of these innovative solutions, it is part of a collaborative effort. Channel partners, vendors and consultants, as well as in-house IT professionals, all have their part of play. They can be the driving force behind the adoption of new technologies by educating leaders about their overall transformation potential. It should be a collaborative effort, but ultimately business heads have a defining responsibility in steering business transformation.

We live in an increasingly connected world and with the soaring number of mobile and IoT devices that businesses have on their wireless network, there is a need for innovations that can help IT scale and meet these new requirements. Thankfully, artificial intelligence and modern cloud platforms built with microservices are evolving to meet these needs, and more and more businesses are realising that artificial intelligence is a core component to enable a learning and insightful WLAN.

TRANSFORMATIVE PRODUCTS

Juniper Networks offers products and services that are essential

to successful digital businesses; networks that are fast, flexible and secure. With these networks, the growth in data, the acceleration of the speed of decision-making, the necessity of end-to-end security and the requirement for automation to facilitate all these aspects becomes possible.

Junos OS is the single operating system that powers Juniper's broad portfolio of physical and virtual networking and security products. Built for reliability, security, and flexibility, it runs some of the world's most sophisticated network deployments, giving operators a competitive advantage over those who run other network operating systems

Juniper Networks introduced a major refresh to its metro, edge and core solutions to accelerate service providers 5G transformation at this year's Mobile World Congress in Barcelona in February 2019.

Comprised of IP optimised silicon enabling industry-leading 400GbE density on a new 14.4 Tb linecard, new ACX access and aggregation platforms and an expanded MX 5G router portfolio, these new Juniper



For Juniper Networks, digital transformation is not just a technological trend, but at the center of business excellence: Yarob Sakhnini, Vice President, Emerging Market EMEA, Juniper Networks.

CONTRAIL ENTERPRISE MULTICLOUD

Contrail Enterprise Multicloud automates the transformation of multiple independent cloud infrastructures into a seamless managed multicloud, providing full control of and visibility into all services. Leveraging the principles of SDN and network overlays, Contrail Enterprise Multicloud extends managed infrastructures from private clouds to physical network devices in data centers, cloud interconnects, WANs, and public clouds.

Built on open APIs and standard protocols, Contrail Enterprise Multicloud removes the complexity of networking and automation by abstracting the operation of cloud environments, allowing users to focus on revenue-generating services. Contrail is a single platform that handles all overlay and underlay management; heterogeneous compute environments, including bare metal servers, virtual machines, containers, and networking devices; private and public clouds; networking and security orchestration policies, including microsegmentation; and advanced analytics.

Contrail follows a pure software-defined approach that spans physical or virtualised public and private cloud infrastructures, providing Network as a Service for workloads running on physical, virtualised, or containerised form factors in any cloud environment.

Contrail Enterprise Multicloud integrates with widely used orchestration tools such as OpenStack, Kubernetes, Mesos, OpenShift, and VMware cloud management systems, as well as popular DevOps tools like Ansible and Helm.

It unifies the semantics and policy automation capabilities of application-to-application networking independent of the cloud environment using a common and consistent data model for overlay services, policies while employing cloud-specific language to program and control the network.

Policies can be written in straightforward business-oriented language to restrict or allow applications to communicate in the multicloud environment. Contrail Enterprise Multicloud also provides a consistent view into the performance and health of networking devices, application workloads, storage, and compute resources across the multicloud.

MIST CLOUD, EDGE

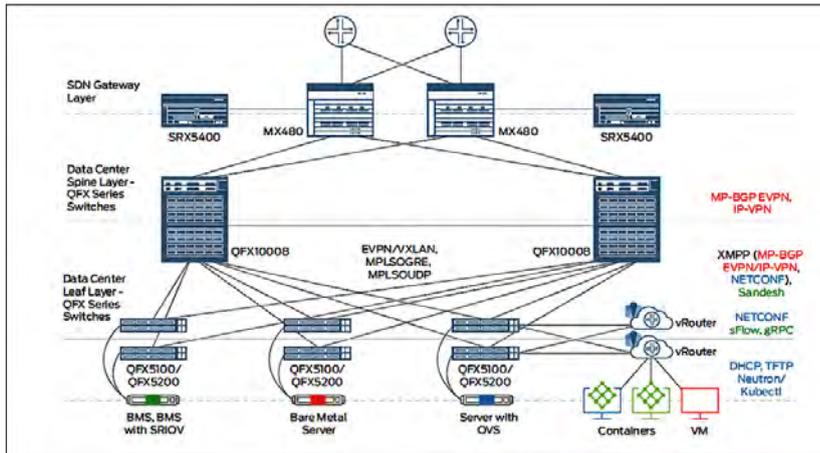
Mist has brought true innovation to the wireless space with the world's first artificial intelligence-driven Wireless LAN. The Mist Learning WLAN makes Wi-Fi predictable, reliable and measurable with visibility into the user experience through customisable service level Expectation metrics. Resource taxing manual IT tasks are replaced with artificial intelligence-driven proactive automation and self-healing, lowering Wi-Fi operational costs and saving substantial time and money. Mist also brings enterprise-grade Wi-Fi, Bluetooth Low Energy and IoT together so businesses can increase the value of their wireless networks through personalised location services, such as wayfinding, proximity notifications, and asset location.

With Mist's patented virtual BLE technology, no battery beacons or manual calibration are required. All operations are managed via Mist's open and programmable microservices cloud architecture. This delivers maximum scalability and performance while also bringing DevOps agility to wireless networking and location services.

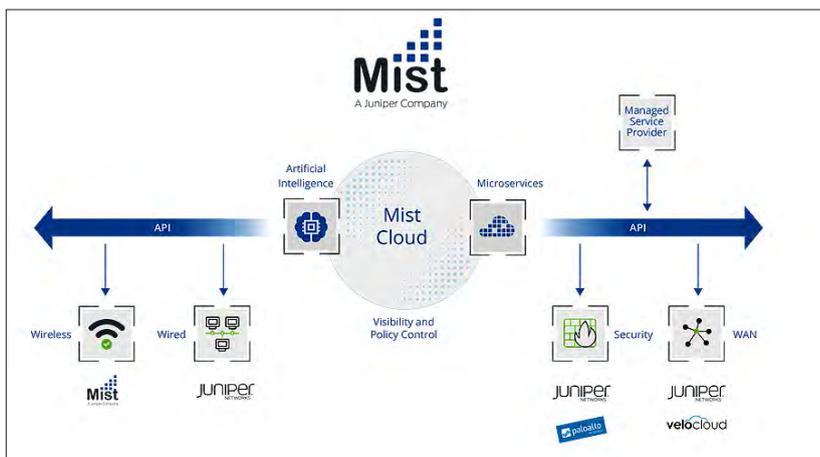
The Mist Cloud leverages a microservices architecture in order to bring agility, scale and resiliency to your network. It leverages an artificial intelligence engine to lower operational costs and deliver insight by using data science to analyse large amounts of rich metadata collected from Mist Access Points, Mist Edge, as well as Juniper and 3rd party switches.

Mist Edge is deployed as a standalone appliance with multiple insight by using data science to analyse large variants for different sized deployments. Some microservices require specific functions be handled on-premises, whether due to bandwidth, latency or architecture requirements.

Mist Edge extends select microservices to the customer premises while using the Mist cloud and its distributed software architecture for scalable and resilient operations, management, troubleshooting, and analytics. Now customers have the flexibility to deploy a hybrid architecture that extends processing and artificial intelligence to the network edge.



Architecture of Contrail Enterprise Multicloud.



Architecture of Mist Wireless LAN.

AT GITEX 2019

Juniper Networks continues to provide enterprises and organisations with some of the most innovative and most integrated network solutions that are fast, flexible and secure. At this year's GITEX 2019, the firm will showcase some of its most prominent products, such as the Contrail Enterprise Multicloud platform, which provides policy orchestration and advanced analytics to its customers.

In addition to Juniper Networks varied products relating to connected security, Enterprise WAN and SD-WAN solutions is the Mist Wireless LAN product, which leverages artificial intelligence to automate operations and offers innovative location-based services to its customers – an anticipated product that is expected to draw a lot of attention at this year's show.

solutions will help service providers achieve a holistic approach to infrastructure transformation. Combined with Juniper's Contrail software portfolio, these new infrastructure enhancements deliver a secure, automated and cloud-centric architecture that will unlock new revenue opportunities for service providers.

Juniper Networks provides engineering simplicity for customers and offers solutions that lead to success. Juniper Networks provide enterprises with integrated network solutions that are fast, flexible and secure. One of the latest enterprise solutions is Mist Wireless LAN. It leverages artificial intelligence to automate operations and offers location-based services to our customers.

In addition, Contrail Enterprise Multicloud platform provides policy orchestration and advanced analytics. It handles overlay and underlay management, heterogeneous compute environments, private and public clouds, and networking and security orchestration policies for our customers.

REGIONAL ANNOUNCEMENTS

Juniper Networks has been announced as the strategic technology partner for Telecom Egypt, as part of Egypt's ICT 2030 strategy to develop the national ICT sector and drive digital transformation. The partnership entails for Juniper Networks to build a secure, high-capacity infrastructure uniquely designed to carry fixed, mobile, voice and data services traffic for domestic and business connectivity. ■

78

ROUND TABLES
SINCE 2015

IN OVER
11
COUNTRIES

COVERED OVER

18

DIVERSE TOPICS

TAILORED,
DESIGNED,
PRODUCED
END-TO-END

ENGAGED OVER

9000

EXECUTIVES

VENDORS,
END-
CUSTOMERS,
CHANNEL
PARTNERS,
OEMs

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TOP EXECUTIVES

Top executives give their perspective on how digital technologies are impacting their industry and creating opportunities for their business to transform and exploit.



- (Left to right)
- HE Saud Salim Al Mazrouei, SAIF Zone
 - Anthony Shiner, EITC
 - HE Khaled Al Huraimel, Bee'ah
 - Dr K Hari Prasad, Apollo Hospitals
 - Ebraheem Al Samadi, Al Samadi Group
 - Dr Kiran Tangri, Kalebr Americas
 - Barj Duhra, Virgin Trains
 - Dean Underwood, Virgin Trains
 - Ektaa Sibal, Inner Self Transformation Specialist
 - Alain Crevet, ST Dupont
 - Stacy Stewart, Herman Miller

OPERATIONAL PLATFORMS FOR TECHNOLOGY BUSINESS

SAIF Zone is the base for four of the biggest Indian technology companies and 7,000 other trading, services and industrial diversified businesses.

AIF Zone is the host of four of the biggest Indian technology companies including Infosys, Wipro, 3i Infotech, Godrej Infotech. For starters, companies enjoy 100% ownership and tax incentives, full currency convertibility, one-window services and no restrictions on profit or capital repatriations.

Additionally, a range of easy business set-up solutions, over 200 internal processes available on the E-service portal, and a vibrant and supportive community further enhances the ease of doing business.

SAIF Zone has always been supportive of information and communications technology firms, and it has also developed state of the art ICT infrastructures to accommodate existing and future clients. Sharjah is also home to the Education hub of the region and companies have access to the top talent graduation from universities every year.

SAIF Zone is currently host to over 7,000 companies, ranging from trading 55%, service 25% and industrial 10% activities.

There are a lot of factors, which contribute to the growth of companies within SAIF Zone both internally and externally. What we have created here is an ecosystem of MNCs, SMEs, start-ups, retail outlets, restaurants.

The powerful combination of Sharjah's strategic location, SAIF Zone's logistic efficiencies and the connectivity offered by all three of Sharjah's Sea Ports, one of the region's biggest maritime hubs, and close proximity to the Sharjah

International Airport continues to be a powerful magnet for businesses to operate in SAIF Zone.

In our connected, customer-centric world, customers have come to expect that their needs will be met quickly and frictionless. Understanding these requirements, SAIF Zone is pioneering in the field of E-services provided by a Free Zone Authority to their investors with over 200 services available online, thus expanding our one window service from our offices to the comfort of your home.

Technology is about innovation and innovation in business is all about doing things differently in order to provide better products and solutions, and an improved service to customers, which is something that resonates with us as well. No matter the size of your entity, technology has tangible and intangible effects that will help you monetise and produce the results your customers demand.

Business growth also depends on acquiring and retaining customers. This requires businesses to



HE SAUD SALIM AL MAZROUEI,
Director of Sharjah Airport International Free Zone Authority and Hamriyah Free Zone Authority.

provide a consistently high level of customer service. If businesses are smart about their investments in technology, adopting the right solutions for their specific needs and challenges of their business, then growth and success becomes easier than ever before.

In this day and age, an investor wants to be able to establish their business in the shortest time possible, not wait in line for any administrative processes, doing business their way in an ecosystem created for them to flourish. The fact that we have certain industry specific clusters all around the zone really adds to the distinct vibe of the free zone. ■

HIGHLIGHTS

- SAIF Zone is the host of four of the biggest Indian technology companies.
- SAIF Zone has been supportive of information and communications technology firms.
- SAIF Zone is host to over 7,000 companies ranging from trading 55%, service 25% and industrial 10% activities.
- What we have created here is an ecosystem of MNCs, SMEs, start-ups.
- Connectivity offered by three of Sharjah's Sea Ports and proximity to Sharjah International Airport.

ENABLING C-SUITE TO DRIVE BUSINESS TRANSFORMATION

du is driving a digital-first policy while elevating technology to the C-suite level to meet national expectations of customer delivery.

As nascent technologies emerge in the increasingly digital business sphere of today, these are being integrated into businesses to alter processes, streamline tasks, create efficiencies, and boost productivity. Overall, the adoption of new technologies is enabling businesses to provide enhanced solutions to customers and herald in a new era of client-centric offerings.

There is an increasing emphasis for CEOs, Boards, and C-Suites to play an engaging and decisive role in executing transformation strategies bound by new technologies. Understanding and adopting technology and innovation at a business head level is now an imperative aspect of any organisation's growth and success.

This is why technological professionals such as CTO's are becoming commonplace at management level to ensure companies can take their growth to the next level.

Technology heads are more pertinent to business transformation than ever before, especially with the democratisation of technology. The necessity of technology heads is also essential due to the rapidly changing technology landscape. It is now more important than ever to have technology leads in charge of defining and executing strategic technology architectures as well as gearing up an organisation's talent pool.

ICT is a main pillar in the transformation of any business. This is why du has been proactive in establishing a robust C-suite to

bolster its mission towards being a renowned technology leader.

du's vision for facilitating the futuristic visions of the UAE leadership comes as a strategic derivative of the company's digital-first capabilities and the ability to implement technology of the future. The journey towards digital and business transformation has been in motion for some time.

Establishing a clear and concise digital rhetoric and strategy is imperative to our business transformation journey. The end goal of this is to ensure that, as an organisation, every aspect of our business is on track to enrich the digital customer journey. Digital transformation in the enterprise also requires building an internal culture that is open to adopting a digital mindset.

These factors are boding well for the internal processes of du. The corporate culture is strong largely in part to workforce, technical infrastructure, and clear visions. As a result, du is already beginning to witness efficiencies across the board.



ANTHONY SHINER,
Chief Digital Lifestyle and Innovation
Officer, EITC.

The creation of diversified solutions that go beyond our core business of connectivity are also becoming more apparent as new growth opportunities arise.

The future roadmap for digital and business transformation is focused primarily on preparing and improving the technology stack and innovation pillars to deliver experiences to customers across the UAE and beyond.

The proliferation of faster, smarter technology also requires becoming a smarter organisation, which is why du remains committed to maintaining momentum in key strategic areas to enhance pressing transformations such as digitisation and customer experience. ■

HIGHLIGHTS

- du has been proactive in establishing a robust C-suite to bolster its mission towards being a technology leader.
- CTO's are becoming commonplace at management level to ensure companies can take growth to the next level.
- Emphasis for CEOs, Boards, C-Suites to play an engaging and decisive role in executing transformation strategies.
- du's vision comes as strategic derivative of the company's digital-first capabilities.
- Creation of diversified solutions that go beyond du's core business of connectivity are also becoming apparent.

ENVIRONMENTAL SUSTAINABILITY THROUGH TRANSFORMATION

Bee'ah is setting the standard in integration of technology and environmental sustainability, raising the bar with its recent foray into energy.

As the UAE's leading integrated environmental, recycling and waste management company, Bee'ah is an advocate for sustainable growth that improves the lives of all citizens. The key to doing this successfully is to create a circular economy, where resources are put to continual use. This can only be achieved through technology.

Bee'ah has been at the forefront, from innovations such as Waste to Energy plant, a digitally enhanced waste collection fleet and geo-tagged, solar-powered Wi-Fi enabled smart bins; to the creation of the region's first sustainable transport company, ION, in partnership with Crescent Enterprises, and its digital arm, Evoteq, which is also catalysing digital transformation through disruptive platforms.

Bee'ah's multi-faceted approach started out in 2007 with the goal of implementing a zero-waste to landfill strategy. Since then, Bee'ah has tripled the diversion rates in Sharjah and has now achieved 76% diversion, the highest in the Middle East. Through its technological innovations Bee'ah is serving iconic landmarks across the UAE like the Burj Khalifa.

Using a digitalisation solution such as Bee'ah Waste Management System, built on the SAP Prologa platform, it has reduced the number of vehicles used and the number of waste collection trips, even with increase in tonnage. All these features, in turn, save time, effort,

resources and manpower.

As the first fully integrated waste management company in the UAE, Bee'ah undertakes everything from collection to disposal. Bee'ah collects around 3 million tonnes of waste annually. This waste is sent to advanced recycling facilities for processing. Through these facilities, Bee'ah converts end-of-life products into recycled raw materials and products such as rubber tiles and concrete aggregates.

Bee'ah partnered with Masdar to form the Emirates Waste to Energy Company. This will establish waste-to-energy facilities across the MENA region. Bee'ah has already started work on the UAE's first waste to energy plant at its waste



HE KHALED AL HURAIMEL,
Group Chief Executive Officer, Bee'ah.

management complex in Sharjah. This facility will process more than 300,000 tonnes of municipal solid waste each year, produce around 30 MW of energy, and it will be able to power up to 28,000 homes. This development will help to achieve the Middle East's first zero-waste solution in Sharjah by 2021.

While embracing digital technologies is a great idea, businesses need to first have a clear vision of what technologies to use, and in what capacity. Companies should not go digital, for the sake of going digital. There are opportunities for technology to make a significant difference and by appointing a task force dedicated to this, companies can identify that core strengths that they should leverage.

Bee'ah aims to become the first fully digitally enabled company in Sharjah. As the first fully artificial intelligence integrated building in the region, the new office will be one of the smartest and most sustainable companies anywhere in the worlds. Using a SaaS-based platform, the office will digitise even day-to-day tasks such as guiding visitors, booking appointments, documenting information, reviewing staff duties, reallocating resources and auto-filling applications. ■

HIGHLIGHTS

- Bee'ah aims to become the first fully digitally enabled company in Sharjah.
- Bee'ah partnered with Masdar to form the Emirates Waste to Energy Company.
- Bee'ah's multi-faceted approach started out in 2007 with the goal of implementing a zero-waste to landfill strategy.
- Bee'ah Waste Management System is built on the SAP Prologa platform.
- SAP has reduced the number of vehicles used and the number of waste collection trips.

TRANSFORMING A HOSPITAL BY GOING PAPERLESS

The vision for Apollo Hospitals is to go paperless and rely on electronic medical records across its 75 hospitals to cope with patient volume.

Apollo Hospitals have always been at the forefront of innovation. Apollo was the first corporate hospital in India and many others have followed us. The management style is more participative here with an open culture to always think around the patient. This helps teams to innovate new systems, processes, models that are more patient centric and that lead to future successes.

Apollo Hospitals' Prasad has been with the organisation for more than 20 years and has seen it grow from 5 to 10 to 72 hospitals today. Prasad joined the group as an anaesthetist and is today helping the organisation grow as a Group CEO and President. Various strategies and projects that were led by Prasad did well in the past including setting up the first emergency network system in the country.

Technology is the core runner of any business in today's world. However, the healthcare environment is mainly people oriented.

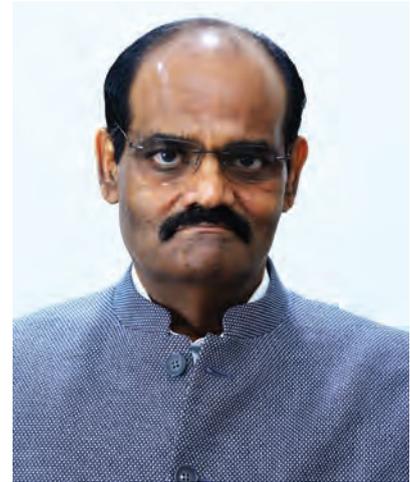
Inside Apollo Hospitals, the initiatives include usage in patient care to wellness to communication to education. Apollo has been pushing to find newer ways to provide a patient centric culture. This includes electronic medical records, use of technology for artificial intelligence and identifying patients at risk for cardiac, neuro diseases.

Healthcare is always a challenging environment especially in India because of the volumes of patients that seen every day. In areas like diagnostics and treatment,

technology really works very well and is well accepted by the healthcare professionals.

However, in areas like electronic medical records, it becomes very challenging for the fact that healthcare professionals have to enter every bit of care provided on the system. The volumes of patients, paucity of time and computer handling skills makes it challenging for the staff to ensure compliance. This has always been an area of concern for most of us but we have been pushing it continuously to make it successful.

The main challenges have been around the acceptance of the use of technology at all levels. Apollo Hospitals has been wanting to go paperless, but the costs and the staff acceptance have always been a challenge. Though the advantages of doing so are many especially around artificial intelligence and faster decision making and towards preventing errors and untoward incidents. As the President at Apollo Hospitals, Prasad would like to go



*DR K HARI PRASAD,
President Hospital Division,
Apollo Hospitals Enterprises.*

completely paperless in the next few months.

In India, assuring world class clinical outcomes at as low cost as possible is the biggest enabler. In the past, patients used to travel to other countries to get treated because facilities were not available in India. Most of India's population still does not have access to good healthcare. In India with 150 billion citizens, accessibility is still an issue but through technology like telehealth we are there at most of the corners of our country. ■

HIGHLIGHTS

- Apollo was the first corporate hospital in India.
- Healthcare is always a challenging environment especially in India because of the volumes of patients.
- In areas like diagnostics and treatment, technology really works very well and is well accepted.
- In electronic medical records, it is very challenging because healthcare professionals have to enter every bit of care provided.
- Apollo Hospitals has been wanting to go paperless, but costs and the staff acceptance have always been a challenge.

LEVERAGING TECHNOLOGY TO DRIVE RETAIL EXCELLENCE

While technology is helping the retail business to scale and become efficient, boutiques will always require the human touch as the differentiator.

Al Samadi Group is comprised of two main business sectors, Al Samadi Retail and Al Samadi Restaurants. Some of the retail brands are Forever Rose London, a luxury concept that sells long-life roses and diamond jewellery, Wired Up, offering on the spot customisable jewellery at key locations in Dubai, and Juicy, a haircare concept from New York.

Brands under Al Samadi Restaurants include Big Smoke Burger, a gourmet approach to the fast-casual burger segment in which Al Samadi Group holds the exclusive franchise rights and the Chickery, a pioneer in fast-casual gourmet food that is convenient and affordable.

Technology is essential for business growth. At Forever Rose London it was necessary to implement certain programmes in order to best track logistics and to keep track of inventory. Technological advancements have allowed for systematic growth, a fundamental element to any company's progress. Through online platforms, such as the website, Forever Rose London has been able to penetrate markets that were once unreachable, such as Australia.

Technology, namely the Internet, has changed the way business is done. It has introduced opportunities and made it convenient for any business to flourish.

Al Samadi Group has grown to be an organisation that values innovation and visionary entrepreneurship. Hence why we scour the globe looking for the finest

retail and restaurant brands with the potential to thrive in the UAE. With the transformation to a more digitised structure, it has given the company the ability to seek out new opportunities and deliver robust business approaches to the Middle East. The journey has been impactful in the building of Al Samadi Group and its company policy and instilling its set of values.

Al Samadi Group's plan for the next few years is to focus on the online platform and to develop a customer-friendly application that makes the buying process easier. The aim is to transform the Forever Rose shop into a digital platform and to create a seamless customer experience which mimics the physical stores and the level of service provided.

With Forever Rose London being a company, which cements the notion of everlasting love for those passionate about romance and luxury, imagery is the main focal point, which is now being translated in terms of the company's website and application. In order to best showcase the pieces and for the online consumer to get a true feel of the product, the picture is worth a



EBRAHEEM AL SAMADI,
CEO Al Samadi Group and Forever Rose
London.

thousand words, so to speak.

Technology has helped Al Samadi Group to explore and evolve into new markets, thriving into the successful organisation it is today. However, regardless of the growth in e-commerce technologies, the boutiques are an essential part of Forever Rose London, with human interaction being an important element to the customer experience and one that cannot be replicated with technology yet. ■

HIGHLIGHTS

- Al Samadi Group has grown to be an organisation that values innovation and visionary entrepreneurship.
- Human interaction is an important element of customer experience and one that cannot be replicated with technology yet.
- Al Samadi Group's plan is to focus on the online platform and to develop a customer-friendly application.

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INCLUDING TRANSFORMATION KNOW HOW IN SCHOOLS

Kalebr is investing in adding artificial intelligence, blockchain, IoT skills into its K-12 curriculum and will transform its products by 2025.

Kalebr is in the business of supporting an individual's aspirations and preparing them for a rapidly changing future by promoting future skills, well-being and inclusivity. K12 schools and corporations are our partners in this business.

Technology enables businesses to scale up solutions for the end-users. At the same time, it provides a continuous feedback loop for product development and better allocation of the capital. This translates into unprecedented growth for business houses in a sustainable manner.

The key driver for our business growth is engaging experiences rooted in core-curriculum, reducing work-load for teachers and intelligent reporting and analytics solutions agnostic of the region or curriculum.

As a business head, we should have a keen eye on what is to come and a guiding hand for the team of professionals who are passionately working to deliver value to all the stakeholders. As a business head, you must ensure that happiness, inclusivity and sustainability is a key driver of business decisions.

A technology head needs to understand the business model, the moral impact of technology, the workflow or the process for delivering value and the importance of happiness, inclusivity and sustainability. They should always be researching new technological developments in the market,

especially in artificial intelligence, while encouraging in house R&D as well.

Finally, they need to ensure stability, high user experience and security for the current technology in place.

Kiran Tangri does not envy the technology heads out there. It requires a strong but equally sensible individual to choose between newer technologies or sticking with the existing technology. One thing is for certain, no transformation can be completed on a global scale without technology.

Kalebr has earmarked 70% of research spend towards developing artificial intelligence, blockchain, and IoT based solutions for promoting inclusivity, sustainability, well-being and innovation in K12 schools, who are our end users. Kalebr has a roadmap between now to 2025 to completely transform its product line.

The constant challenge is to remind the digital and business



*DR KIRAN TANGRI,
President and Co-Founder,
Kalebr Americas Corporation.*

transformation leaders and change agents of accounting for human resource's well-being, the inclusive nature of our vision and ensuring we are sustainable. This encourages us to be focused, disciplined and serve our stakeholders with clarity and purpose.

The second challenge is the training of the end-users in a scalable fashion to ensure they can leverage the power of our solutions to the fullest. The goal is to move towards a subscription-based model for learning for all our content, hardware and related services. This will allow end-users to access our solutions and content based on the latest technologies with limited capital expenditure. ■

HIGHLIGHTS

- A technology head needs to understand the business model, moral impact of technology, process for delivering value.
- Kalebr has earmarked 70% of spend towards developing artificial intelligence, blockchain, and IoT based solutions.
- Kalebr has a roadmap between now to 2025 to completely transform its product line.
- The goal is to move towards a subscription-based model for content, hardware and related services.

IDENTIFYING FRAUD USING CLOUD AND MACHINE LANGUAGE

Virgin Trains has implemented a fraud detection system that uses ServiceNow and machine language to detect false claim patterns versus false positives.

In 2018, travel and tourism were the third-most targeted industry by cybercriminals, after finance and retail, an IntSights study found. And travel scams account for nearly half, 46% of all fraudulent transactions, Experian reports.

With 39 million passenger journeys covering 22.4 million miles a year, Virgin Trains is the biggest rail operator and files roughly 750,000 customer service cases annually. This includes complaints, praise and requests for refunds due to delayed service or cancellations. Between 10% and 30% of complaint compensation goes to fraudulent claims, analysts have found.

In February 2018, Virgin Trains implemented a new machine learning-powered fraud detection module, co-designed by ServiceNow



DEAN UNDERWOOD,
Head of IT Services, Virgin Trains.

and UK ServiceNow Partner Development Technology firm UP3, in its Customer Service Management platform. This replaced an industry-standard legacy system built on MS Dynamics.

The older technology did not have the ability to scan transactions for traditional scam indicators, such as unusually high numbers of refund requests from a single traveller, nor could it flag both good and bad customers for fraud. To determine which cases were real fraud and which were false positives, Virgin Trains carried out manual investigations to analyse it and create a report.

Meanwhile, honest customers waited for their refunds for weeks or months. By alienating customers, Virgin Trains lost even more revenue than the amount paid out for fraud itself. About 10% of cases were false positives—legitimate claims misidentified as fraud. False positives cost six times more than fraud. When you have a false positive, you lose the entire lifetime value of that client.

With its new fraud module, Virgin Trains can weigh claims by assessing and scoring hundreds of data points reflecting customer behaviour, such as payment method, IP and home address, email address, case history and more.

Not only can the system detect impossible journeys, where a customer claims to be on two different trains at the same time,



BARJ DUHRA,
ServiceNow Platform Owner for Virgin Trains.

it can also uncover and visualise linkages between payment types, email accounts and more data to bust sophisticated fraud rings.

What Virgin Trains has now is a consumer dashboard that gives a visual relationship map. It shows not just one individual, but other people who may be linked. Virgin Trains calls it a data explosion—it brings it all together with just one click.

The implementation of its new machine-learning fraud detection system has helped Virgin Trains reduce the complaint handling process with consistent, positive affect. All told, Virgin Trains has slashed the time it spends to reach complex case management decisions by 95%, down to 20 minutes on average.

The more data fed into the system, the smarter it becomes and the faster it can identify fraudsters. Individuals, organisations and domains tagged for fraud get added to the company's red list and all future transactions associated with them are halted. This enables the company to move from detection to prevention. ■

NINE STEPS TO GET OUT OF A MENTAL GRIND

The mind can get obsessive and Ektaa Sibal spells out nine steps on how to break a spell of negative brooding that is getting problem solving nowhere.

Overthinking is becoming a major reason for many mental concerns that the modern man and woman are facing whether in corporate environment or even in their personal life. One may wonder, how can overthink cause mental issues, after all we humans have been given brain to think.

It is true that our brain's function is to think, and overthinking is not about making our brain work a little extra. Overthinking is when we think too much about the same thing over and over again in a way obsessing over it and do not act on it. This habit stops you from taking any action while it consumes your energy and puts you in a loop of thinking and thinking over and again.

Like any other habit, overthinking can also be broken with consistent efforts and with a strong will power to bring the change.

Here is a brief list of ways by which one can address the big word and find ways to overcome overthinking and not let our lives be affected be it in the professional world or personal life.

Here it goes:

TIP #1

Recognize and accept whenever your mind wanders and goes into the phase of overthinking. Bringing it back to focus and not getting lost in the maze is the first and crucial step to avert overburdening your mind with unnecessary thoughts.

TIP #2

Stop being critical about yourself or your situations. Being critical only

brings out the worst. Look at the improvement areas for yourself or the situation.

TIP #3

Look at the positive side of yourself and your situation. Acknowledging the blessings or the positive areas helps in reducing overthinking.

TIP #4

Do not focus only on negative things that may happen, visualize on the things that may go right.

TIP #5

Fear is the biggest cause of overthinking. Fear can also be positive if it forces a person to find solutions but it turns negative when it induces a person to worry and look for only more problems.

TIP #6

Do not jump to conclusions. Do not overthink about people that they may be reacting or thinking in some way or do not start believing that a situation will turn out to be bad without any evidence

TIP #7

Train your mind to think about



EKTAA SIBAL is an International Inner Self, Transformation Specialist and an International Meditation Expert, Speaker and a Gifted Energy Healer with inborn intuitive abilities.

positive thoughts, make continuous efforts to look at the bright side. Habits do not die fast but doing something continuously can turn into a habit.

TIP #8

Go step by step. Do not rush into achieving the results and do not be slow to not work towards the results. Either ways one will tend to get caught in overthinking.

TIP #9

Use meditation as a mechanism to slow down the pace of your mind that may be working too fast due to overthinking. Give your brain some rest! ■

HIGHLIGHTS

- Overthinking is when we think too much about the same thing over and over again.
- This habit stops you from taking any action while it consumes your energy and puts you in a loop.
- Overthinking can be broken with consistent efforts and with a strong will to bring the change.

HOW DIGITAL IS INFLUENCING EXECUTIVE LIFESTYLE ITEMS

Ultra-thin and connected, are some of the new attributes being brought into the global and regional line of products from ST Dupont.

In this age of fast-moving digital technology and social media viral trends driven by content, is there a place for appreciating fashion, traditional classic values, excellence in craftsmanship, and material innovation. In other words, real versus virtual. This is a question that many of us increasingly ponder in our day to day lives.

Paris based, luxury item designer and manufacturer, ST Dupont, also faces the challenge of remaining relevant in this age of fast-moving lifestyles influenced by digital technologies. With future purchases being increasingly influenced by the aspirations and loyalties of the millennials, being in tune with their universe of touch, feel and smell is important. ST Dupont has been producing luxury items since its founding in 1872.

Alain Crevet, President of ST Dupont, points out that customers of ST Dupont, choose quality over quantity and are connoisseurs who appreciate the true value of things they own. This is the key for all its customers. "We have entered a new digital era. With this in mind, we have adapted our collection and marketing to this new challenge," he says about the future.

Crevet now wishes to update the brand and anchor it in the universe of luxury by using ST Dupont's myth, roots and expertise to establish long-term development.

ST Dupont has started to widen its target to include a younger generation with the launch of its very compact, flashy and competitive new offers. On the writing

instrument side, the Initial Pen collection is proposed to appeal to modern customers with a passion for the art of handwriting.

Crevet points out that a recent trend is entry into the world of ultra-thin products, appealing more to a new generation of consumers for whom a minimal design is of interest. This new contemporary design is practical for everyday use and suitable for both men and women.

ST Dupont is now developing a full collection of ultra-thin technology products. This development combines its tradition of excellence and innovation. The characteristics of the clean design are typically light weight, 45 grams and slim, only 7mm thick.

For ST Dupont, another step forward in its innovation is connected devices. "That is why we have decided to launch a connected leather goods collection and lighters. As more of our life and work depends on the devices we carry, the chance of losing those devices is an ever-



ALAIN CREVET,
President of ST Dupont.

greater risk. To assuage that risk, ST Dupont has entered the digital universe," remarks Crevet.

The mission of ST Dupont is to appeal to a new, millennial audience, as well as its current customer base, and it is pushing the brand forward with developing technologies. ST Dupont plans to launch an exciting range of tech products. ■

HIGHLIGHTS

- The mission of ST Dupont is to appeal to a new, millennial audience, as well as its current customer base
- Great heritage does not mean dusty or old-fashioned.
- ST Dupont is now developing a full collection of ultra-thin technology products.
- For ST Dupont another step forward in its innovation is connected devices.
- ST Dupont is developing its products while adapting to the expectation of global customers.
- ST Dupont products are a reference in the luxury universe.

TRANSFORMING THE HUMAN WORKING AND LIVING SPACE

A combination of human centric workspace design and ergonomic furniture are increasingly becoming important to retain young and agile team members.

Herman Miller is a 100+ year old company that places great importance on design, environment, community service and the health and well-being of customers and employees. We work with leading designers to create products that help companies perform better. Herman Miller has had a presence in Middle East and Africa for over 30 years. The team has over 25 members working alongside a well-established dealer network.

Expo 2020 is bringing phenomenal growth to the UAE. Neom is building up Saudi Arabia. The other parts of the GCC are also seeing major development. Organisational change is happening more frequently and rapidly than ever. Fast paced expansion and contraction of the workforce to meet the changing needs of the organisation means they quickly outgrow or shrink their office space.

Many organisations seek global experience and advice to help them remain agile and future proof their environments. The workforce today now seeks out and stays in jobs that prioritise wellness, comfort, and flexibility. All of which can be supported by human centric workplace design and ergonomic furnishings.

Highly networked and increasingly human, today's technology engenders ultimate connectivity. Digital tools enable a virtual experience throughout the

landscape of work. Technology is rapidly taking over and shaping our entire lives. Herman Miller have been exploring and investigating innovative technologies, to align with the business and to understand their problems, making us easier to do business while increasing operational efficiency.

Herman Miller works with the most innovative designers and thinkers in the world to create products and solve problems.

HIGHLIGHTS

- Organisations seek global experience to help them remain agile and future proof their environments.
- Organisational change is happening more frequently and rapidly than ever.
- Fast paced expansion and contraction of the workforce means they quickly outgrow or shrink office space.
- Herman Miller products help people to achieve great things at work or home.
- The workforce today seeks out and stays in jobs that prioritise wellness, comfort, and flexibility.
- These priorities can be met by human centric workplace design and ergonomic furnishings.



STACY STEWART,
Regional Director, Middle East
and Africa, Herman Miller.

Herman Miller will be applying innovative technologies to internal processes to improve speed, accuracy, ease and efficiency so that people are freed up to think about the big picture.

For our consumers we will be weaving innovative technology into everyday customer interactions that help us anticipate needs and tailor experiences, making it easier and more enjoyable to do business with us, we will also empower our sales organisation with innovative tools that elevate their game, differentiate us from competitors, and help us win more.

Herman Miller products help people to achieve great things at work or home. Our aim is to offer our customers a product which supports them as they undertake their work in the digital world, such as chairs that offer full ergonomic support for people sat at desks for long periods of time.

The family of brands includes Colebrook Bosson Saunders, Design Within Reach, Geiger, HAY, Maars Living Walls, Maharam, naughtone, Nemschoff. ■

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TOP SOLUTION



(Left to right) • Jake Callaway, 4C • Mohammed Al-Moneer, A10 Networks • Yaser Alzubaidi, Avaya International • Mohamad Awad, AVEVA
• Tarek Kuzbari, Bitdefender • Andy Heather, Centrifry • Ehab Canary, CommScope • Savitha Bhaskar, Condo Protego • Terri Hiskey, Epicor Software
• Eva Andren, Ericsson • Jihad Tayara, EVOTEQ • Mohammed AbuKhater, FireEye • Ali Hyder, Focus Softnet • Alain Penel, Fortinet • Samer Malak, Kaspersky
• Tomi Saikkonen-Williams, Liana Technologies

PROVIDERS



(Left to right) • Rajesh Ganesan, ManageEngine • Kamal Nagpal, Nokia Software • Marcus Josefsson, Nozomi Networks • Paul Brown, PFU
 • Emile Abou Saleh, Proofpoint • Assaad El Saadi, Pure Storage • Mark Hosking, Red Hat • Mena Migally, Riverbed • Dr Hichem Maya, SAP
 • Thomas Buergis, SonicWall • Maher Jadallah, Tenable • Anthony Perridge, ThreatQuotient • Dr Cetin Nazikkol, thyszenkrupp Industrial Solutions
 • Dr Moataz Bin Ali, Trend Micro • Pierre Havenga, Vertiv • Xavier Anglada, Accenture Digital Lead



JAKE CALLAWAY,
Managing Director MENA, 4C.

ALIGNING BUSINESS AND TECHNOLOGY THROUGH TRANSFORMATION

4C approaches customers using a consulting approach to ensure they get the best business benefits from Salesforce digital technologies.

Digital transformation is the process of evolving business processes, culture and services through the utilisation of digital technologies - most often with the objective of enhancing customer and employee experiences. It is not a finite set of goals, but rather a constantly evolving process that aims to keep the organisation relevant and ahead of the competition in the digital age.

To remain competitive, and appeal to the large demographic of young tech-savvy consumers, organisations are under constant pressure to introduce new and differentiated digital services. However, rather than being blinded by the allure of new tools, organisations must centre their digital strategies on the most critical benefit of technology - its ability to create compelling and engaging customer experiences.

When this is achieved, technology

can enable businesses to attract new customers and convert them into life-long brand advocates.

In an age where it is easy to be swayed by the latest and greatest IT trend, organisations must focus on deploying technologies only when they positively contribute to the overall objectives of the business, which in turn must be clearly defined by the business heads.

Furthermore, the implementation of any new technology or process that entails a learning process - even if it is ultimately beneficial - is likely to face reluctance. It is up to business heads to foster a culture of innovation that encourages constant learning and adapting to ever changing market dynamics.

It is because of this vital role of business heads in steering digital transformation that 4C's management consultancy services have resonated with customers.

4C bridges the gap between management and technology teams, and helps define a transformation roadmap that accommodates the interests of all stakeholders in the organisations.

Because digital transformation entails the seamless interplay of a myriad of technologies, it is up to technology heads to identify and implement the mix that best fits the objectives of their organisations. Of course, given the complexity of IT environments today, this is easier said than done.

This is where specialist consultancies such as 4C prove their worth. We understand our clients' business objectives, map these to technology requirements and then implement solutions that seamlessly integrate into their existing IT environments to deliver the best possible outcomes.

4C is a certified Salesforce EMEA partner and specialists in helping companies become more customer centric. A clear business strategy is essential to achieving this customer centricity. In line with this, 4C consultancy services, particularly in the domain of management consultancy, has been at the core of the strategy and is one of the fastest growing areas of our business. At 4C the Salesforce platform is at the core of what our consultancy does. ■

HIGHLIGHTS

- 4C bridges the gap between management and technology teams, and help define a transformation roadmap.
- Business heads must foster a culture of innovation that encourages learning and adapting to changing market dynamics.
- Organisations must centre their digital strategies on ability to create compelling and engaging customer experiences.



MOHAMMED AL-MONEER,
Vice President of Sales MENA, A10
Networks.

SECURITY, AUTOMATION, INTELLIGENCE ARE KEY DRIVERS

Integrating technologies is a key driver of transformation including artificial intelligence and machine learning, big data and analytics.

Digital transformation as a trend has been happening at an accelerated pace over the last ten plus years in all industries and verticals. It takes the form of everything from the transition to electronic medical records, the cloudification of traditional client-server apps to SaaS and the rise of the gig economy with services like Careem, Talabat.

The move to the cloud is driving this transformation, driving new business models and services to both enterprises and consumers. It is an exciting time but digital transformation also raises significant concerns around security – across clouds, networks and devices.

A10 Networks provides a portfolio of security and application services that are essential to digital businesses today. Key to the product portfolio is the drive to increase security efficacy, automate complex

processes and provide intelligence, all at hyperscale, ensuring businesses can be agile and operate efficiently.

The strategic role of technology in driving business growth is to facilitate disruption to all industries by constantly reevaluating the efficiency of current methods. Technology integrations are an important part of driving growth, for instance Artificial Intelligence combined with Machine Learning can provide strong visibility and bring significant opportunities for those driving big data within the analytics market.

As another example, by combining 5G, Artificial Intelligence, cloud computing and augmented, virtual reality, the entire retail experience will be disrupted in the not too distant future.

Business heads need to understand and invest in the bigger picture when

driving business transformation. For example, while there are high investment costs for 5G, with its much higher data speeds, dramatically reduced latency and increased reliability, 5G will open the door to massive innovation and disruptive changes in virtually every industry.

Cutting-edge technologies are key for differentiation and often the reason A10 Networks is chosen over traditional vendors. For example, the A10 Harmony Controller provides the intelligent automation, multi-cloud management and predictive analytics for our products, simplifying and improving operations.

On the security side Thunder TPS product line showcases artificial intelligence via machine learning capabilities that thwart known and unknown attack vectors automatically. On the Kubernetes containers and micro-services side our Secure Service Mesh solution is showcasing the move to agile, software-based solutions.

5G solutions are picking up momentum as we see mobile service providers increase their Gi-LAN and mobile-edge security and scale requirements in anticipation of the exponential increase in IoT and 4G and 5G devices. ■

HIGHLIGHTS

- Business heads need to understand and invest in the bigger picture when driving business transformation.
- Cutting-edge technologies are key for differentiation and often the reason a vendor is chosen over vendors.
- Key to A10 portfolio is increase in security efficacy, automate complex processes, provide intelligence.
- The role of technology in driving growth is to facilitate disruption by reevaluating efficiency of methods.



YASER ALZUBAIDI,
Senior Director Digital Engagement Solutions,
Avaya International.

TRANSFORMING WORKPLACE, COLLABORATION, COMMUNICATION

By adopting Kubernetes with microservices, containerisation, Avaya is offering a cloud first solution while enabling digital transformation.

While we can all agree that digital transformation is about technology, the success of any transformation effort hinges on what you do with that technology. Digital transformation calls on businesses to redefine the customer journey as customers want to experience it today, and understand there's no longer an endpoint. We need to engage with consumers before they are customers, reengage with them when they start their buying journey, and stay engaged to inspire them to keep coming back.

Done correctly, digital transformation allows companies to respond to the new terms of customer satisfaction and employee productivity.

Because digital transformation means different things to different organisations, the solutions

across Avaya's portfolio have the potential to positively drive digital transformation for customers. This is why Avaya has worked to embed the latest technologies, such as AI, across its entire range of UC and CC solutions.

In parallel, Avaya has committed to the API economy and have embraced the open standards-based approach. Because of this, it is possible to seamlessly integrate the latest technologies from innovative technology vendors, partners and customers into Avaya platforms.

Furthermore, Avaya understands that cloud will become an increasingly important pillar of digital transformation strategies and communications and collaboration solutions offer true cloud freedom. Avaya has adopted Kubernetes to empower solutions with microservices and containerisation.

This cloud-first design approach gives customers the ability to pick the cloud model that best fits the needs of their business, be it public, private or hybrid.

According to Gartner, to be relevant in today's world, it is not enough to sell products and services, it is also about staging experiences. This is why most organisations have some form of customer experience transformation project currently underway.

It is vital for technology heads to have a clear understanding of their organisation's business objectives, and the ability to chart the technology roadmap according to this. While it is tempting to consider the latest and greatest technologies, it is technology heads who must decide which solutions are implemented in a manner that optimises the positive impact of IT on the business.

The Electronic Government Authority of Ras Al Khaimah has leveraged Avaya solutions to give its employees, as well as the citizens of RAK easy and convenient access to key government services. From admitting evidence through video conferencing at RAK Courts and Public Prosecutions to completing legal marriages online, Ras Al Khaimah residents can now access a host of government services without leaving their homes.

Avaya has worked with Bahrain's Ministry of Foreign Affairs to transform its communications and collaboration capabilities through a strategic ICT implementation that will connect its employees around the world. The ministry is also working closely with Avaya to transform its citizen services by integrating and digitalising its communications and collaboration capabilities through a two-phased project. The project is in line with the Ministry's effort to promote digital adoption and to meet the objectives outlined in Bahrain Vision 2030. ■



*MOHAMAD AWAD,
Vice President Middle East, Africa and
Pakistan, AVEVA.*

DIGITAL SOLUTIONS FOR INDUSTRIAL TRANSFORMATION

After merging with Schneider Electric's industrial business, Aveva is in a position to drive transformation across industrial and digital platforms.

AVEVA is working hard to illuminate what value digital transformation can bring to industries. 18 months on from completing its combination with Schneider Electric's industrial software business, AVEVA is positioned as the first company in the engineering and industrial software market to comprehensively address the end-to-end digital transformation imperatives with an integrated portfolio of solutions.

AVEVA's integrated portfolio capability harnesses the power of technologies such as artificial intelligence, extended reality, digital twin and cloud computing, coupled with the rich functionality of its industry leading applications. This capability enables companies to realise capital project efficiency, edge to enterprise visualisation, optimised value chains, safe and

reliable operations, and a workforce empowered with actionable decision support.

AVEVA's portfolio integration over the 18 months since the merger was based on its customer engagements across the oil and gas, chemicals, food and beverage, power, mining and smart infrastructure markets. AVEVA's portfolio capability has been validated with real-life digital transformation imperatives across these segments and have already delivered measurable value.

AVEVA recently launched first-in-market integrated Engineering, Procurement and Construction Software solutions designed to help customers transform the way capital projects are engineered, executed and integrated into operations and maintenance. The integrated portfolio comprises three software solutions – AVEVA

Unified Engineering, AVEVA Unified Project Execution and AVEVA Enterprise Learning, which changes the way that owner operators engage with EPC companies in designing, building, commissioning, and operating their capital assets.

AVEVA's Asset Performance portfolio leverages existing data and applies advanced predictive and prescriptive analytics based on highly validated models of assets to help workers anticipate, spot and respond to operational problems, before they occur. Coupled with mixed reality enabled mobile workforce technology, customers can now reduce unplanned downtime, improve workforce safety and reduce business risk.

AVEVA's portfolio provides a digital thread across the capital asset lifecycle and operational value chains, providing real-time access to relevant and useable information at every stage and enabling customers to automate actions and make more informed decisions that help to create new ways to deliver cost savings or production efficiencies, reduce risk and to maximise margins.

AVEVA has announced a unified operations centre – its command-and-control solution for infrastructure operators such as smart cities and facilities management, last month. The solution also caters to industries such as oil and gas and mining. Organisations such as the Abu Dhabi National Oil Company, Assmang Proprietary and the city of Atal Nagar in India have benefitted from the initial versions of AVEVA's customised approach.

AVEVA has recently entered into the final phase of delivering cloud-based Enterprise Resource Management system for engineering services and consultancy firm Worley. The Australian-based company has selected AVEVA as its preferred materials management platform. ■



TAREK KUZBARI,
Regional Director Middle
East, Bitdefender.

ROLE OF CIO TRANSFORMING WITH THE ORGANISATION

There has been a transformation in the role of the CIO, from keeping the lights on, to now becoming the chief innovation advisor to business.

As the pace, scale, and impact of technological innovation and disruption has exponentially escalated, technology has become a primary influence on business strategy and value-creation models.

CIOs, as technology leaders, have a tremendous opportunity to be relentlessly proactive in identifying how technology can create new value for the business. For example, cloud adoption can enable organisations to not only achieve business growth but provides the flexibility and agility needed to compete in the ever-evolving market.

Ten years ago, the role of the Chief Information Officer was limited to just leading the IT department of an organisation. However, today's CIOs must be able to advise executives and managers on the latest technology trends that could enhance operational excellence and provide the board members more insight on analytics needed to make strategic technology decision.

This can only be done if CIOs understand every aspect of the

business. Further, the CIO must always drive business value by consistently leading with an agile and collaborative approach.

For the transformation to be successful, it starts at the top - the entire leadership team must commit itself to develop the vision, fully buy into its merits, and set the goals and guide the organisation on how to achieve digital transformation.

Communication is a crucial element in any change. It is much easier to deal with resistance when there is effective and frequent communication from leaders during the change journey.

The primary purpose of transformation projects is to achieve a high level of absolute and relative performance improvement over the medium term, and this requires the right management to drive change.

Constant change is necessary for survival in today's business environment, and managers unwilling or unable to accept this proposition will inevitably be a cause of the corporate decline. While we

consider the natural progression of change, however, it is never easy. Often, there is visible resistance to change in any transformation journey due to the fear of the unknown.

Most companies recognise that they cannot turn a blind eye to such a powerful force shaping human behavior. What worked yesterday to attract, engage, and retain customers may be fast becoming obsolete.

Digital transformation is the strategic adoption of digital technologies to improve processes and productivity, manage business risk, and improve customer service.

Bitdefender is a global cybersecurity company that focuses on helping clients in securing their digital transformation by delivering resilient business solutions. With solutions such as Bitdefender GravityZone, and Network Traffic Security Analytics, clients are more equipped with the tools they need not only to protect their assets but, to also investigate and respond to threats in the most effective and efficient way. ■

HIGHLIGHTS

- What worked yesterday to attract, engage, and retain customers may be fast becoming obsolete.
- While we consider the natural progression of change, however, it is never easy.
- There is often visible resistance to change in any transformation journey due to the fear of the unknown.
- CIOs must be able to advise executives on the latest technology trends that could enhance operational excellence.
- CIOs must be able to provide board members insight on analytics needed to make strategic technology decisions.



ANDY HEATHER,
General Manager EMEA, Centrifly.

ACCESS CONTROL EFFECTIVE ACROSS TRANSFORMED THREATSCAPE

End users, channel partners are looking for simplified security solutions such as privileged access management to protect transformation weaknesses.

Digital transformation offers a broad range of positive benefits to the organisation, but as companies progress on those journeys they often make the common mistake of not building in proper security practices and solutions along the way. One reason for that is the perception that security will throw up roadblocks that slow-down that effort and the productivity benefits that come with digital business.

At Centrifly, we believe that security solutions no longer have that prohibitive dynamic, and instead can actually be a business enabler. We do that by offering cloud-native solutions that support a Zero Trust approach to securing privileged access, which integrates with key audit and compliance controls.

This uses machine learning to enforce adaptive controls, and ensures a common security model

across on-premises, hybrid, and multi-cloud environments to control privileged access to a variety of new attack surfaces that digital transformation relies upon.

Digital transformation can significantly expand the threatscape and open up more areas of exposure through new attack surfaces. As a result, organisations must factor in security and access controls at all points of their digital transformation journeys, from planning and testing to implementation and optimisation.

It also demands that organisations reject the outdated premise of trust but verify, and replace that with a Zero Trust approach to never trust, always verify no matter who is requesting access, whether it is a human or a machine, service, API, or other digital requestor.

Digital transformation creates a vastly-expanded threatscape, which is an opportunity for cyber-attackers to initiate data breaches

more easily. As a result, this creates a challenge to ensure all of those potential vulnerabilities are covered, and an opportunity for vendors like Centrifly to help organisations secure privileged access to keep the bad guys out.

This uses a Zero Trust approach that verifies who is requesting access, the context of the request, ensuring a clean admin environment, and then enforcing least privilege.

Two of the biggest expectations from the industry are training and simplicity. Cyber security is difficult to sell, especially if customers are not aware of the threats facing their organisations and how initiatives like digital transformation can alter their security strategies. The goal is to make it easier on partners by simplifying things as much as possible, such as making PAM solutions available as-a-service, and providing the training they need to be successful.

Expectations may vary from customer to customer, but consistently they want to see measurable effect on the security posture of their organisation. That could be as simple as keeping their organisation out of headlines about data breaches, or become very detailed with regards to auditing and compliance. ■

HIGHLIGHTS

- Customers want to see measurable effect on the security posture of their organisation.
- Security solutions no longer have that prohibitive dynamic, and instead can actually be a business enabler.
- Digital transformation creates a vastly-expanded threatscape, which is an opportunity for cyber-attackers.



EHAB KANARY,
Vice President Enterprise, Middle East and
Africa, CommScope.

TRANSFORMED NETWORKS SEEN BOOSTING DIGITAL EXPERIENCES

Vendors like Commscope are building successful digital use cases on a platform of high speed fibre, intelligent, and smart networks.

Commscope defines digital transformation as the widespread adoption of emerging technologies that will shape the future of tomorrow. CommScope has consistently been at the forefront of shaping infrastructure, products and solutions that enable this transformation around the world.

Commscope makes communication faster, easier and more efficient for today's always-on world. We exist to enable and improve the way we learn, work and live, constantly challenging what's available now and thinking beyond to meet the needs of what's next.

If you take a look at the strategies of large organisation or government

across the Middle East and you will find that they put technology at the forefront. In the region, we can see aggressive goals when it comes to adopting technology, such as the digitalisation of healthcare records, building smart cities and introducing autonomous vehicles. In the UAE, they have appointed a Minister of Artificial Intelligence.

The gap between what is technologically possible and how organisations are leveraging technology continues to grow. As the Middle East and Africa region reduces dependence on oil and diversifies revenue streams, investment in the digital economy is paving the way for a future of connectivity.

During GITEX Technology Week 2019, CommScope will highlight its latest solutions to enable a smart future for network operators across the region:

Fiber for high-speed connectivity

Smart cities will be built on fibre. CommScope will be demonstrating fiber technologies for faster connectivity in buildings, the datacentre and central office.

Ultra-connected homes are reality

Consumers are experiencing an increasingly digital life and network operators are seeking ways to unlock the best user experience. CommScope will demonstrate how the company is delivering reliable, high-bandwidth Wi-Fi to every corner of the home and showcase how the smart media device brings connected home technologies together for a unique personalised experience.

Connectivity for Smart Cities

As smart cities add new mobile-connected devices like security cameras and air quality sensors, they must have access to electricity. This is not always an easy task considering devices may be several hundred meters away from a power source. Network operators are using CommScope's powered fiber cable systems to speed and simplify installation, and power these types of network devices.

Digital foundation for smarter buildings

As the number of connected devices grows, the location of these devices is becoming more important. CommScope's automated infrastructure management system knows exactly what is connected, how it is connected and where it is located. The software automatically tracks changes, issues work orders, and documents the entire network. It also provides root-cause analysis in the event of failure, helping restore services faster. ■

Evolved cybersecurity is synchronized security.



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SAVITHA BHASKAR,
COO, Condo Protego.

WHICH DIGITAL TECHNOLOGIES ARE BEST SUITED FOR YOU?

Solution providers like Condo Protego help CIOs identify which technologies are best suited for their transformation use case.

Digital transformation is deploying technology across lines of business to meet business needs and enhance business competitiveness. Organisations with real-time information management solutions can enhance employee productivity, enable their end-users, and support new digital business models.

At Gitex, Condo Protego is emphasizing that digital transformation is not a one-off project, product, or solution, or limited to one department, but is rather an ongoing journey that requires an iterative process of constantly revisiting business objectives and measuring KPIs. Digital transformation can also start with pilot projects that can then be expanded and scaled up as organisations grow.

In a region dominated by generalist systems integrators,

Condo Protego's focus on being a specialist especially in cloud computing solutions, with a strong focus on the UAE has taken our customers to the next level. We have emphasized the role of Dell EMC, VMware, and Veritas technology solutions as underpinning organisations' digital transformation.

In particular, Condo Protego has deployed Dell EMC VxRail converged and hyper-converged infrastructure, Dell EMC Isilon scale-out network attached storage, and Dell EMC PowerMax flash storage, VMware NSX virtualisation and security platform, and the Veritas 360 Data Management platform.

Modernised and scalable technology is the foundation of IT transformation, which is in turn the core part of an organisation's digital transformation. While CIOs are excited about the potential of

emerging technologies such as AI and machine learning, blockchain, cloud, and IoT, not all of these technologies are right for every organisation. Condo Protego's role is to support finding the right use cases for the right technologies at the right time.

Business heads need to steer their organisation's digital transformation based on meeting business goals. As the cost of workforce transformation technologies decreases and as computing power increases, every organisation can now gain the same digital business capabilities as large enterprises. The C-suite needs to set aside funding for this investment in their digital transformation journeys, and work with channel partners to develop long-term outcomes.

Often, CIOs and technology heads are the teams that begin the digital transformation journey. Condo Protego works closely with the technology heads to map their digital transformation journey, and plan milestones and goals towards which we work. As a business consultant, Condo Protego's commitment is to deliver the most advanced and effective digital transformation solutions at the right price point, and to carry through on our commitment with close project management to deliver and meet customer timelines and service level agreements. ■

HIGHLIGHTS

- Customers want to see measurable effect on the security posture of their organisation.
- Security solutions no longer have that prohibitive dynamic, and instead can actually be a business enabler.
- Digital transformation creates a vastly-expanded threatscape, which is an opportunity for cyber-attackers.



*TERRI HISKEY,
Vice President Product Marketing for
Manufacturing, Epicor Software.*

MANY MANUFACTURERS YET TO REALISE RETURN FROM IOT

Bringing IoT into the production floor and not being able to manage the data generated can lead to an inability to show adequate returns.

Look around, and the manufacturing industry is brimming with examples of firms that are bringing the latest technological developments to their factory floors. Their goal? To improve processes, increase automation levels, and facilitate future business growth.

Like many emerging trends, willingness to adopt and get to grips with IoT varies across geographic regions. Despite the hype, a surprising 44% of global manufacturers have still either never heard of IoT or know little about it.

This rises to 57% in EMEA, where the pace of adoption is much lower compared to Asia Pacific, where the thirst for new technology is much higher. Just 27% of manufacturers in APAC are unaware or poorly informed about IoT.

However, where IoT is put to work—with production robots that can send and receive data, or

perhaps the use of RFID technology to connect shipments with factory equipment—not every manufacturer is finding it easy to measure the gains enabled by these technology implementations.

Research tells us that IoT technology itself can be challenging to implement, and that its impact can be hard to quantify. In fact, around three-quarters 72%, of manufacturers surveyed by Epicor, say they are yet to measure any real return on their IoT investments to date.

This, it seems, is the harsh reality of IoT. Yes, connected technology is putting the spotlight back on manufacturing. Yes, it is making the factories of the future possible, today. And yes, there are outstanding examples of manufacturers transforming their operations as a result. Yet many firms within the manufacturing community are struggling to justify their spend on

all of this new technology.

By default, IoT involves capturing a huge amount of data—from the production line through to the wider supply chain. If IoT is to truly bring value to an organisation, this data needs to be captured and analysed via an effective enterprise resource planning solution. After all, a return-on-investment figure cannot be calculated if outcomes cannot be measured.

Using ERP technology alongside IoT solutions is becoming increasingly accepted among manufacturers as a way of addressing this particular challenge. Many are starting to recognise the importance of placing an ERP system at the heart of their smart factories because it means that centralised monitoring becomes possible, accurate data can be collected, informed decisions can be made, and improvements can be measured.

To give factories the confidence to take the plunge in full scale IoT adoption and realise the benefits, they need to be reassured about security and stability. Failing to start with a secure foundation, or utilising best practices and platforms is an expensive mistake to make. ■

HIGHLIGHTS

- Using ERP technology alongside IoT solutions is becoming increasingly accepted among manufacturers.
- Around 72% of manufacturers surveyed by Epicor, say they are yet to measure any real return on their IoT investments to date.
- IoT involves capturing a huge amount of data—from the production line through to the wider supply chain
- Failing to start with a secure foundation, or utilising best practices and platforms is an expensive mistake to make.



EVA ANDREN,
Head of Managed Services, Ericsson Middle East and Africa.

MANAGED SERVICES KEY PART OF OPERATOR TRANSFORMATION

Successful telecom operator transformation requires progress through seven growth traits converting demand for mobile data into revenue growth.

Digitalisation, coupled with new technologies such as IoT and 5G, offers tremendous potential to enterprises and industries for delivering greater efficiencies, productivity, customer experiences and more. In fact, within five years, more than four billion devices are expected to be connected via cellular technology alone.

Cars, robots, shipping containers, agricultural fields – the possibilities seem limitless. Still, with great possibilities come great questions: How to connect? How to maximise value? How to break boundaries and create 5G enabled businesses? The fact is, transformation is dependent on developing secure and standardised connectivity platforms. Only this will enable operators to bring new value to new customers

based on new solutions.

Ericsson helps service providers prosper in the digital economy. From enhancing the way you engage with your customers to automating operations, we are helping service providers reach new levels of programmability, access and agility – levels that digital natives call home.

Today, the question most service providers have is how to start going digital. With the introduction of 5G and all the business opportunities enhanced or created with 5G, it is no longer an option to maintain the same operations or technologies in OSS, BSS and the core network.

Ericsson's solutions help service providers to automate, manage, and orchestrate hybrid networks in real time, while they engage digitally

with customers and monetise improved customer experiences.

There is no single recipe for success across the ICT industry. But the mobile operators who have most successfully turned the extraordinary demand for mobile data over the past few years into profitable revenue growth show remarkably similar behaviors in seven key areas. We call these seven common traits Growth Codes – namely network strategy, user experience, brand positioning, monetisation, ecosystem, strategic planning and operations.

Technologies such as managed services can play an important role in transforming operators into digital telcos and improving end-user experience. Evolving end-user services, behaviors and expectations are placing increased demands on the networks and posing new challenges for operators.

Ericsson helps operators to overcome these challenges by adding new capabilities, moving from a reactive to a proactive approach, monitoring service experience and improving efficiency.

Innovations like autonomous driving and connected vehicles are good examples of change makers.

In the near future, both technology and telecom companies, like all companies in every sector, will need to reinvent themselves to stay relevant. Business heads need to facilitate new business development, and build and incubate a continuous pipeline of opportunities to create new business and develop big growth areas.

Communication service providers all around the world have chosen to deploy 5G using Ericsson's network technology. Commercial 5G networks are starting to go live across the world. This new communication technology brings new capabilities that will create opportunities for people, businesses and society. ■



JIHAD TAYARA,
CEO, EVOTEQ.

BRINGING TRANSFORMATION INTO PUBLIC PRIVATE PARTNERSHIPS

Evoteq is an implementation partner for digital technology vendors and brings that competence into various public private partnerships.

The mission at EVOTEQ is to help businesses and governments create the firm of the future, turning imagination into digital realisation for the Middle East. EVOTEQ is a partner for digital transformation with an ICT portfolio of services. It is driving the digitalisation agenda through four key pillars: infrastructure services, cloud and platform services, business applications and, smart city and IoT solutions.

EVOTEQ has been structured to implement public-private-partnerships, that deliver value-driven solutions in the digitalisation field, by coordinating with both governments and private entities. EVOTEQ is focused on the GCC, developing technological solutions and sustainable platforms to tackle regional challenges; and the complex

issues faced by various industries such as healthcare, logistics, education, transportation and public services.

EVOTEQ brings businesses and governments together, offering them the latest next generation technologies. With the help of our team of leading experts EVOTEQ develops technological solutions and sustainable platforms to tackle regional challenges; and the complex issues faced by various industries such as healthcare, logistics, education, transportation and public services.

A recent report from Strategy& found that 77% of businesses associate digitalisation with adoption of one specific technology, while only 37% have a digital strategy. Only 3% are at an advanced stage in their digital transformation and only

1% have a Chief Digital officer or equivalent leading digital initiatives.

This tells us that executives in the GCC recognise the benefits of going digital, but think the process is simply about adopting a specific technology, rather than completely transforming their business. Both vision and leadership are required to drive digital transformation.

Many CEOs require guidance to succeed in the digital transformation of their company. They also tend to react to threats instead of being proactive about the future. CDOs must create a sense of urgency around the process. This starts with educating senior leaders on the threats and opportunities that come from digital technologies, and then creating awareness around building a digital culture throughout the company to make sure everyone understands its importance.

To illustrate the importance of this task, we have Peter Drucker's famous saying: Culture eats strategy for breakfast.

EVOTEQ is strategic partners with the Sharjah Municipality's Digital Transformation Project SAPEQ, the GCC's largest municipal digitisation project through a 10-year managed service including change management to ensure program success. EVOTEQ also worked with Hamriyah Free Zone Authority to launch Sharjah's first blockchain Waste Permit Portal.

In partnership with its parent company, Bee'ah, along with Microsoft and Johnson Controls, EVOTEQ has developed an artificial intelligence platform for offices in the UAE. To be employed at Bee'ah's new headquarters, opening in 2020, the office of the future will embody the principles of sustainability and technology through multiple touchpoints. ■



MOHAMMED ABUKHATER,
Vice President MEA, FireEye.

LEGACY SECURITY INADEQUATE FOR TRANSFORMATION

Legacy security solutions are inadequate to protect a business as it adopts digital technologies and begins its transformation journey.

FireEye defines digital transformation as the rapid adoption of innovative technologies that will enable organisations to be more agile and operate more efficiently. For CIOs, digital transformation is a mixed blessing: it means taking advantage of a better-connected world, but it also simultaneously creates additional risk. They are urged to rapidly adopt these new technologies but need to address cyber security needs while still meeting productivity priorities that impact the bottom line.

For hackers, digital transformation opens up a virtual playground of opportunities to disrupt our lives. A wider attack surface creates new ways for threat actors to gain access to data, finances and other assets.

Almost every regional strategic goal in both the public and private sector relies on technological adoption. Take Dubai 10X strategy, a call on all Government entities

to embrace disruptive innovation as a mantra of their operations and to seek ways to incorporate its methodologies in all aspects of their work. In the private sector, you are seeing companies transform how they work, automating tasks, evolving the workspace and developing better insights, all of which have an impact on the bottom line and drive growth.

It is important to remember that, while technology removes the limits to what we can achieve, it also opens the boundaries for cyber attackers. One small attack can have grave consequences, both on bottom line and reputation.

With the rapid adoption of innovative technologies, here are FireEye's top solutions to help business stay secure and continue to grow:

Digital Threat Monitoring

This service identifies threats to your assets outside your perimeter

and across the deep and dark web. It enables companies to search online black markets, social media and paste sites where hackers store and share sensitive data for signs of compromise. With digital threat monitoring, organisations have the opportunity to identify attacks before they happen.

Helix

FireEye Helix is a cloud-hosted security operations platform that allows organisations to take control of any incident from alert to fix. Almost daily, new threats expose companies' vulnerabilities, forcing them to purchase more products and hire more talent. Such reactive approaches lead to escalating complexity, yet another vulnerability an attacker can take advantage of. This means that security operations — big or small — require a holistic, foundational approach. FireEye Helix helps organisations build that foundation.

Endpoint security

Traditional endpoint security is not effective against modern threats; it was never designed to deal with sophisticated or advanced persistent threat attacks. To keep endpoints safe, a solution must quickly analyse and respond to such threats. FireEye Endpoint Security combines the best of legacy security products, enhanced with FireEye technology, expertise and intelligence to defend against today's cyber attackers.

Verodin Instrumentation

As we mentioned earlier, hackers are evolving with adoption of new technologies. In this situation, it is important for organisations to identify gaps in security effectiveness due to equipment misconfiguration, evolving attacker tactics and changes in the IT environment. By adopting this solution, organisations can easily pull evidence needed to measure, manage, and improve their cybersecurity effectiveness. ■



ALI HYDER, GROUP CEO,
Focus Softnet.

ADDING AUTOMATION INTO BUSINESS TRANSFORMATION

Products from Focus Softnet now offer end users the opportunity to automate their manual processes wherever human intervention is minimal.

The first aspect of digital transformation is anything that can be moved from a manual entry mode to an automated process flow. Even with so much of integration and all-in-one application, we see organisations using silos of information where lots of duplication and manual input is a common practice. If there is even one department required to input information all over again, which already exists in organisational database then there is a scope of digital transformation.

The second aspect of digital transformation is even if everything is integrated under one single database, but if the process requires manual intervention and not automated there is a scope of digital transformation.

The third and the latest aspect of

digital transformation is enabling Machine Learning, Artificial Intelligence, Robotic Process Automation to improve quality and efficiency in the processes.

There is no business today that is not driven by technology. The motto of Focus Softnet has been business driven technologies for technology driven businesses since the early 2000s. The question of involvement of technology in business is rather outdated.

The more relevant question for today is whether the business has adapted to new technologies or is still sitting on legacy solutions which are outdated in today's AI, ML, RPA driven business technologies. If these technologies are not adopted early, companies would lose competitive advantage and lose out in the race in providing customer satisfaction.

Focus has multiple products that are taken up on cloud, artificial intelligence and RPA technologies. Its current projects are in utility services, financial sector and distribution verticals.

Focus 9 is the flagship integrated ERP product, which comes with built-in artificial intelligence and business intelligence capabilities. Focus products have been known to deliver state-of-the-art applications which are in sync and in many cases ahead of its competition and offered at competitive prices range. With the introduction of cloud and hybrid-cloud model of licensing, the entry level of Focus products has become much more affordable and easily accessible.

The artificial intelligence enabled Focus 9 provides multiple benefits to the user with:

- Instant response to unstructured data queries
- Voice Interface
- Advanced Data Analytics
- Connection on multiple channels
- Mobile interface

Apart from the artificial intelligence-related benefits, customers also get enhanced features like customer dashboard, vendor dashboard, advance budgeting module. ■

HIGHLIGHTS

- Focus Softnet has multiple products that are using cloud, artificial intelligence and RPA technologies.
- Focus Softnet current projects are in utility services, financial sector and distribution verticals.
- Focus 9 comes with built-in artificial intelligence and business intelligence capabilities.
- With the introduction of cloud model of licensing, the entry level of Focus products has become more affordable.



ALAIN PENEL,
Regional Vice President Middle East, Fortinet.

CISOs UNDER PRESSURE TO ADOPT MULTIFUNCTION ROLE

While looking after security, privacy, compliance, CISOs are now also responsible for transformation, innovation and growth.

Businesses and organisations are struggling with the demands of today's digital marketplace and its connected citizens and consumers. Digital transformation is changing the composition of C-suites. For CISOs, this means valuing the achievement of business and revenue objectives as equally as risk management and compliance objectives. Given the rapid pace of innovation and change driven by digital transformation, CISOs need to have deep technical expertise combined with transformational management skills.

Both consumers and regulators increasingly view security as an integral part of the customer experience—demanding robust security and privacy throughout the business. Going forward, CISOs must be enablers of innovation and growth, as well as security, compliance, and privacy.

Driven by the desire to move faster at global scale and to transform customer experiences,

companies are reconsidering how they run their businesses—and digital transformation is at the forefront. Digital transformation offers new business advantages, and organisations are rapidly adopting digital technologies to accelerate their business, deliver better customer experiences, lower costs, and improve efficiencies.

Organisations are migrating workloads and applications to the cloud, resulting in an explosion of IoT devices across multiple environments, and expanding business presence across markets and geographies. Digital transformation also introduces security challenges that pose serious risk to organisations— whether an expanded attack surface, an evolving advanced threat landscape, or increased complexity.

Digital technologies are fundamentally transforming economic and business processes in every corner of the global economy. To define digital transformation

in economic terms, it means the integration of digital technology into all areas of a business, resulting in fundamental changes to how businesses operate and how they deliver value to customers.

While businesses have employed computing technology since the early 1950s, the role of technology has changed from supporting business processes accounting, data processing, communications, product design, to becoming an essential element of a business' customer value proposition.

Businesses in industry segments such as financial services, industrial products, automotive, oil and gas, transportation, food, and medical services now understand that unless they can enrich their revenue-generation processes with digital technology value, they risk not just falling behind more digitally savvy competitors, but also becoming irrelevant to the marketplace as a whole.

Digital transformation introduces security challenges that pose serious risk to organisations, whether an expanded attack surface, an evolving advanced threat landscape, or increased complexity. The Fortinet Security Fabric solves these challenges, by offering broad visibility of the entire digital attack surface, integrating artificial intelligence-driven breach prevention, and automating operations, orchestration, and response.

The Fortinet Security Fabric enables multiple security technologies to work seamlessly together, across all environments and supported by a single source of threat intelligence. This eliminates security gaps in the network and hastens responses to attacks and breaches. It enables organisations to create new value with digital transformation without compromising security for business agility, performance, and simplicity. ■



SAMER MALAK,
Head of Channel META, Kaspersky.

ARTIFICIAL INTELLIGENCE BOOSTING SECURITY EFFICIENCY

Bringing machine learning and artificial intelligence into the organisation is seen boosting security efficiency at a time of reducing budgets.

According to a Kaspersky study, data breaches now cost enterprises over \$1.2M in total. In order to enable a smooth digital transformation process without compromising on security, businesses should focus on prioritising IT security spends, before they embark on their transformation journey.

IT security leaders play a crucial role in protecting their business against cybercrime. Unfortunately, a lot of businesses do not place enough importance in allocating a sufficient security budget. CISOs have minimal representation in the boardroom and hence find it difficult to justify the budget they require.

This only harms the business in the end, as CISOs are the only people in the organisation who

can proactively prevent cyber-attacks. They can also ensure that digitalisation is done without jeopardising their company's data. This is what puts technology heads at the forefront of steering business transformation.

In many ways, artificial intelligence, machine learning and big data might just seem like buzzwords, but implementing these technologies can help businesses in the long run. In the case of artificial intelligence, cybersecurity experts use artificial intelligence to help identify and prevent cybersecurity attacks.

In today's digital landscape, it can be challenging to stay one step ahead of cyber criminals. This is where machine learning and artificial intelligence play a vital role, as they

can help companies anticipate what a cybercriminal might do and take the necessary steps to stop the attack in time.

In addition to improving security, artificial intelligence also helps reduce the funds needed to manually detect and prevent attacks. By automating this entire process, artificial intelligence also ensures that accurate decisions are made quickly and efficiently.

In today's world, every business, regardless of its size and nature, is most likely going through a digital transformation process. The move to digitalisation, however, comes with its fair share of risks. Embracing digital transformation involves moving and sharing data, which means, businesses need to have a robust cybersecurity process in place. This ensures that the data transferred is secure.

Kaspersky Endpoint Security for Business is a solution for organisations with more sophisticated IT security needs. It delivers adaptive, comprehensive security that scales with your business, safeguarding its continuity and assets with a full stack of the most advanced technologies.

Kaspersky Endpoint Security Cloud solution is hosted in the cloud which means there is no need for hardware and software procurement, provisioning and maintenance. It also offers instant protection with pre-defined security policies developed by the Kaspersky team of professionals.

The Kaspersky Security Network infrastructure is designed to receive and process complex global cyber threat data, transforming it into the actionable threat intelligence that powers our products. This infrastructure is the prime example of global cooperation against cyberattacks. A key source of threat-related data comes from voluntary contributions from our customers. ■

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TOMI SAIKKONEN-WILLIAMS,
Vice President, Liana Technologies Middle East.

DATA IS THE FRONTRUNNER IN DRIVING BUSINESS GROWTH

Instead of a country specific technological approach, think regional, while choosing a digitalisation partner that understands business goals.

Digital transformation is an inevitable element of business transformation. Business transformation is the process we undergo to fundamentally change systems, processes, teams and technologies to achieve measurable improvements in efficiency, effectiveness and ultimately the bottom line. Digital Transformation is the application of new and frequently improved digital technologies to solve, often common, problems to the same end as business transformation.

Digital transformation does not happen overnight, therefore it is important to choose a digitalisation partner that understands your business goals, everyday processes and is able to prioritise and integrate, or upgrade, systems with existing and essential ones.

Technology, mainly the data, should be considered the frontrunner

in driving business growth. Technology is what is always evolving, and knowing when and what to implement is crucial. Based on discussions with investors and global brands applying the mobile first approach is recommended. Instead of a country specific technological approach, think regional or global.

Invest in your recruitment process, hire driven people and let them drive the change by setting crystal clear goals. Monitor and measure success using tangible results, not hours spent in the office. Business heads should recognise and reward their teams, coach them for success, that is when the magic happens.

As experts in their field, CIOs ensure the chosen solutions are scalable, trustworthy and have a future proof roadmap. If all these boxes are ticked, the next step is to create a go-to-market

strategy. Technology heads are the frontrunners for digital transformation and business process transformation. It is their duty to stay ahead of the curve and inform the business head of new trends and opportunities in the technology space.

For Liana Technologies, digital transformation is about being agile. Being agile is what makes you survive in competitive environments and to be agile you have to get the fundamentals right, and then look to scale up to today's cutting-edge technologies that are applicable to your business. Right now, it is artificial intelligence.

Liana Technologies products aim to streamline a marketer's job so they are more effective and time efficient, enabling them to focus on content and commercial goals.

Liana's marketing stack allows marketers to create and manage the entire digital customer journey, from start to finish. There are multiple product modules from website and mobile applications to event management and e-commerce capabilities.

The ultimate aim is to utilise the collected data in the most effective way, whether it is a new product launch, brand exposure, a promotion for existing customers, a lead generation project for customer acquisition or to get direct bookings. ■

HIGHLIGHTS

- For Liana Technologies, digital transformation is about being agile.
- Data should be considered frontrunner in driving business growth.
- CIOs ensure the chosen solutions are scalable, trustworthy and have a future proof roadmap.
- Technology heads are frontrunners for digital transformation and business process transformation.



RAJESH GANESAN,
Vice President, ManageEngine.

BUSINESS TRANSFORMATION DRIVEN BY BUSINESS HEADS

This transformation calls for a deep understanding of where the business currently is, who their customers are, what value they deliver to them.

Business transformations are always envisioned and driven by the business heads and in that sense, they completely own it. The transformation calls for a deep understanding of where the business currently is, who their customers are and what value they deliver to them; to clearly know what barriers they want to break, who their new customers are and their expectations, what new values to deliver at what economic model.

True transformation starts here and the journey becomes certain and succeeds when they combine it with a profound understanding of the possibilities of technology and leverage them to complete the transformation. An example of this is a business deciding to scale down on physical media sales and move to deliver them as OTT media services.

Business transformations are always owned and driven by business heads and the technology heads should play the role of a trusted

business partner. Technology heads understand the shift the business intends to take and are able to have a say in the final plan, regardless of the technology considerations.

With an agreed upon vision and execution plan, technology heads bring to table their expertise of technology in successfully effecting the transformation. As every function and department inside the business operates leveraging technology, they play a very central and authoritative role in architecting, implementing, operating and governing the entire technology infrastructure for the business.

ManageEngine is a suite of products, that contextually integrate with each other, and helps technology teams commission and operate the complete technology infrastructure. With that infrastructure spanning public, private and hybrid clouds and with users and customers consuming services with no physical boundaries,

the technology teams need a strong set of process and governance control over corporate data and how it flows.

ManageEngine provides customisable and extensible suite of products for IT service management, IT operations management, unified end point device management, IT security management and advanced IT analytics that the technology teams can rely on to deliver robust and resilient services that are the new face of the business.

ManageEngine has evolved over the last decade and a half to keep pace with the expectations and is currently investing heavily on purpose-built solutions for technology teams leveraging AI, ML and NLP capabilities.

Beyond the technology team inside the business, Zoho.com offers a comprehensive suite of business applications on the cloud that can completely automate all the front end and back end operations, empower employees to create content and collaborate effectively and allow the business to continuously build differentiation by rolling out web and mobile apps on the fly.

The Zoho One offering represents Zoho's vision of delivering an operating system for the business at a radically beneficial economic model for the customers, truly aiding in their transformation journey. ■

HIGHLIGHTS

- ManageEngine is a suite of products, that contextually integrate with each other.
- Business transformations are always envisioned by the business heads and in that sense, they completely own it.
- Technology can reshape how people work together to deliver value to customers and the right alignment is becoming very strategic.



KAMAL NAGPAL,
Head of Sales, Nokia Software.

FOCUS ON DIGITAL REINVENTION, NOT TRANSFORMATION

Telecom operators are at the heart of digital economy and it is a pivotal moment for them as they are embarking on 5G journey.

Inside Nokia, digital means – immediate, intelligent, contextual and automated. By intelligently connecting humans, machines and data, enterprises can bring new and unforeseen services to the market faster, ideally acting on the moment, to enrich and monetise customer experience, while operating ultra-efficiently.

Nokia's position is that the network matters. Telecom domain knowledge matters. Advanced intelligence matters. Extreme automation is necessary. And the real value is connecting them to drive better outcomes for all stakeholders.

Telecom operators are at the heart of digital economy and it is a pivotal moment for them as they are embarking on 5G journey. 5G networks will lay foundation for

smart cities, connected factories and host of innovative services.

Nokia offers end to end solutions for 5G deployment and our offerings enable step-change in business agility, cost structure and customer centricity by revolutionising the operating model of service providers in both increasing the top line and in improving the bottom line.

Nokia helps operators to simplify the increased complexities and run the operations efficiently through its iSOC, intelligent Service Operations Center solution. This solution has been further evolved and integrated with SON, Self Optimised network tools to bring in closed loop automation thereby minimising the human intervention in network operations and increasing the network availability.

Through its industry analytics platforms, Nokia is helping communication service providers to get insights about their customers, products, quality of service and internal operations. Since these analytic engines offer the insights on a real-time basis, service providers process the data in efficient, secure and reliable manner.

Nokia's new age Digital BSS solution – Smart Pay Suite, SPS helps operators to explore innovative ways to interact with the end customers and to create new communication channels through Social Media as SPS has in-built adapters to most of the Social Media platforms.

This coupled with real time insight enables communication service providers to offer contextualised promotions to subscriber's preferred channel. With its Omni-Channel capability, the SPS platform keeps track of customer journey as well as interactions over various channels, thus increasing customer centricity while creating new revenue streams for communication service providers.

In addition, Nokia has complete portfolio in Software Defined Networking, SDN across WAN and datacenters, optimising the interaction of cloud and transport domains for higher network and service quality in conjunction with better resource utilisation.

Network functions running on different locations of a distributed cloud infrastructure can automatically be re-located and connected to be able to adapt to changing use case requirements.

Nokia does not focus on digital transformation but on digital reinvention. This involves getting rid of the notion of transformation entirely. Digital leaders do not transform slowly. They reinvent quickly. ■



MARCUS JOSEFSSON,
Nozomi Networks Director,
Middle East, Africa and Russia.

DELIVERING VISIBILITY IN CRITICAL INFRASTRUCTURE

Information technology and industrial control teams will need to better talk to each other for effective cyber security processes to emerge.

While the exact definition varies, digital business transformation involves integrating digital technology into all areas of business in order to stay competitive and deliver customer value. For organisations with industrial networks like oil and gas, electric utilities and manufacturers, digitalisation is characterised by increasing connectivity and data sharing between disparate systems.

It also involves data flows between local applications and cloud-based applications, in support of sophisticated analytics. Increasing IoT is part of the picture as organisations connect smart devices and share data, they produce to improve existing business models and enable new ones. Benefits include reduced costs, improved productivity, energy savings and faster response to customer demand.

Nozomi Networks is accelerating the pace of digital transformation by pioneering innovation for industrial

cyber security and operational control. The vendor makes it possible to tackle escalating cyber risks to operational networks while modernising business to succeed in the future.

In a single solution, Nozomi Networks delivers operational technology visibility, threat detection and insight to thousands of the largest critical infrastructure and industrial sites around the world. Now in its sixth technology generation, Nozomi Networks solutions automate the hard work of inventorying, visualising and monitoring industrial control networks through the innovative use of artificial intelligence.

The use cases for Nozomi stretch beyond cyber security, and include trouble shooting, asset management and predictive maintenance. Also catering to the needs of operators and owner of the industrial process.

While there are clear business benefits and competitive

drivers associated with digital transformation, it is also increasing cyber exposure for industrial networks. Cyberattacks are becoming the tool of choice for nation states and cyber criminals, and losses will likely continue to increase.

In response, it is essential that CSOs drive IT and operational technology teams to combine forces. IT personnel generally have better cyber security and cloud expertise, whereas operational technology staff have the know how to keep cyber-physical processes running.

Collaboration between the groups reduces cyber security blind spots and costs. However, as any initiative that involves people and process, making it happen takes strong direction and ongoing leadership commitment. Depending upon an organisation's convergence maturity level, CSOs should set appropriate goals. This can include things like having one executive responsible for both IT and operational technology, facilitating cross-training, and insisting on as much common technology between the groups as possible.

For industrial organisations digital transformation requires CSOs to rethink their security posture. That includes assessing and updating cyber defenses, improving network visibility and establishing an effective preparedness plan ahead of possible attacks. ■

HIGHLIGHTS

- It is essential CSOs drive IT and operational technology teams to combine forces.
- IT generally has cyber expertise, whereas operational technology have knowhow to keep physical processes running.
- For industrial organisations digital transformation requires CSOs to rethink their security posture.



PAUL BROWN,
Regional Sales Manager, PFU (EMEA)

MAKING BETTER DECISIONS WITH BETTER KNOWLEDGE

Business heads need to be able to work across multiple geographies and technology gives access to knowledge from around the world.

At the heart of what PFU does is digital transformation. PFU describes this as the way organisations can leverage the benefits of digital technology within their everyday functions and processes.

There are two key considerations within this: the ability to capture information and the capability to utilise it to further your business interests. PFU solutions provide the gateway to digitising your information and being your transformation journey.

PFU is a specialist company within the Fujitsu family, that is dedicated to information management solutions. PFU offer advanced technology, intelligent software and consultancy services; that has made us the partner of choice for the world's most ambitious organisations.

So, whether its document management solutions, bringing galleries online, or small format

keyboards for coders, PFU is committed to enabling the world's flow of knowledge.

By embracing digital transformation, organisations can better address factors changing the business landscape and in doing so, they gain a competitive advantage and avoid falling behind.

Digitally born businesses can be far more responsive and customer focused, while cloud and remote working are enabling new ways of working by giving access to information regardless of location. Digital transformation is helping businesses to stay ahead by enabling a seamless multichannel experience to meet more demanding customer needs; it also helps them to drive efficiency and meet increasing compliance requirements.

At PFU, better business decisions are made with better knowledge. Business heads need to be able to work across multiple geographies and technology gives access to

knowledge from around the world. Companies that are able to use that information will be able to thrive in the future.

Therefore, business leaders should look at business transformation, and digital transformation in particular, as an enabler for them to realise their business objectives and the strategic goals of their organisations.

Within the digital revolution, people's expectations of technology are becoming increasingly sophisticated and diversified; they demand ever more flexible and innovative solutions to their challenges, and constantly being exposed to new concepts of what is possible.

Technology heads need to remain agile and constantly adapt their strategy to ensure they are using the right digital solutions for their company and for their customers.

In addition to services that support the improvement of business practices and reduction of operational costs for enterprises, PFU provides services that contribute to the evolution of the workplace by promoting digital initiatives and the use of collaborative solutions.

In the Middle East region, PFU has helped many governments and private sector institutions in their digital transformation journey by equipping them with the needed solutions and products to enable digitalisation of documents and processes. ■

HIGHLIGHTS

- Document management solutions, galleries online, small format keyboards, PFU is committed to enabling the flow of knowledge.
- Digitally born businesses can be more responsive and customer focused.
- Cloud and remote working are enabling new ways of working by giving access to information regardless of location.



EMILE ABOU SALEH,
Regional Director, Middle East and
Africa for Proofpoint.

BIGGEST THREATS REMAIN EMAIL FRAUD AND PHISHING

Digital and business transformation cannot be successful without taking security, compliance, and fraud risk into account.

The rapidly evolving pace of digital transformation promises new levels of efficiency, agility, and responsiveness for your organisation, your supply chain, and your customers. But these opportunities can quickly backfire if you do not account for a variety of new and evolving cybersecurity risks.

For every new software-as-a-service, SaaS platform to make your users more productive, another type of malware emerges to target your data. For every new digital platform, you use to enhance customer experience, a new wave of impostors arrives, leveraging your organisation's hard won good name to compromise and defraud, across email, the web, social media, and mobile apps. Not to mention, the biggest, most persistent threat since the digital age began: email fraud and phishing.

Digital transformation cannot be successful without taking security, compliance, and fraud risk into account. And it can be

especially challenging when you do not own the infrastructure. The potential for digital transformation to disrupt business for the better is truly staggering. And like any smart business decision, it requires understanding and managing the risks.

Adding more complexity to today's security challenge is the fact that digital transformation has moved both data and attacks to the cloud. Legacy technologies do not grant the threat intelligence or preventative action needed to effectively combat today's advanced threats.

Proofpoint's competence is in email security, but to keep pace with the global cyberthreat landscape and the evolution of digital transformation, we have evolved to a next-generation cybersecurity company offering a cloud-based platform to protect companies against the number one threat vector, email, as well as emerging vectors such as social media and cloud apps.

With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyberattacks.

Proofpoint's differentiator is that we look at cybersecurity with a people-centric view and focus on solutions that protect an organisation's most targeted individuals.

Built on the cloud and the world's most advanced intelligence platform, Proofpoint solutions stop 99% of attachment-based attacks. Every day, they detect and block threats and compliance risks in more than 600 million emails, more than seven million mobile apps and hundreds of thousands of social-media accounts.

Proofpoint is one of the top five cybersecurity companies in the world. Our solutions are used by more than 6,000 customers globally, including more than 50% of the global Fortune 1000, 21% of the FTSE 100 and seven of the top 10 European banks.

Digital transformation and the ever-increasing role of technology within organisations is changing the way we do business. More than ever, an organisation's success hinges on the strength and reliability of your connections— between your workers, with your business partners, and to your customers. ■

HIGHLIGHTS

- Business leaders need to find new ways of leveraging technology for business transformation and growth.
- Business leaders must understand how business operates to contribute to discussions about how technology can enable business growth.
- Business leaders must understand complexity of managing technology to set them apart from their competitors.



ASSAAD EL SAADI,
Regional Director Middle East, Pure Storage.

APPLICATIONS AND DATA, CORE OF TRANSFORMATION

Business heads are the idea creators of transformation and best know the strategy required for the core business to gain competitive advantage.

Digital transformation is, in reality, a business process transformation that leverages technology to make things possible. So, whether we call it business transformation or digital transformation, we are essentially talking about the same thing. Two elements are at the core of any digital transformation effort – the business application being used in combination with data.

The fundamentals of technology have not changed. Business objectives must underpin any technology deployment with the view of driving business growth. However, it is equally important to be using the right tools at the right time, and quickly recognising when a technology is no longer viable, and when to change direction.

Business heads are the idea creators. They are the ones that best know the strategy for the core business and the types of products and services that they need to

offer in order to gain a competitive advantage. Couple this with the technology, specifically with data and applications, as being the core of any digital transformation effort, and that is where the magic happens.

Given technology’s role today as an enabler of business, arguably the most critical responsibility of a technology head is being a champion of innovation. Leaders must ensure that innovation is part of the company culture and that any technology investment is tied to the company’s medium and long-term goals.

Leaders also needs to keep abreast of the latest technologies and build relationships with vendors who are designing tomorrow’s products. Finally, once technology is deployed, there needs to be collaboration with the rest of the IT team to ensure that the investment not only delivers on the strategic goals but also delivers functionally.

Pure Storage FlashArray X is

the world’s first enterprise-class, all-NVMe & NVMe-oF flash storage array with the potential to unite SAN and DAS into a single, consolidated, shared and fundamentally more efficient data-centric architecture. The new FlashArray X family makes everything faster, databases, virtualised and containerised environments, test and dev initiatives and web-scale applications, thus enabling companies to drive business intelligence and get the most value out of their data.

FlashBlade is built for advanced scale-out storage, architected to accelerate modern workloads and simplify infrastructure. It is tuned to deliver multi-dimensional performance for any data size, structure, or access, enabling organisations to go from big data to intelligent data and delivering 10x or greater savings in power, space, and cooling costs on average.

AIRI is the industry’s first complete AI-ready infrastructure. Architected by Pure Storage and NVIDIA, the solution is powered by FlashBlade storage and NVIDIA DGX-1 and DGX-2 servers. With use cases across genomics, machine learning, AI, IoT and many more, AIRI offers enterprises a simple, fast, and future-proof infrastructure that can serve as the foundation for AI initiatives. ■

HIGHLIGHTS

- Digital transformation is, in reality, a business process transformation that leverages technology to make things possible.
- The most critical responsibility of a technology head is being a champion of innovation.
- Leaders must ensure innovation is part of the company culture and any technology investment is tied to medium and long-term goals.



MARK HOSKING,
Head of Emerging Technologies,
CEMEA, Red Hat.

DIGITAL TRANSFORMATION IS INHERENTLY OPEN SOURCE

Since development of digital transformation is based on open source like Hadoop, Linux, Kubernetes, OpenStack, transformation is open source.

Digital transformation is what is happening to organisations as they adopt new and innovative ways to do business based on technological advances. It is the process of fundamentally changing something using digital tools and describes adopting technology and potentially, cultural changes to improve or replace whatever existed before. Digital transformation is not a product or solution to be purchased, but it affects everything IT touches in every industry.

The technologies that spur digital transformation, big data, mobile, cloud, containers, are all open source. The biggest implementation of big data, Hadoop—is based on open source technology. The largest mobile operating system is based on Linux. The leading container cores, Kubernetes and Moby are open source. Today’s largest public cloud providers use open source software, and the most-used private cloud product is OpenStack.

If digital transformation is evolution spurred by technology, and the leading technologies spurring digital transformation are open source, then digital transformation is inherently open source.

Business decision makers have visibility and understanding of market dynamics and customer expectations, experience. They also have influence over corporate strategy, initiatives and budgets. With the increasing influence that technology is playing as a foundation for digital transformation, business heads are becoming more informed of the technologies available in the market.

This is driving demand from business heads to IT to be more responsive to allow the business to test and adopt new innovative technology far more quickly than before. It is important for business heads to focus on working more closely with their technology heads to be keep request and feedback

loops as efficient as possible. It is also critically important that they articulate their business objectives to IT in a way that is clearly understood to IT stakeholders.

Technology heads have a critical, but difficult role to play in steering the transformation of a business. They are expected to deliver a scalable and flexible platform to support business agility and innovation in order to respond to the needs of the business. This requires the ability to respond quickly and efficiently to an ever, increasing rate of change and increase in complexity as applications and services scale across multiple environments.

At the same time, technology heads are expected to maintain a secure, robust and highly performant platform to support the business. The challenge for the technology heads is to maintain a balance between these opposite forces.

There is also an opportunity for technology heads to take the lead when it comes to innovation and engage proactively with business heads. This will require the technology heads to become more familiar with the business priorities within their respective organisations and to look beyond the technical capabilities they deliver, to the business impact and value they can provide with the technology.

The Red Hat product focuses on helping clients to address five critical areas:

- Building hybrid cloud infrastructure
- Building cloud native applications
- Automating IT
- Optimising existing IT infrastructure
- Integrating applications, data and processes ■



MENA MIGALLY,
Senior Director MENA, Riverbed.

DIGITAL EXPERIENCE AND DIGITAL PERFORMANCE INTERLINKED

How digital applications perform has a direct impact on the digital experience of customers and this in turn impacts business.

While digital transformation has been a key business objective for a couple years now, business leaders are now recognising that the benefits of digital technologies go beyond just simply enhanced productivity and cost savings. They see the potential for the technologies to change lives for the better in ways that were never before possible and advance the human experience.

In the global study Benchmarking Competencies for Digital Performance commissioned by Riverbed, The Economist Intelligence Unit contends that every organisation in every industry is becoming a digital organisation. Because of this, the performance of IT applications and services has the ability to directly impact the

experiences of both customers and employees.

And so, to deliver amazing human experiences and better business outcomes, organisations need to measure digital experience and maximise digital performance. Although across industry verticals, digital transformation is high on boardroom agendas, only technology projects that can advance the organisation in achieving its objectives find their place in the transformation roadmap.

While technology heads identify the solutions and create the accompanying business case and benefits, it is up to the business heads to assess and decide whether the proposed undertaking aligns with the company's vision and broader business objectives.

Furthermore, it is under their authoritative communication and guidance that new technologies gain acceptance with the wider employee base.

It is the technology heads who grasp the complete picture of their organisation's digital transformation. It is therefore up to them to effectively and efficiently communicate this vision – both upwards to the business heads whose buy-in is essential before any deployment can take place; as well as to employees who must ultimately embrace the new solution and the changes to their workflows it might entail if the implementation is to deliver on the benefits it promises.

Unless the technology heads can secure buy-in from all parties, even the best technology ideas will not get past the drawing board.

Riverbed is not just a technology provider, but rather an enabler of digital transformation for the modern enterprise. The solutions we provide can maximise digital performance, eliminate IT slowness and enable superior digital experiences, for customers as well as employees.

The industry solutions Riverbed offers are broadly grouped under two core categories – the digital networking solutions as well as the digital experience management software.

Riverbed's digital networking portfolio consists of:

- Software-defined WAN SD-WAN, which unifies connectivity across WANs, the cloud, and local networks.
- Application Acceleration solutions, including the new SaaS Accelerator, which speeds data transfers through network bottlenecks and lessens the impact of latency.
- Network Performance Management, which delivers an enterprise network view of performance, even in complex hybrid cloud environments. ■

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DR HICHEM MAYA,
General Manager Consumer
Industries, EMEA South, SAP.

CLOUD IS TOP ENABLER FOR MIDDLE EAST BUSINESS GROWTH

IT decision-makers agree cloud is important for integrating artificial intelligence, machine learning, Internet of Things, and blockchain.

Digital transformation is about organisations running in real-time across all lines of business to gain new levels of decision-making. As the Middle East embraces the Experience Economy, the biggest area for digital business success is in transforming employee, citizen, and customer experiences. Organisations need to become Intelligent Enterprises that listen, understand and deliver on customers' intentions and interactions across all channels to grow their business.

SAP is seeing strong Middle East demand for SAP HANA in-memory platform, the SAP S4HANA real-time business suite, the SAP Leonardo digital innovation system, and the SAP C4HANA real-time customer experience suite.

Cloud is the major driver of Middle East business growth. In 2019, 88%

of UAE IT decision-makers and 59% of Saudi Arabia IT decision-makers are planning to increase cloud spend, according to YouGov. SAP is supporting government-led Middle East digital transformation with UAE and Saudi Arabia cloud data centers.

SAP is seeing strong growth in Middle East companies investing in emerging technologies. For example, YouGov surveys show that Middle East IT decision-makers agree that cloud is important for integrating AI, machine learning, Internet of Things, and blockchain, including 83% in Saudi Arabia and 76% in the UAE.

Middle East business heads need to lead organisation-wide digital transformation in meeting business needs. One of the biggest business drivers is in migrating lines of business and core business

applications to the cloud to optimise costs, productivity, agility, and scalability. For example, among IT decision-makers in the Middle East, YouGov surveys show that 83% in the UAE and 66% in Saudi Arabia say their organisations will run partially or fully on the cloud in 2019.

CIOs need to identify the emerging technologies and use cases that can best meet business needs, and can start small with pilot projects that can then scale up for wider digital business innovation and competitiveness. Based on the experience of Middle East and global customers, the early adopters of digital innovations gain market share.

Among MENA digital leaders, more than 70% are investing in Big Data and analytics, AI and machine learning, and cloud as the top three most heavily-invested technologies in 2019, according to the recent SAP and Oxford Economics Digital Transformation Executive Study.

Majid Al Futtaim Retail digitally transformed Carrefour, with one digital platform integrating 100,000 products on its website, in-store kiosks, and tablets, and mobile app for 750,000 daily customers.

Expo 2020 Dubai, with Accenture, went live on SAP S4HANA for data-driven insights. SAP EMEA Quality Awards recognised Abdalatif Jameel Motors and Herfy Food Services and wasl Asset Management Group.

Customer success included Abdali Medical Center, Abu Dhabi Special Olympics, Al Dahra, Al Dawaa, Al Tasnim, ARA Petroleum, Asmak, Bahri, DEWA, Dubai Refreshments, Emirates NBD, Emirates Steel, ENOC, Indus Motor Company, McDonald's UAE, Oasis Water, Raysut Cement, SAIB, Sarooj Construction. ■



THOMAS BUERGIS,
Senior Director Sales
Engineering EMEA, SonicWall.

DIGITAL TRANSFORMATION IS A RISK EVERY CIO MUST TAKE

CIOs play an important role in identifying processes and departments that will benefit most from transformation.

According to SonicWall, digital transformation is not a choice. It is a continuous process that organisations must deploy to digitise their data and processes to increase efficiency, optimise resources, and gain better visibility into their overall operations. The rapid increase in cloud adoption and IoT in the digitisation process opens the organisation to more security risks. SonicWall solutions help drive and secure a customer's digital transformation journey.

Digital transformation is being driven by technology, and businesses are pursuing it with zest in a bid to drive business success. The increase in the adoption of Cloud, IoT and AI are signs that technology is a major enabler of digital transformation. CIOs are driving all their technology investment initiatives to serve business growth. Technology is not just a tool for business to use; it has become more and more a main driver for business growth and transformation.

With the rapid global change in

business transformation, technology needs to catch up with these aggressive demands. If we take an example, business moving their applications on the cloud, technology heads need to be up to speed to help business digital transformation journey.

For starters, CIO's should ensure that their digital transformation vision is in line with that of the organisation. They should lead the digital transformation initiative with the objective of consulting, guiding and working alongside the business heads on how to leverage the transformation.

CIOs play an important role in identifying processes and departments that will benefit the most from transformation and should be able to design employee-friendly practices. CIO's need to be clear on the security implications associated with digital transformation and ensure that the appropriate security measures, policies and technologies are in place to ensure the organisation is

protected.

CIO's must adopt the changes and processes that are put in place by them and lead by example. Ensuring that investments in the right people and infrastructure are being made a crucial decision. Digital transformation is a risk that every CIO must be willing to take. At SonicWall, we plan, execute and maintain our customer digital transformation throughout this journey.

With single-pane-of-glass integrated security management coupled with analytics and real-time threat intelligence protection across the ecosystem, SonicWall is providing customers and partners with a complete cybersecurity portfolio.

SonicWall networking and security solutions including NGFW, Next Generation End point, Secure SD-WAN, RTDMI, Secure WIFI, Security as A Service, Cloud Application Security CAS, WAN Acceleration, Web Application Firewall, Security Analytics, Email Security and Secure Remote Access.

The patent pending RTDMI technology has discovered 104,000 never-before-seen attack variants from January to August alone. ■

HIGHLIGHTS

- Technology is not just a tool for business to use and has become more and more a driver for business growth.
- They should lead the digital transformation initiative with the objective of consulting, guiding and working alongside the business heads on how to leverage the transformation.
- CIO's need to be clear on security implications associated with digital transformation and ensure appropriate measures are in place.



MAHER JADALLAH,
Regional Director Middle East,
Tenable.

WHAT IS THE PROBABILITY THAT YOU WILL BE BREACHED?

Tenable enables customers to automatically detect every asset across their computing environments, and also assess them for vulnerabilities.

Organisations of all sizes have embraced digital transformation to create new business models and ecosystems, deliver new products and services and operate more efficiently in the digital economy. While this opens up a whole new world of opportunities, it also creates a new attack surface to defend. And it's exploding.

Digital transformation has led to an explosion of new technologies, connected devices and computing platforms. From IT to Cloud to IoT to OT, this complex computing landscape is the modern attack surface. The tools and processes of yesterday are being used to solve today's problems – built and designed for the old era of IT when the attack surface was a static laptop, desktop or on-premises server.

As a result, organisations struggle at every step – seeing their assets, detecting weaknesses, prioritising issues for remediation, measuring risk, and comparing to peers. The digital era requires a new approach.

The Tenable Cyber Exposure

platform is a solution to holistically assess, manage and measure cyber risk across the entire modern attack surface. The platform uniquely provides the breadth of visibility into cyber risk across IT, cloud, IoT and OT environments and the depth of analytics to measure and communicate cyber risk in business terms to make better strategic decisions.

Tenable enables customers to not only automatically detect every asset across their computing environments, but also assess them for vulnerabilities and

misconfigurations. Predictive prioritisation innovation analyses Tenable vulnerability data combined with third-party vulnerability data, threat intelligence and vendor security advisories using data science to predict the likelihood a vulnerability will be exploited in the near future.

The resulting Vulnerability Priority Rating scores are dynamic and change with the threat landscape, arming security teams with actionable insight into their true level of business risk.

Tenable, is a cyber exposure company. Over 27,000 organisations around the globe rely on Tenable to understand and reduce cyber risk. As the creator of Nessus, Tenable extended its expertise in vulnerabilities to deliver the world's first platform to see and secure any digital asset on any computing platform. Tenable customers include more than 50% of the Fortune 500, more than 25% of the Global 2000 and large government agencies. ■

HIGHLIGHTS

- Digital transformation has led to an explosion of new technologies, connected devices and computing platforms.
- The Tenable Cyber Exposure platform is a solution to holistically assess, cyber risk across the entire attack surface.
- The platform provides visibility into cyber risk across IT, cloud, IoT and OT environments.
- Tenable customers include 50+% of the Fortune 500, more than 25% of the Global 2000 and large government agencies.



ANTHONY PERRIDGE,
Vice President International,
ThreatQuotient.

BOOSTING TRANSFORMATION THROUGH THREAT VISUALISATION

ThreatQuotient offers CISOs key features like automation, prioritisation and visualisation, that can boost successful transformation.

Security remains an exciting, challenging, growth market. Digitisation increases the opportunity for the bad guys so the cyber security companies need to keep innovating and delivering. The downside of this is that constant change is hard to deliver and potentially expensive.

With digitisation the opportunity for the bad guys to exploit is huge, so effective security is essential. That is why organisations are augmenting traditional security detect and block with more proactive solutions. The goal is to anticipate attacks but this can only be done with threat intelligence and the ability to operationalise it. Given that all organisations will be breached at some point it is not just about protection. It is therefore also about resilience and the ability to recover quickly.

CISO's face the twin challenges of budget and availability of

expertise. From an organisational perspective, a CISO needs to be a great communicator, both upwards and downwards within the organisation. Cyber security can get very technical, very quickly but the CISO's stakeholders and sponsors do not take decisions or want to communicate that way.

From a customer perspective, ThreatQuotient's solutions address a key challenge which is the shortage of cyber expertise. The vendor does this through automation and delivering efficiency and effectiveness to security operations. Technology, simply put, is an enabler. It must be built or designed into rather than bolted on.

ThreatQuotient's mission is to improve the efficiency and effectiveness of security operations through a threat-centric platform. By integrating an organisation's existing processes and technologies into a single security architecture,

ThreatQuotient accelerates and simplifies investigations and collaboration within and across teams and tools, supporting multiple uses cases including incident response, threat hunting, and serving as a threat intelligence platform.

Through automation, prioritisation and visualisation, ThreatQuotient's solutions reduce noise and highlight top priority threats to provide greater focus and decision support for limited resources.

The ThreatQ platform enables a shared understanding across teams and tools within an organisation's defense infrastructure. It supports both reactive use cases as well as proactive use cases and orchestrating and synchronising threat intelligence across systems.

ThreatQ's top three differentiators are:

Customer-defined Prioritisation

ThreatQ ingests, normalises, dedupes and correlates threat data and events from external and internal sources into a single Threat Library. What we do differently is that we provide customer controls so a company can customise scoring and prioritisation.

Deep integrations and ecosystem

ThreatQ is an open and extensible platform built on APIs to integrate with any system or tool. This architecture allows for deep integrations and bi-directional data sharing, enabling the orchestration, automation and synchronisation of cyber threat intelligence across systems and teams.

Go to Market

ThreatQuotient's pricing and go to market models simplify the consumption of a TIP. Pricing is straight-forward without additional charges per integration or higher indicator counts. To address companies with less mature security operations we partner with MSSPs, jointly defining a threat intelligence service offering. ■



DR CETIN NAZIKKOL,
CEO Middle East and Turkey, thyssenkrupp
Industrial Solutions AG.

DOMAIN EXPERTISE CRITICAL TO DIGITISE INDUSTRIES

Thyssenkrupp is bringing in technologies like data analytics and drones to help its industrial customers begin their transformation.

Thyssenkrupp drives the digital transformation of customers by connecting domain expertise and digital capabilities to engineer smarter products, services and solutions. This is what we call digitalised expertise. With data driven solutions, thyssenkrupp offers customers a complete analytics product.

Using analytical results, the customer can increase profitability and predict future malfunctions at an early stage so that downtimes are minimised and the productivity of plants and machines is increased. Additionally, maintenance assistance system and performance and quality monitoring make it easier to plan and forecast plant operation.

Thyssenkrupp has introduced drone technology to its business. Currently, thyssenkrupp uses drones mainly for two applications: The first plant scan 3D service, whereby we use drones in combination with laser scanners to create highly accurate 3D models of plants or machines. This data can then be used by our

engineers for modifications or revamps of these plants.

Two, our drone inspection service, where we use drones with high resolution cameras or thermal cameras that can measure temperatures to detect any irregularities on plants. This way, drones ensure cost, time and safety benefits to all our customers. These are only some examples of digital products at thyssenkrupp Industrial Solutions.

New business models are playing an increasingly important role, especially in the context of our digital service solutions. For example, thyssenkrupp is increasingly offering customers performance-based contracts. If a customer saves energy costs through control solution based on artificial intelligence, we benefit from this as part of a dynamic contract model.

thyssenkrupp sees a huge need for digital transformation of many old-school businesses to monitor plant results efficiently, reduce operating costs and achieve increased

productivity. Clients can benefit the most if they are willing to change the way they do business. Here is where a technology head comes into the scenario.

A technology head understands how to lead transformation with the help of digital assets and integrates traditional businesses with novel digital assets. They play a pivotal at the centre of digital transformation.

A good example is a current initiative at a local ammonia producing company, one of the long-standing customers in the Middle East. The project aims at enhancing the capacity, availability and efficiency of the production of the plant by analysing permanently transferred real time operation data.

By combining the domain expertise of process engineers with the knowledge of data scientists, thyssenkrupp provides regular performance reports to enable the client to realise the identified optimisation potentials. At the same time, thyssenkrupp can continuously advise the client on any issue occurring in the plant.

In a previous and similar project in the region, thyssenkrupp used its expertise in process simulation to supply the client with a comprehensive plant assessment and detailed operation recommendations to improve the performance of his ammonia plant. ■

HIGHLIGHTS

- Digital transformation has led to an explosion of new technologies, connected devices and computing platforms.
- The Tenable Cyber Exposure platform is a solution to holistically assess, cyber risk across the entire attack surface.
- The platform provides visibility into cyber risk across IT, cloud, IoT and OT environments.



DR MOATAZ BIN ALI,
Vice President, Trend Micro, Middle East and North Africa.

MAKING THE C-SUITE RESPONSIBLE FOR SECURITY

Increased threats, skills shortage, budget cuts, transformation road maps, are increasing the challenges for CISOs.

The Middle East’s move to hybrid cloud is among the biggest drivers of business growth. As cyber-threats continue to increase in volume, variety, and velocity, Middle East organisations need to simultaneously protect their on-premise and cloud-based infrastructures, and need ensure the protection of their migration of data to the cloud.

One of the most pressing issues identified in our 2019 security predictions is that modern hybrid data center and evolving endpoint, end-user access and mobility including partners and third parties that connect to the network, are demanding a lot more from IT security teams in 2019.

The IT security skill set shortage is more pronounced, and augmenting existing expertise with intelligent, efficient, and multilayered security technologies is more critical.

Middle East organisations’ C-suite need to understand that cyberattacks are a business risk, and that leaders at the highest levels need to take accountability.

One of the biggest business challenges is that C-suite executives glaze over technology talk then recoil at budget discussions. As a result, organisations need to work with channel partners to conduct cybersecurity awareness programs across every employee level to ensure security preparedness, and then deploy the industry-leading solutions that can predict, prevent, and mitigate cyber-attacks when they do occur.

CISOs should be focused on stopping cyber criminals in their tracks by closing off holes in an organisation’s IT infrastructure, rather than on managing cyber-attacks. CISOs should have experience in running vulnerability scans, performing web application

security assessments, upgrading and updating systems, and responding to threats.

CISOs should also work with C-suite executives, other departments, and external stakeholders to discuss IT budgets, cyber security strategies, and how to deal with breaches when they occur. CISOs should also be team-builders of high-performance IT security professionals, understand business and IT objectives, and stay ahead of the industry curve.

Secure digital transformation is based on having security software that can address the full range of ever-changing cyber-threats, now and in the future, and across on-premise, public cloud, and hybrid cloud environments. Instead of using separate, siloed security solutions that do not share information, Trend Micro’s XGen security strategy provides a cross-generational blend of threat defense techniques.

Trend Micro announced the availability of Deep Security as a Service on the Microsoft Azure Marketplace, and the extension of network protection to the cloud on the AWS Marketplace.

Trend Micro held the Cyber Defense Challenge with the Abu Dhabi Digital Authority to strengthen the protection of Abu Dhabi organisations’ servers and hybrid cloud data centers and to further enhance cybersecurity infrastructure, one of the main pillars of Abu Dhabi’s digital transformation agenda.

Trend Micro announced the first 10 Saudi nationals graduated from its 2-year-long Saudi Arabia Graduate Academy for Cyber Security Program, fueling high-value technology and cybersecurity jobs. ■

HIGHLIGHTS

- Partners and third parties that connect to the network, are demanding a lot more from IT security teams in 2019.



PIERRE HAVENGA,
Managing Director, Vertiv Middle
East and Africa.

INNOVATIVE TECHNOLOGIES DRIVING TRANSFORMATION

Leaders with a digital transformation mindset see benefits of investing in developing digital capabilities and improving efficiency.

Organisations around the world are relying on ever-evolving technology now more than before to help drive innovation, strategy, generate growth and have a competitive edge over other companies. Technology has become an essential and indispensable part of almost every business and is required for businesses to evolve and grow.

Imagine a company or a small business enterprise trying to operate without the use of Internet. Take any form of business technology; from video conferencing to the virtual sale of a product or perhaps having a more secure method for online banking and shopping – technology plays a massive role in business.

Many business heads are aggressively trying to transform their companies, seeking primarily to improve performance by changing behaviour and competencies throughout the organisation. Digital

transformation involves multiple business functions ranging from marketing to IT operations.

The need for digital transformation which involves removing traditional mindsets is stronger now more than ever. The sooner the shift happens, the higher the chances of survival, especially in highly competitive international markets.

Leaders with a digital transformation mindset see the benefits of investing more in developing digital capabilities and improve operational efficiency. The digital business transformation mindset also helps uncover new opportunities to be exploited.

Business leaders also need to be acutely aware of potential disruptors, and how to respond to them. It is key to keep an open mindset that adapts well to rapid change and transformation, and to challenges that one might not have faced before.

An innovative business head needs to push aside old leadership and management styles to empower their people to self-direct, make decisions, experiment, generate ideas, and take risks.

Vertiv infrastructure solutions can be customised to meet customer requirements and operate within frameworks that take into consideration any kind of requirement or constraint. For example, BMW Group required a flexible, energy-efficient and scalable IT infrastructure that could secure reliable communications between dealers and suppliers worldwide.

This approach required a tailored combination of central and local datacentre components, seamlessly connecting national and international logistic centers and production sites together. As a specialist in critical infrastructure, Vertiv was able to design, manufacture and supply a series of racks and integrated solutions to provide BMW Group with an innovative IT infrastructure.

Furthermore, Vertiv have recently transferred to a global ERP platform to improve its ability to manage inventory and other financial transactional data, simplifying our internal processes. With improved real-time analytic tools, our business leaders are able to make faster and more effective decisions. Moreover, Vertiv have global training programs to enhance employee skillset and help keep up with the deployment of the latest technologies and tools.

Long-term business success depends on a company's ability to not only plan but execute a digital transformation, which enhances a customer's buying journey. To push ahead, Vertiv must think analytically at how the right technology fits the customer's environment and objectives which in turn drives sustainable growth. ■



XAVIER ANGLADA,
Accenture Digital Lead, Middle East.

ONLY 6% C-SUITE EMBRACING TRANSFORMATION WITHOUT HESITATION

Close to half the Middle East market is either experiencing disruption or susceptible to disruption according to Accenture research.

Digital transformation is playing a crucial role in shaping governments and economies around the world and the same rings true for the Middle East region. According to our research, 45% of Middle Eastern companies are feeling the impact of disruption today and 44% are susceptible to disruption in the future.

In the public sphere, governments in the region have launched several smart initiatives and solutions to enhance the quality of living. Accenture is seeing private sector companies aggressively pursuing the integration of modern solutions and technology such as cloud, drones, robotics and artificial intelligence, driving a new era of innovation.

In the public sphere, governments in the region have launched several smart initiatives and solutions such as Smart Dubai and Saudi Arabia's National Transformation Program

2020 to enhance the quality of living.

We are already inching towards a post-digital era in the Middle East. As ICT spending is expected to rise to \$213 billion this year compared to \$208 billion in 2018, according to IDC, new expectations will emerge.

As per the Accenture Technology Vision 2019 report, companies will be presented with new levels of expectation from consumers, employees and business partners. In the next few years, the focus will shift from having the right technology to how do I set myself apart, as organisations become digitally competent with time.

Business leaders know that thriving in the digital age requires them to take on the disruptive forces changing their industry with speed, confidence and continuous innovation. But the reality is, only 6% of C-level executives say they have successfully managed to

embrace new businesses activities without hesitation.

To get there, companies need a Wise Pivot, a strategy fit for the digital age that can help companies pursue new growth opportunities without abandoning their core business. Companies who pivot wisely know how to constantly calibrate their investments and assess their organisation's investment capacity to grow new businesses at precisely the right time.

The most susceptible companies today are in the high-tech, chemicals, industrial machinery and equipment, infrastructure and retail sectors, with companies in the travel, auto and healthcare industries likely to be heavily affected in the coming years.

Accenture estimates that over \$400 billion in value is at risk from disruption for Middle Eastern companies due to their limited innovation capabilities. Although many companies have increased their spending on innovation in recent years, these investments have not necessarily led to above-average growth.

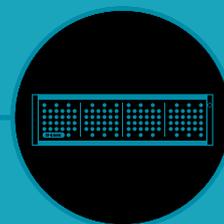
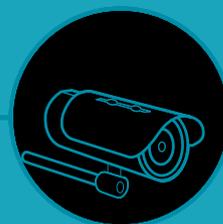
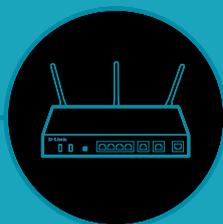
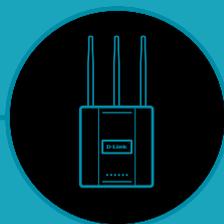
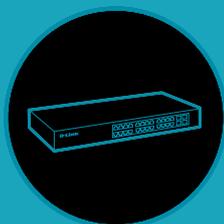
Accenture has made significant investments in the GCC and is constantly striving to help businesses accelerate digital transformation. In line with the UAE Vision 2021, Accenture maintains its support to private and government businesses to further enable the UAE in becoming a leading technology hub, by helping establishments and governments apply technology to create positive change and transform business and society. ■

HIGHLIGHTS

- Due to limited innovation, Accenture estimates \$400 billion is at risk from disruption for Middle Eastern companies.

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