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OCTOBER 2020

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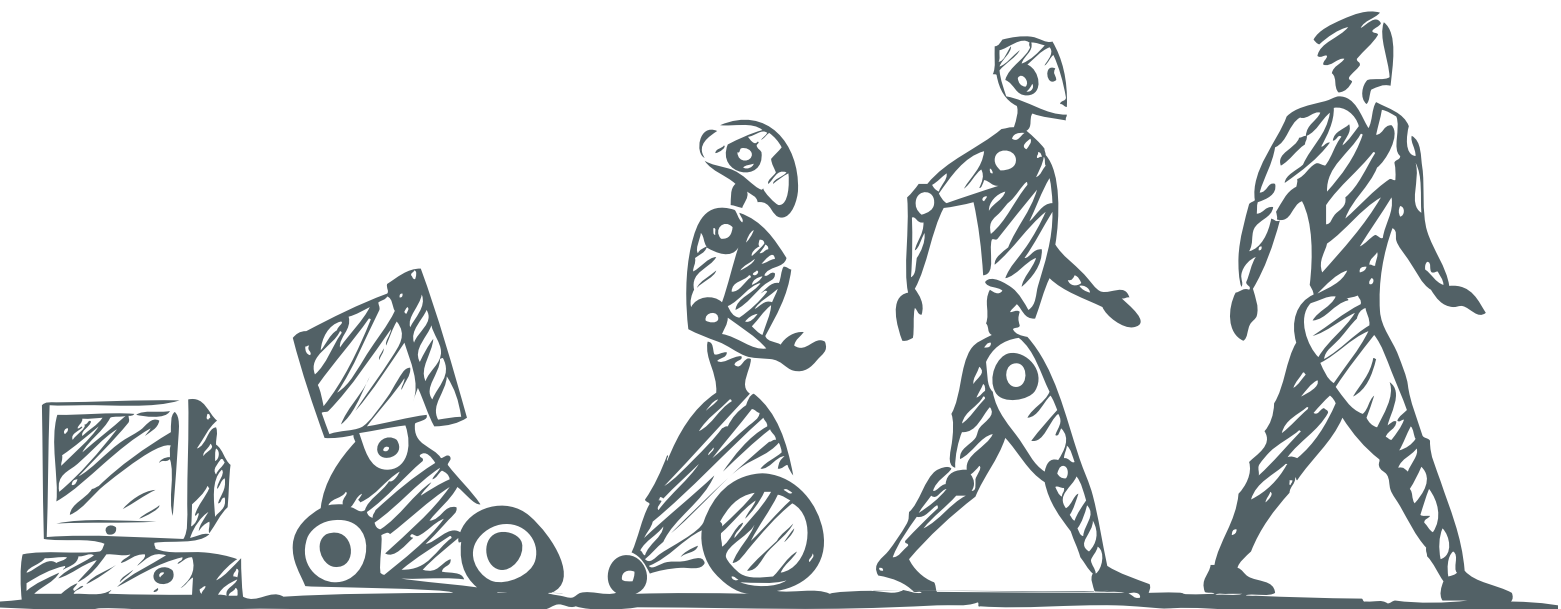
**250+**

ENGAGING SESSIONS

**100+**

EXHIBITORS

INFLUENCE  
INTEGRATE  
IMPACT



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- When both humans and machines are drivers
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## CAN CONTINUOUS REENGINEERING BREAK TODAY'S CLOUD RANKS





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## AUTONOMOUS CARS AND THE CLOUD

The concept of a self-driving or autonomous vehicle is immensely exciting. Consider the benefits – vehicles optimise amongst themselves and the space on the road in real time to find the most effective path between the point of departure and the point of arrival.

If the surroundings remain static and no other objects are on the roads, except the vehicles themselves and their occupants, this is a no-brainer from the technology and innovation point of view. The vehicles can steer themselves amongst each other in real time and collisions cannot happen.

*So where is the catch?*

Real-life does not allow such perfect conditions. Visibility changes, surroundings change, objects of all sorts can intrude, and vehicles themselves may get altered. Intelligent recognition systems need to be trained to recognise and react to a vast range of situations and objects, while the surroundings themselves vary.

The more learnings that intelligent systems go through, the better will be their ability to make the right and safe decisions. And then there is the legal imbroglio! If an incident does occur – who is responsible, the autonomous vehicle that did not know how to react or the invading party or the human on board who did not take control of the vehicle.

According to Dr Florian Baumann at Dell Technologies, teaching autonomous vehicles to drive is incredibly data and compute intensive and requires secure and cost-effective data management. The limitations of artificial intelligence and ability of the algorithms to respond to unfamiliar scenarios is one current drawback. Mobility leaders need to assemble teams with sufficient expertise to create the differentiating algorithms.

Adds Ravi Suri at KPMG, from a technical perspective, the limitations lie in inability to identify surroundings accurately and decision-making capabilities of an autonomous vehicle. Perception equates to vision and the limitation lies in the vehicle's inability to identify surroundings accurately. A vehicle may be unable to understand how to move around unidentified objects in their way.

Autonomous vehicles are a special challenge because they are an exception to the current day rule, when both humans and machines are drivers.

Comments Gurmeet Kaur and Stephan Appt at Pinsent Masons, new laws are required to adapt current rules from being driver centric to enabling both humans and machines to operate a vehicle in public traffic.

Moving to the cloud and our cover feature of the month, Oracle's second-generation Cloud Infrastructure offers autonomous features around its database and security offerings. In the future, managing the cloud will become as complex as managing today's large-scale compute, networking and storage datacentre infrastructures.

Turn the pages to read more about Oracle's innovation game plan and autonomous cars.

Best wishes for the month.

Arun Shankar  
arun@gecmmediagroup.com

# FOUR HURDLES TO MAKING ORGANISATIONS DIGITALLY RELEVANT

In our increasingly digitalised world, CIOs need to adopt a more strategic approach in driving innovation, says Sage's Gerhard Hartman.



GERHARD HARTMAN,  
Vice President, Medium Business, Africa  
and Middle East, Sage.

Legacy and rigid platforms are not suitable for new generation technologies.

One thing that is becoming clear in our increasingly digitalised world is that CIOs need to adopt a more strategic approach in driving innovation in their organisations if they are to keep up with the rapid pace of change. But in seeking to reinvent their IT infrastructure from top to bottom to make it relevant to the digital era, CIOs run into a range of cultural, technological and process hurdles. Here are some of the common hurdles and ways to overcome them.

## VISION AND COORDINATION

Digital technology affects every aspect of the organisation, from logistics to HR and financials, and from production to sales, marketing and customer experience. Yet,

many businesses have thus far, not successfully aligned their functions and departments behind a coherent digital vision. Digital transformation efforts carried out by different teams and departments remain fragmented and difficult to scale.

No doubt, companies, where the CEOs and their C-suite colleagues drive the digital transformation strategy, will have a more coherent vision. The Chief Executive, Chief Marketing Officer, Chief HR Officers and Chief Financial Officer should all work closely with the CIO and Chief Digital Officer to align the business and technology to ensure the implementation of a compelling digital strategy for the business.

## LEGACY SYSTEMS

Many organisations have legacy processes and systems in place that make it difficult for them to launch innovative services, channels and solutions to support digital workforces and employees. Their rigid platforms are not suitable for new generation technologies such as the Internet of Things, artificial intelligence and robotics. Such entities often perceive IT as an impediment to growth and innovation rather than a strategic enabler.

The rise of cloud adoption helps CIOs speed up time to market with new applications and innovative services. The cloud is a great enabler, allowing executives and employees access to real-time data anywhere and at any time. With cloud solutions now reaching maturity, businesses are turning away from legacy Enterprise Resource Planning

systems to more flexible and cost-effective solutions with a faster return on investment.

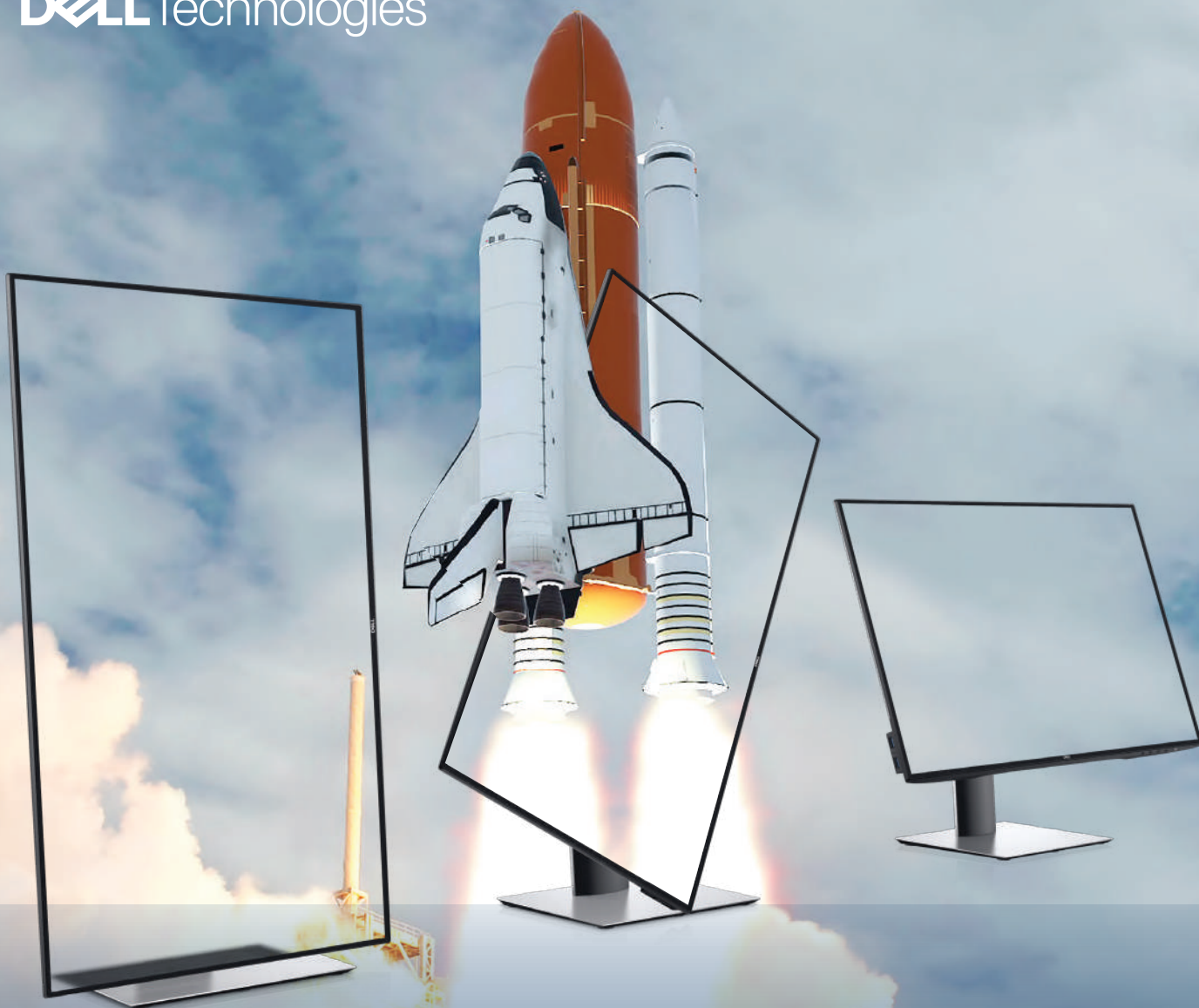
## NO MONEY

IT budgets are under pressure, and the strain is only going to grow as companies seek to mitigate the financial impacts of the Covid-19 pandemic. CIOs are managing to keep operations afloat with their existing budgets. Yet, there is not much money left to implement strategic growth initiatives or innovative projects to prepare for the future. Automation is a quick-win method of saving time and money that can, in turn, be reinvested in value-generating areas such as innovation. Automating processes through business applications helps eliminate the pain in compliance and across other operational requirements.

## ADOPTION CHALLENGES

Successful Digital Transformation depends on internal users and external stakeholders adopting the technology the organisation provides. Yet, cultural resistance to new technologies can be high in several companies with some users preferring their own tech or the legacy systems. As for Customer-centricity issues, CIOs need to work with customer service teams to understand how consumers and employees interact with back-end systems through mobile apps and web front-end the companies offer. CIOs must enable fast, simple and seamless access to data and services to accommodate complex customer demands and ensure these systems are available 24 by 7. ■

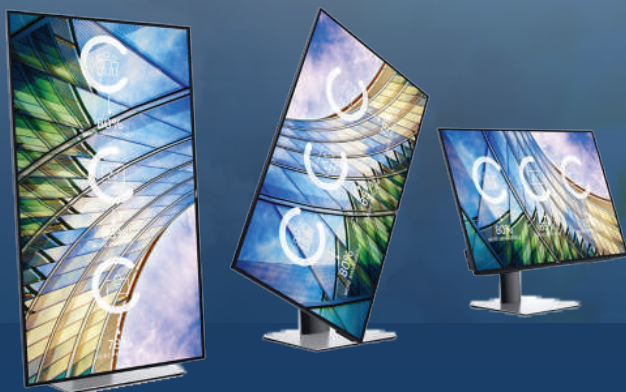




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# WATCH OUT FOR BRAND EXPLOITATION BY CYBERCRIMINALS

Cybercriminals are acutely aware of the ease with which they can register lookalike domains and launch sophisticated attacks, warns Mimecast's Werno Gevers.



WERNO GEVERS,  
Cybersecurity Expert,  
Mimecast.

## KEY TAKEAWAYS

- It's become common for malicious actors to use favourite retailers or other loved brands and services to trick people.
- Standard web and email security strategies are no longer enough.
- Organisations need to protect their brands online and ultimately protect their customers.
- What's critical is having budget set aside for this important element of cybersecurity.

Middle East organisations are growing wary of criminals exploiting their brands to target their customers, partners or the general public. According to the latest Mimecast State of Email Security Report, 74% of organisations in Saudi Arabia and United Arab Emirates are concerned about a web domain, brand exploitation or site spoofing attack.

Cybercriminals are acutely aware of the ease with which they can register lookalike domains and launch sophisticated attacks impersonating trusted brands that are nearly indistinguishable from the real thing. It's become common for malicious actors to use our favourite retailers or other loved brands and services to trick people into handing over money or sensitive information. And it's becoming harder for these brands to continue to avoid responsibility. Local concerns outweigh global averages, with 50% of UAE organisations admitting they are very concerned about an attack that directly spoofs their email domain, compared to a global average of 40%.

It's critical that organisations look beyond the perimeter to determine how threat actors are damaging their brands online. As a start, they need to adopt Domain-based Message Authentication, Reporting and Conformance, DMAR, an email validation system designed to uncover anyone using a brand's domain without authorisation. This means brands can monitor who is sending mails on their behalf and

instruct receiving servers to reject unauthorised emails. This helps protect receivers from falling victim to fraudulent mails.

There is an argument to be made for the CMO to take ownership of this budget since they are typically responsible for their brand's reputation, but our research revealed this is the case at only 14% of UAE and Saudi Arabia organisations. What's critical is having budget set aside for this important element of cybersecurity. And the budget owner also needs to work closely with the organisation's security leader to make the right purchasing decisions.

All of the countries surveyed in this year's report expect web and email spoofing attacks to increase in the coming year, but Saudi Arabia and UAE organisations were among the ones on highest alert with 52% and 54% respectively, predicting an increase. It therefore makes sense to have a dedicated senior resource looking after the organisation's online brand integrity. On average UAE organisations were made aware of six web or email spoofing attacks in the last year, while Saudi Arabia organisations were made aware of seven. Of course, that's just the ones they were aware of and if left unchecked, brand spoofing could have devastating effects on the brand's reputation.

Standard web and email security strategies are no longer enough. Organisations need to protect their brands online and ultimately protect their customers and supply chains by preventing fraudulent senders using their domains or lookalike domains. ■



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# WHY UPSKILLING AND RESKILLING ARE NECESSARY AND FEASIBLE

It is the ideal time to make the case for a company to support reskilling and upskilling opportunities, says University of Michigan's Melanie Weaver Barnett.



MELANIE WEAVER BARNETT,  
Chief Executive Education Officer,  
Ross School of Business, University  
of Michigan.

## KEY TAKEAWAYS

- Covid-19 pandemic has revealed vulnerabilities and significant gaps to fill in our organisations' capability sets.
- With virtual options becoming available, it is more feasible than ever to access learning opportunities.
- It is both necessary and feasible for employers to invest in upskilling and reskilling to ensure competitive success.
- The job of the leader in the new normal is to build resilient organisations.

We seem to always talk about constant and rapid change, as well as the need for staying ahead. However, the lightning-fast changes associated with working during the Covid-19 pandemic have revealed vulnerabilities and significant gaps to fill in our organisations' capability sets. Some of these critical gaps appear in areas of supply chain resilience, digitisation and leading virtual teams.

With virtual options becoming available, it is more feasible than ever to access learning opportunities. The key, as always, is to ensure you are being effective with your reskilling and upskilling dollars, by engaging in high quality learning experiences that are designed with your outcomes in mind.

It is both necessary and feasible for employers to invest in upskilling and reskilling to ensure competitive success in what has become a more VUCA world, that is a world which is more volatile, uncertain, complex and ambiguous than ever. It is the ideal time for employees to make the case for the company to support them in reskilling and upskilling opportunities.

Working from home involves many of the same capabilities as when working in an office, but the twist is that these skills are required in the virtual environment. In a world where more team members are not co-located, organisations, leaders and workers are challenged to:

- Craft a winning strategy

- Catalyse and deliver on innovation
- Effectively manage projects
- Build their team
- Ensure the emotional health of their employees
- Manage and develop talent
- Create the culture that enables the strategy

Many other skills, knowledge and abilities are essential as well. Depending on your industry or even your business within that industry, some of these are more important than others, but the future of successful work, regardless of whether we have had a pandemic, is going to require:

- Digitisation. Not just the digitisation of transactions, but also of communication, sales, relationships, networks, management and more.
- Facility with artificial intelligence, automation, and robotics.
- Building and sustaining resilient, agile supply chains.

When it comes right down to it, all of this depends on leaders to navigate and guide the way. Leadership skills may evolve over time and vary among organisations and situations, but they are always critical and require continual improvement. The job of the leader in the new normal is to build resilient organisations, and that requires resilient, capable, confident, cooperative, agile, intelligent and learning-oriented employees. Better get moving on that reskilling and upskilling. ■





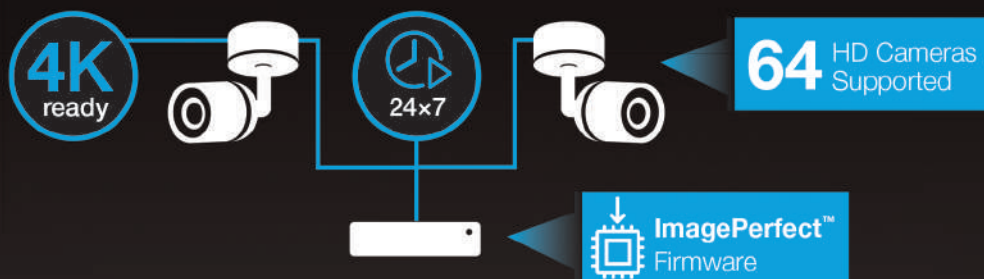
# Vigilance Built From Within

## CHOOSE THE RIGHT SURVEILLANCE STORAGE



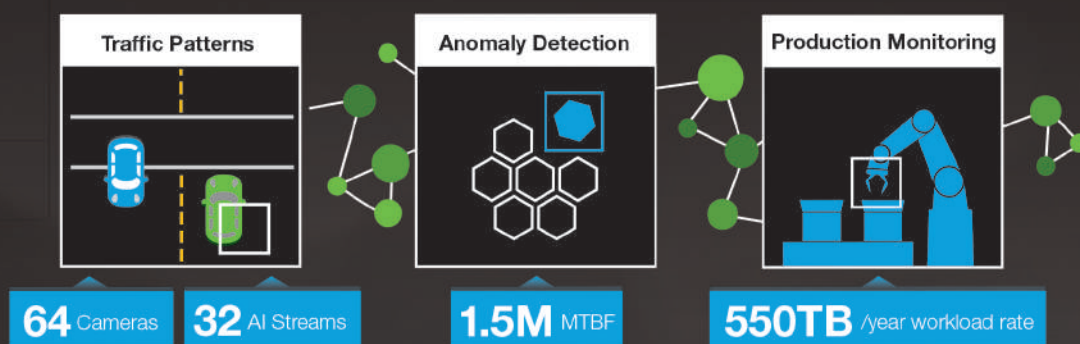
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# USING THE CLOUD TO BUILD BUSINESS RESILIENCE

Scenario modelling, integrated data and automated business processes in the cloud can help organisations deal with obstacles, says Oracle's Angela Mazza Teufer.



ANGELA MAZZA TEUFER,  
Senior Vice President ERP/WE,  
Oracle.

Resilience in the face of adversity is critical, and a key part of resilience is foresight.

Little in business is certain, but organisations truly have entered into a new age of uncertainty. Resilience in the face of adversity is critical, and a key part of resilience is foresight. Business leaders need the capabilities and systems to look ahead, future-gaze and predict future disruption, helping them to adapt accordingly.

Yet how can businesses forecast accurately when everything has changed and old models have been thrown out? Scenario modelling,

integrated data and automated business processes in the cloud can help organisations ready themselves for the next obstacle.

## PLANNING FOR UNCERTAINTY

Businesses should make use of every tool in their arsenal. It's important to distinguish between forecasting, scenario modelling and planning. Forecasting is the act of predicting where your business or the market will be at a point in the future based on relevant historical data. Scenario modelling is when analysts create a range of likely scenarios by looking at possible key turning points. Planning represents the measures and decisions you make based on those insights.

Forecasting and scenario analysis feed the planning process, making them crucial early stages in adapting to disruption. Yet forecasting has become extremely challenging in the current environment. This is where scenario modelling comes into its own. Scenario modelling helps inesses visualise a wide range of possible futures, plan for multiple scenarios and assess how to respond to each one.

Recent experiences suggest the need for a more mature approach to scenario modelling. Despite many organisations actively modelling future scenarios before the crisis, few foresaw or were able to plan for the pandemic. You can't plan for every outcome, but businesses should start investing into a wider range of possible scenarios going forward.

## A PLATFORM FOR RESILIENCE

Massive amounts of data concerning customers, employees and competitors can be difficult to manage. Often it will be segmented across an organisation, divided into numerous silos that prevent it from being analysed together. Planning for disruption needs a coordinated response, consultation and collaboration, but it's difficult to achieve when plagued with silos.

Consolidating forecasting activities in the Cloud also instils more confidence in the process as everyone is using the same methods and tools. Cloud applications can be updated to the latest best practices regularly, so processes are always up-to-date for all groups.

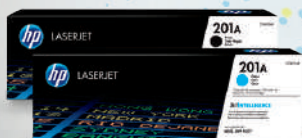
Embedded AI apps and solutions can greatly accelerate forecasting and prediction by automating manual data processes. This contributes to agility because people spend less time gathering and verifying data and more time planning for disruption. With the right information sooner, executives and lines of business can make decisions faster and with more confidence.

## FORESIGHT IS RESILIENCE

Modernising with a combined planning and forecasting cloud solution can elevate both scenario modelling and forecasting capabilities, better aligning them with requirements to be more agile and transformative. When a company can anticipate an upcoming trend or challenge, it gains an invaluable head-start on the competition, and the space needed to adapt and capitalise. ■



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## DEWA deploys 10 Pepper robots to assist customers

Dubai Electricity and Water Authority, DEWA, has deployed 10 Pepper robots in the Future Customer Happiness Centres to assist the customers through a wide range of informational and

transactional services. The robots, each with their own employee ID, promote DEWA services and latest solutions. They have also participated in numerous events and exhibitions, showing

the advancement in digital transformation and adoption of smart services.

In order to increase the adoption of smart services, and gradually reduce the visits to conventional customer service centres, DEWA introduced the Future Happiness Centre concept. It consists of the first integrated smart customer happiness centre in Dubai that offers an innovative, seamless and eco-friendly environment for the customers to perform their transactional and informational services in an effective manner using artificial intelligence.

DEWA has been searching for a way to enhance digital transformation so as to boost customer happiness through innovation. It aims at going beyond the standard customer journey, offering to prospects and customers a unique experience, simultaneously digital and physical.

## Facade of the Museum of the Future has 1024 robot-made pieces

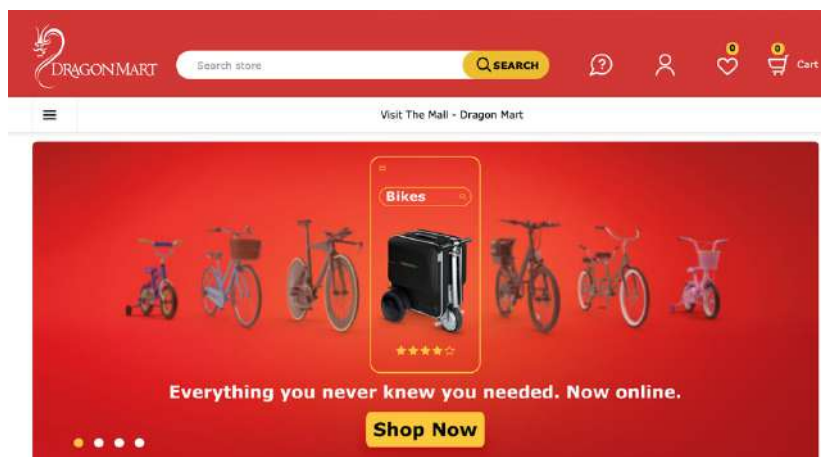
The final piece of the facade of the Museum of the Future was installed in the presence of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. He stressed that the Museum of the Future is an Emirati architectural marvel aimed to build human capabilities better equipped to utilise the Museum in the future. During his visit to the Museum to witness the installation of the final piece of façade, he also noted that the museum is a unique global architectural icon with an Arab identity.

The final piece of installation on the facade will mark the beginning of the final construction phase in a building designed to cement the UAE's leading position as a hub for creativity, innovation, and unique architecture. HH Sheikh Mohammed Bin Rashid inspected the Museum's progress at the project's site at Dubai Future District. He was given a detailed explanation by the team at the Dubai Future Foundation overseeing the project on the most important design aspects, engineering methods, and the advanced technological solutions employed in achieving the construction of the most urban landmark in the world.

During the tour, he was accompanied by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, and Chairman of the Board of Trustees of Dubai Future Foundation, DFF; and HE Mohammad bin Abdullah Al Gergawi, Minister of Cabinet Affairs and Vice Chairman of the Board of Trustees and Managing Director of the Dubai Future Foundation, DFF.



The Museum of the Future is considered an engineering miracle at 30,000 square meters and 77 meters in height. The building consists of seven floors and characterised by the absence of columns inside, making its engineering design a milestone in urban engineering. The museum is also linked by two bridges, the first extending to Jumeirah Emirates Towers, with a length of 69 meters, and the second linking it to the Emirates Towers metro station, with a length of 212 meters.



## Dragon Mart, Nakheel Malls move wholesale market online

Dragon Mart, a trading hub for Chinese products outside Mainland China, has launched dragonmart.ae set to disrupt the retail industry, as the first platform in the region dedicated to one shopping mall with an onsite fulfilment centre. This is a strategic initiative by Nakheel Malls, the retail arm of developer Nakheel, and DP World, a provider of worldwide smart end-to-end supply chain logistics.

Dragonmart.ae brings the largest B2B and B2C wholesale marketplace in Dubai from a variety, scale, cost and volume perspective online. The e-commerce platform harnesses digital transformation to connect Dragon Mart retailers to customers across the UAE and beyond. The move to online is set to elevate the shopping experience as customers can now purchase the wide selection of goods in Dragon Mart from the

convenience of their homes.

Amidst shifting consumer trends to e-commerce, the UAE's SME sector is set to benefit from dragonmart.ae, as more than 30% of items purchased at Dragon Mart are directly linked to business owners of small to medium enterprises. Businesses across the UAE, such as restaurants, will now have the capabilities to order their most needed supplies, such as coffee filters, utensils and more, from Dragonmart.ae, which improves the overall ease of doing business in the UAE.

Dragonmart.ae provides users the ability to sort and discover the abundance of products found at Dragon Mart faster than ever with over 35,000 products across 11 high-level categories with a focus on popular categories including Home, Games and Toys, Electronics, Fashion and more.

Bringing wholesale bargains to the fingertips of customers across a range of competitive price points, Dragonmart.ae delivers a contactless experience to people at their doorsteps within 48 hours. The speedy delivery timings are in part due to the fact that Dragon Mart already utilises the DP World ports, coupled with the top of the line logistics management through the Dubai-based entity.

## Schneider Electric solutions implemented at Egypt's wastewater plant

Schneider Electric technology has been installed and is operating at El-Gabal El-Asfar Wastewater Treatment Plant, Egypt's largest wastewater treatment site. The equipment is helping ensure that the El-Gabal El-Asfar Wastewater Treatment Plant can safely and efficiently treat over 2,500,000 m<sup>3</sup> per day to support the twelve and a half million Egyptians who live on the Nile's east bank in the Greater Cairo area. Schneider Electric's technology is also ensuring that the plant runs safely and more efficiently, reducing downtime at the site which is run by JV Acciona, Passavant and is owned by the country's Construction Authority for Potable



Water and Wastewater.

The plant was established in 1990 to cater to Cairo's rapid growth, with the initial aim of treating 1,500,000 m<sup>3</sup> per day of water. The plant has since been expanded twice, with each expansion adding a further treatment capacity of 500,000 m<sup>3</sup> per day, at a total cost of EGP 18 billion. Following the completion of Phase II Stage II, El-Gabal El-Asfar is the largest wastewater treatment plant in Africa and the Middle East, and the third largest worldwide. The site also produces electricity through gas recovery; the electricity generated onsite is used to power 60% of the plant's power needs.

Schneider Electric's solution includes medium voltage air and gas insulated switchgear lines, Low voltage motor control centres lines, Variable speed drives lines and MV, LV power transformer lines. These technologies are helping to optimise how water facilities in the country are run. All site works were executed by certified service engineers and technicians in accordance with project plans.



## Philips expands its consumer health portfolio

Philips has announced expansion of its consumer health portfolio with a range of innovations to help people maintain health-enhancing lifestyle routines, and digital opportunities that allow them to stay in touch with their healthcare professionals virtually now that physical doctors' visits are limited.

Meeting the needs of fast growing trends in health and healthcare, Philips is focusing on connected consumer health propositions that help people take care of their health at home, including tracking their own health, being in control of their data, and being able to share their data with caregivers remotely. With some feeling afraid or anxious about visiting a doctor, dentist or hospital due to Covid-19, telehealth has gained more traction than ever before.

### Oral health

In today's oral care industry, teledentistry is playing an increasingly important role. Due to Covid-19, many people have been unable to visit their dentist and dental hygienist for quite a while,



yet they know that regular checkups are important to maintaining a healthy mouth and detecting potential problems at an early stage. Philips Sonicare teledentistry is now available to dentists across the United States. By enabling dental professionals to engage with their patients virtually, dental practices can provide continuity of service with oral care advice and hygiene checks to assess common oral health issues such as gum disease, cavities, inflammation and more.

### Helping to-be parents

From the beginning of pregnancy through to the birth and care of newborns, Philips Avent takes

prospective parents on a journey that is both beautiful and challenging. Even more challenging since regular visits to antenatal and neonatal clinics have not been easy or available. With expert advice and information that is personalised to the development stage of their baby and adapted to the current Covid-19 situation, Philips' Pregnancy+ and Baby+ apps and in-app services actively engage parents looking for reliable information. Created in collaboration with healthcare professionals and parents, and with a combined total of close to 40 million downloads, these apps have already proven their relevance and impact.

## Abu Dhabi Airport launches fast track passenger transit

Abu Dhabi International Airport, AUH, has launched a new initiative for international transfer passengers, facilitating shorter connection times by increasing the speed of transiting through the airport by 27%, delivering an enhanced and seamless passenger experience. The Fast Track Flight Connections initiative enables transfer passengers travelling aboard flights originating from partner airports in Europe, the United States, and Canada to take advantage of the new, streamlined security screening processes within Abu Dhabi International Airport. Under the new procedure, the flow of passengers and their baggage to their onward destination will be expedited.

This initiative was developed and implemented in collaboration with the General Civil Aviation Authority, the Department of Municipalities and Transport, the General Administration of Customs, Abu Dhabi Airports, Etihad Airways, and international airport partners. The initiative will be rolled out in two phases, with the first commencing with Etihad Airways flights originating from select destinations in Europe and North America, significantly benefiting airlines operating out of the Western Hemisphere. The second phase is proposed to begin in 2021 and involve a wider range of airlines, additional points of origin, and include new procedures for transfer cargo alongside passengers.

With the annual rise in demand for air travel, airports globally have identified the need to improve the efficiency of processes handling passengers and baggage from airport to airport. Abu Dhabi Airports' new procedure, and other similar measures adopted globally, are the result of ongoing discussions and cooperation between airports around the world.





## Sharjah Transport Authority, UAE's ION to launch ride hailing services

In line with its strategic plan to provide sustainable mobility solutions and environment-friendly means of transportation, Sharjah Roads and Transport Authority, Sharjah RTA, has partnered with the UAE-based sustainable mobility solutions company ION. This partnership will see the launch of a new on-demand ride-hailing service in Sharjah, with a fleet of electric vehicles, EVs, including Tesla Model S and Model 3 by the end of 2020. The service will be available for the emirate of Sharjah and will expand to the rest of the UAE.

ION's selection for the partnership was due to its sustainable EV fleet, smart operations and customer-oriented back-end support. The new EV ride-hailing service will be available through a mobile application, which will offer passengers estimated time of arrival, view the number of available vehicles in the vicinity and even the positive carbon impact by travelling via ION's service. Electric vehicles produce fewer lifecycle greenhouse gas emissions and exhaust emissions than convention vehicles, which help to improve air quality in urban

centres. Through its services, ION's fleet of electric vehicles have covered 2.3 million kilometres to date, offsetting over 13,500 tonnes of carbon dioxide.

In addition, ION will take all necessary precautions such as the disinfection of vehicles pre- and post-rides will be taken to ensure passengers are safe. ION's drivers are also highly qualified, and 40% of ION's drivers are female, a figure that epitomises a company driving the nation's diversification efforts to enhance gender equality. This will also offer culturally appropriate transport and assurance for family-oriented commuters.

Established to spearhead the provision of accessible and sustainable mobility in the region, ION is a joint venture between Bee'ah and CE-Creates, the business incubation platform of Crescent Enterprises. ION's services range from first- to last-mile transportation for individual commuters to electric autonomous shuttles and EV charging station infrastructure.

## flydubai using RFIDAeroTrack software to track and clean aircraft seat covers

Dubai-based airline flydubai has begun using the latest version of technology that tracks the cleaning cycles of each seat cover to help maintain the highest standards of in-flight hygiene and safety. The latest RFIDAeroTrack software by Irish company, Aerospace Software Developments, ASD, enhances efficiency by monitoring the cleaning of aircraft seat covers through technologically advanced RFID tags that are attached to individual seat covers to provide a unique identification, enabling the airline to keep track of the seat covers at every stage of the cleaning cycle and life span via RFID handheld scanners and labels.



Seat covers are scanned when removed from the aircraft and any seat cover that has reached its maximum number of cleaning cycles is taken out of service. The remaining covers are scanned again at the time that they are dispatched to the laundry, and tracked and labelled at various stages of cleaning, to keep track of their cleaning cycles and life span.

ASD and flydubai have been working in partnership for seven years, and In 2014, ASD implemented the first RFID solution in the aviation sector in the Middle East at flydubai. Since the implementation of RFIDAeroCheck, to track presence and expiry of emergency equipment on aircraft, ASD and flydubai have successfully implemented RFIDAeroTrack to address a number of flydubai business requirements.

This latest RFIDAeroTrack application functionality provides numerous benefits to the airline and aids compliance with all safety regulations. It also provides support for the management of the precautionary measures in relation to Covid-19. In addition, the application reduces the time to manage the removal and return of clean seat covers, as well as unnecessary cleaning costs by monitoring of the number of times that a seat cover is cleaned. The technology also enables the tracking of seat covers across multiple locations.

## UAE's 20by2020 initiative installs solar lights in Egyptian village

The Zayed Sustainability Prize has announced that solar-powered lighting solutions developed by one of its previous winners have been installed in the Egyptian village of Habisha, in the Asyut Governorate, as the latest deployment from the UAE-driven humanitarian initiative, 20by2020. With an aim to improve standards of living and create a host of new prospects for residents of the community, more than 50 high-performance energy-efficient LED lights have been fixed on the main street of the village, which are expected to benefit over 3,500 people daily.

The deployment in Egypt was organised by 20by2020, a UAE humanitarian initiative led by the Zayed Sustainability Prize in partnership with Abu Dhabi Global Market, Abu Dhabi Fund for Development, Mubadala Petroleum, the UAE's Ministry of Tolerance and Coexistence, Masdar and Majid Al Futtaim.

The new solar lights which were developed by Sunna Design, a France-based SME that won the



Zayed Sustainability Prize in 2018 under the Energy category, are expected to positively impact the residents in various ways; allowing them to work, socialise and feel secure after dark, while protecting the progress being made in the global fight against climate change.

The lights were installed on the main street in the heart of the village, which has houses on both sides, and serves as the only entry and exit route for the whole

community. Essential shops in the area, such as the local supermarket, have already begun reaping the commercial benefits of greater illumination. The new lights allow longer opening hours with customers who frequent them now able to enjoy greater personal security after dark. Furthermore, children now can feel safe when travelling home in the evenings, allowing the youth to use the time to study later, leading to longer term educational benefits.

## Jaguar Land Rover completes 14,000 sqm HQ at Dubai Silicon Oasis

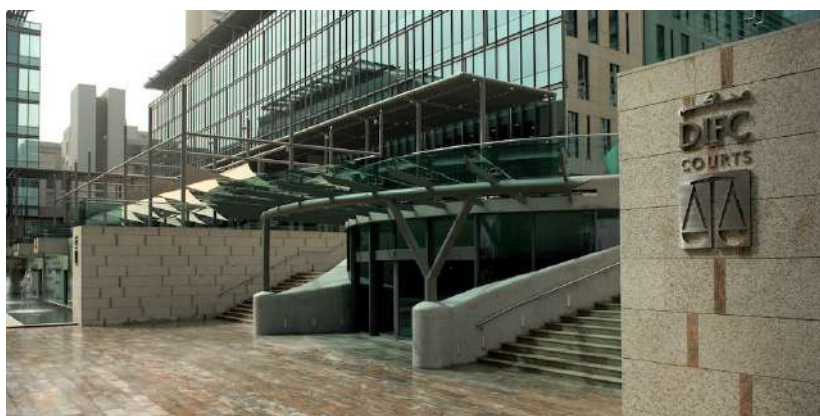


Dubai Silicon Oasis Authority, DSOA, the regulatory body for Dubai Silicon Oasis, DSO, the integrated free zone technology park, has announced the completion of construction on the new regional headquarters of Jaguar Land Rover Middle East and North Africa, JLR, the regional branch of Jaguar Land Rover, at the hi-tech park. Comprising a training academy, an engineering testing centre and a customer relations centre, the new premises span a total area of 14,000 square meters.

The regional headquarters features innovative technologies that equip engineers, as well as technical and administrative staff across JLR's regional network, the engineering testing centre includes pioneering tools to deliver top-quality products that maintain the brand image that customers have become accustomed to. The academy includes state-of-the-art workshop space, and a training showroom for JLR's sales force.

Jaguar Land Rover will introduce a portfolio of electrified products across their model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer ultra-clean petrol and diesel engines.





## Virtual Wills, Registry digital services added in DIFC Courts

As a part of the UAE government's commitment to effectively employ advanced technologies and digital platforms to continue services to the public, the DIFC Courts leveraged its digital mediums to stay connected with court users during Covid-19 restrictions. Statistics confirm that the DIFC Courts is not only maintaining all services, but is simultaneously increasing operational efficiency, issuing over 500 digital orders and judgments over the course of the first six

months of 2020.

Among the many technologies the courts has pioneered to re-engineer and increase access to justice, is the region's first e-Registry in 2009, digitally integrated courtroom and state-of-the-art e-Court Management System in 2017, as well as the region's first paperless e-bundling solution in 2018.

In February 2020, the DIFC Courts established its Arbitration Division, mandated to accommodate the rapidly increasing number of

arbitration-related cases. Similar to the Technology and Construction Division launched in 2017, the Arbitration Division is Chaired by HE Justice Shamlan Al Sawalehi and leverages dedicated judicial and registry oversight and case management expertise. Streamlining the arbitration-related cases under the new division has also led to increased efficiency of process, with the ability to swiftly review applications for interim measures and injunctive relief mechanisms.

During Covid-19 the DIFC Courts also injected fresh digital systems for the registration of wills. A joint initiative of the Government of Dubai and the DIFC Courts, the Wills Service has now re-engineered its digital service offering in light of the current pandemic and the Government's nationwide initiative to Stay Home and curb the spread of the virus.

This new digital offering is in addition to an existing Virtual Registry, which allows those living overseas to create and register a DIFC Courts Will. Investors and former residents can access it from anywhere in the world and be connected, via video link, to a compliance officer sitting in Dubai.

## Zoom's revenue grows 355% in quarter ending 31 July

Zoom Video Communications has announced financial results for the quarter ended July 31, 2020. Total revenue for the quarter was \$663.5 million, up 355% year-over-year. GAAP income from operations for the quarter was \$188.1 million, compared to \$2.3 million in the second quarter of fiscal year 2020. After adjusting for stock-based compensation expense and related payroll taxes, expenses related to charitable donation of common stock, and acquisition-related expenses, non-GAAP income from operations for the second quarter was \$277.0 million, up from \$20.7 million in the second quarter of fiscal year 2020. For the second quarter, GAAP operating margin was 28.3% and non-GAAP operating margin was 41.7%.

GAAP net income attributable to

common stockholders for the quarter was \$185.7 million, or \$0.63 per share, compared to GAAP net income attributable to common stockholders of \$5.5 million, or \$0.02 per share in the second quarter of fiscal year 2020.

Non-GAAP net income for the quarter was \$274.8 million, after adjusting for stock-based compensation expense and related payroll taxes, expenses related to charitable donation of common stock, acquisition-related expenses, and undistributed earnings attributable to participating securities. Non-GAAP net income per share was \$0.92. In the second quarter of fiscal year 2020, non-GAAP net income was \$24.0 million, or \$0.08 per share.

Total cash, cash equivalents, and marketable securities as of July 31,



**ERIC S. YUAN,**  
Zoom Founder and CEO.

2020 was \$1.5 billion. Net cash provided by operating activities was \$401.3 million for the quarter, compared to \$31.2 million in the second quarter of fiscal year 2020. Free cash flow was \$373.4 million, compared to \$17.1 million in the second quarter of fiscal year 2020. Drivers of total revenue include acquiring new customers and expanding across existing customers.

At the end of the second quarter of fiscal year 2021, Zoom had approximately 370,200 customers with more than 10 employees.



## Japan's Nikken Sekkei completes lifting of sky bridge at One Za'abeel

Japanese architectural, engineering, and urban design firm Nikken Sekkei, has confirmed that the world's longest cantilevered building, The Link, which connects the towers of the iconic One Za'abeel mixed-use development in Dubai, UAE, has been lifted into place. The company, who began work on the project in 2014, as lead consultancy, was responsible for the concept and design of the two-tower structure and the unique cantilever design that connects both towers. The skyscraper building is a mixed-use two-tower project overlooking a total built-up area of over 470,000 square metres.

Located at the heart of the city and at the gate of the Dubai Financial Centre, the development incorporates luxury residences, a ultra-luxury hotel and serviced apartments, and premium office spaces, a retail podium, and a panoramic sky concourse. The Link, which will float a 100 metres above the ground, is a panoramic sky concourse that connects the two



towers of One Za'abeel. The timeless structure will house a choice of attractions, including Michelin starred restaurants, observation decks, and an infinity pool.

A team of architects and engineers from Nikken formed the core team for all design features, which subsequently grew to a multinational team of more than 1,200 experts from a variety of disciplines, focused on designing a truly unique

development.

The concept for the design was to express Dubai's pioneering spirit and its warm welcome based on family values in the form of two graceful father and son towers with a strong bond the Link 100 metres above a major highway forming the gateway. A gently sloping podium represents a welcoming gesture, and the bold expression of the Link represents the pioneering spirit of Dubai.

## Noor Takaful, Ajman Bank partner to fulfil customers' takaful requirements

UAE's Islamic insurance entity, Noor Takaful, has entered a strategic partnership with Ajman Bank. The partnership will see the addition of an array of world-class solutions to Ajman Bank's portfolio, ensuring their customers' genuine Takaful requirements are met. Customers that have financial commitments underway will now have access to a comprehensive range of Takaful savings solutions, such as plans for children's education and marriage or retirement.

They will also be offered assurance of their family's financial protection in the case of unforeseen events. Businesses and

their employees will also receive life insurance solutions as part of the agreement in order to improve overall customer satisfaction and retention rates.

The partnership will increase the overall reach of Life Takaful protection, savings and investment products across Ajman Bank's diverse segments of wealth, small and medium enterprises and retail. New and existing customer database across each product category will have access to the new line of offerings as a result of the partnership. Ajman Bank will be operating with Islamic insurance trained professionals that are qualified to guide the customers



**MOHAMED AMIRI,**  
CEO, Ajman Bank.

through the process of Takaful Solutions.

Established in 2009, Noor Takaful has a range of innovative products and services for its customers, including Motor Takaful, Medical Takaful, Travel Takaful, Commercial Takaful and Personal Takaful with instant quotes and online payment facilities.



**RABIH BOU RASHID,**  
CEO, FEDS.



## Drones can replace humans in nuclear plant inspections, says FEDS

Falcon Eye Drones, FEDS, has underscored the importance of drones in increasing workplace safety while speeding up inspection measures to unlock the full potential of the Barakah Nuclear Energy Plant in Abu Dhabi that aims to generate clean electricity for the next 60 years. Hailing the launch of the UAE's nuclear power plant, Rabih Bou Rashid, CEO of FEDS, said that

drones can help ensure the gold standards of safety and reliability of the country's \$32 billion power plant, which is expected to offset approximately 21 million tonnes of greenhouse gas emissions a year, or equivalent to removing 3.2 million cars from the country's roads annually.

The Barakah Nuclear Energy Plant is a significant step towards the

UAE's vision to deliver a new source of clean energy. It is a pioneering project that targets to deliver up to a quarter of the nation's electricity needs, becoming a true milestone for this forward-thinking nation. Drones play a vital role in site condition monitoring on nuclear sites across the globe because of its wide scope of advantages over these ground-based technologies.

With the drones' ability to inspect confined spaces and areas beyond the human's line of sight, these unmanned utility vehicles can perform flawless assessments and capture crucial data in nuclear power plants without putting the workforce in harm's way.

Prior to drones, surveying nuclear power plants required workers to don heavy anti-contamination suits. They also need to bring a radiation monitor, which exposes them to 250 millirem of radiation which is around 10% of the limit for radiation exposure yearly. Since drones are immune to radiation, inspectors can employ them to gather superior data, even around the most inaccessible spaces, without exposing workers to unnecessary dangers. UAVs provide a first-hand full perspective of the site that was previously unrealistic to obtain.

## Hitches & Glitches launches service for Ring Video Doorbell Elite homes

Dubai-based home maintenance firm Hitches & Glitches, H&G, which is part of the Farnek Group, has expanded its home maintenance offering with the launch of a new tech-enabled security service called H&G Neighbourhood Watch. The service applies to H&G customers who have bought and installed the Ring Video Doorbell Elite. The connected doorbell allows homeowners to answer the door from anywhere, via a two-way voice call and one-way live streaming of any visitor, through their smartphone app or computer.

However, if any homeowner notices any suspicious movement



captured by the Ring camera, they will now have the option to contact H&G, who will dispatch a security officer within 15–30 minutes to check on the property. After inspection, the customer is then sent a report with any relevant images. Demand has soared for smart home security gadgets, as improved technology has made devices easier to use and more affordable, especially those with remote options for when homeowners are away from home, for any length of time. H&G partnered with Ring in 2018, to retail and install its home security products and solutions to residences throughout the UAE.

Other products available for installation through H&G include The Ring Floodlight Cam, the first motion-activated security camera with two-way talk, built-in floodlights, and a siren. The Chime Pro HD camera, the Ring Spotlight Cam, and four variations of the Ring Indoor Cam are also available. Homeowners and tenants can order H&G Neighbourhood Watch as a standalone feature, or as a supplement to H&G's existing home maintenance packages.



## TikTok continues amongst top downloads in regional app stores

Short-form mobile video platform, TikTok, is seeing growth across the GCC, with the app ranking among the top downloads in regional Apple and Google Play Stores despite the controversy around the Chinese-owned platform in the United States and elsewhere. The region's top content creators are continuing to grow their follower base and generate fan engagement.

Latest figures from analytics and technology consultancy Anavizio, which has been tracking TikTok's growth in the GCC throughout this year, shows the new influencers on the platform enjoying phenomenal fan growth, with a number of top content creators from Saudi Arabia and the United Arab Emirates increasing their fan base by a million or more between February and August. This includes influencers such as UAE-based Sarahh Miladd who has seen her fanbase surge from 4 million in February to 6.6 million as of mid-August with an average of 126,000 hearts and 2,000 comments per video.

Influencers in the other GCC countries, while perhaps not seeing the same follower growth numbers in absolute terms due to smaller fanbases, are nevertheless seeing incredible growth in percentage terms.

Of note is that the most popular TikTok influencers in the GCC have emerged on the platform itself rather than crossed over from more established social media channels such as Instagram. This new breed of influencers emerging across the six GCC countries by and large appears to be younger than on other platforms and more intune with TikTok's Generation Z audience. Beauty industry mogul Huda Kattan is one of the few celebrities or influencers to have successfully crossed over, ranking among the top UAE-based TikTok influencers with 2.1 million followers.

The more successful cross-over influencers who have gained a million or more followers on TikTok, such as Huda Kattan, Saudi fashion model Model Roz with 1.4 million TikTok followers.



### TIKTOK IN THE GCC

A LOOK AT THE APP'S RAPID GROWTH IN THE REGION

#### APP STORE RANKING

The TikTok app ranks among the top downloads in the region on Apple App and Google Play Stores.

[Aug 1, 2020]



#### CONTENT TYPE

TikTok's origins as a lip-syncing app means the activity in the form of film dialogues, comedic punch lines and songs still account for a massive proportion of the videos on the platform, although the nature of the content posted has diversified greatly.

#### ENGAGEMENT

While a high volume of video posts continue to fall under the lip-syncing genre, emerging topics such as fashion, teaching, comedy and beauty are gradually generating stronger engagement.

The average engagement rate across all countries & all topics in the GCC region was at 3.12% as of August 2020.



**HUDA KATTAN**

TIKTOK FOLLOWERS: 2.1 MILLION

**KHALID & SALAMA**

TIKTOK FOLLOWERS: 1.7 MILLION



**MODEL ROZ**

TIKTOK FOLLOWERS: 1.4 MILLION

#### PERSONALITIES CROSSING OVER

While existing influencers have continued to increase their fanbase between July and August, well-known influencers in the GCC have also emerged on the platform over the past year. It may simply be a question of time before they establish themselves on TikTok.



Want to know more about how social media intelligence can help your business?  
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## Lockheed Martin, Khalifa University to boost aerospace, defence, engineers

Lockheed Martin, a US-based global aerospace, security and technology leader, and Khalifa University of Science and Technology have signed a MoU to collaborate on research and academic initiatives that will advance technology and human capital development in the United Arab Emirates. Dr Steven H Walker, Vice President and Chief Technology Officer of Lockheed Martin, and Dr Arif Sultan Al Hammadi, Executive Vice-President, Khalifa University, signed the agreement virtually, which identifies areas of mutual interest in support of Lockheed

Martin's research endeavours and the development of a knowledge-based economy as outlined by UAE Vision 2021. It is the first of several planned formal agreements between Lockheed Martin and Khalifa University to increase the pipeline of highly skilled aerospace, defence, technology and security engineers in the region. Under the agreement, Lockheed Martin and Khalifa University will explore opportunities for cooperation, led by the university's faculty, in areas including machine intelligence, autonomy, microelectronics, structural and thermal materials, and air

vehicle research. The publication of research, along with development and assessment of academic course material, will also add to knowledge sharing through the MOU. Lockheed Martin works with leading universities worldwide to sponsor research and perform collaborative research for government customers. The company's Centre for Innovation and Security Solutions, based in Masdar City, Abu Dhabi, has hosted merit-based summer internship programmes for top-performing UAE engineering students every year since 2017. This summer, 16 talented students from leading institutions, including Khalifa University, are interning virtually at the CISS to comply with distance learning measures aimed at containing the spread of Covid-19. With 19 research centres focusing on various economic sectors that are considered strategic to the UAE, Khalifa University drives innovation and scientific exploration in advanced technology areas such as aerospace, nuclear engineering, advanced materials, oil and gas, and clean energy.

## Yellow Door Energy installs 11,000+ solar panels at Al Nabooda Automobiles

Yellow Door Energy, a UAE-based sustainable energy provider for businesses has successfully commissioned a 3.1 megawatt-peak solar carport and rooftop solar plant for Al Nabooda Automobiles. Located in Dubai Industrial City, the solar carport and rooftop solar plant are expected to generate 4,620 megawatt-hours of clean energy in the first year of operation, equivalent to reducing 2,000 tonnes of carbon emissions per year.

The solar carport covers 747 parking spaces, making it one of the largest solar carports in the UAE. Together, the solar carport and rooftop solar plant comprise of more than 11,000 solar panels and span an area of 35,000 square meters. They will meet 90% of



the facility's energy consumption needs and help Al Nabooda Automobiles significantly reduce electricity costs.

As the solar developer, Yellow Door Energy is responsible for investing in, designing, building, commissioning, operating and maintaining the solar plant for the duration of the contract. Solar developments are gaining popularity among industrial building owners who want to reduce energy costs without any upfront investment or operational risk, while maintaining focus on their core business and enjoying the benefits of clean energy.

## ServiceNow finds EMEA lags US in customer experience that drive loyalty

Businesses throughout EMEA are starting to invest in crucial digital technologies to improve customer service delivery, but are lagging behind their US counterparts in creating meaningful experiences that drive satisfaction and loyalty. That's according to research from ServiceNow. The global survey of 600 business leaders and C-suite executives, was conducted by ESI Thoughtlab for ServiceNow to examine the customer service priorities, approaches and performance of large companies with revenue of \$500 million or more across five sectors and 12 countries.

### CX leaders see greater returns

The survey used a bespoke scoring matrix to calculate where participating businesses fell on a customer experience, CX, maturity scale, categorising them into Beginner, Intermediate or Leader status. A quarter, 25%, of EMEA

businesses are classed as leaders, behind the US, where over half, 56%, fall into this category. Under half, 44 %, of EMEA businesses have intermediate status and just under a third, 31%, are categorised as beginners.

Leader businesses are more likely to report significant returns on CX investments and, as a result, make greater progress towards overall CX goals. Common traits and actions shared by leader companies include:

- Streamlining and accelerating customer service processes
- Personalising customer servicing and marketing
- Creating intuitive, self-service customer experiences

### The importance of the right technology investment

When it comes to investing in technology to support and improve CX processes, there is a correlation between this investment and the



**MARK ACKERMAN,**  
Regional Director,  
MEA, ServiceNow.

ability to reap the rewards available from creating standout customer experiences.

The study revealed that over two thirds, 68%, of EMEA companies have digitised and automated customer service management, compared to 77% of US companies. Over three quarters, 78%, say they have customer relationship management systems integrated into their digital enterprise platforms, vs 92% in the USA.

## Swisslog automates intralogistics system for Mai Dubai

Swisslog has announced the successful installation and implementation of a new fully-automated and retrieval solution for Mai Dubai, a Dubai-based bottled drinking water company. The move is part of Mai Dubai's ongoing expansion initiative and involves the implementation of a fully automated and data driven intralogistics system. As part of an order valued over €20 million, Swisslog planned and implemented a fully automated system based on intelligent software in the context of big data.

The major expansion project included planning and implementing a six-aisle automated high-bay warehouse for raw material and packaging materials as well as, only a few



hundred meters away, a high-bay warehouse with 17,560 pallet locations for finished goods with 10 aisles. The use of Swisslog's fully automated storage and retrieval solution will help drive key benefits and advantages for Mai Dubai, including a significant reduction in labour costs, improved production and enhanced storage efficiencies.

The installation proves to be both timely and strategic, expecting to sustain Mai Dubai's continuing growth since its inception in December 2012. The company, which is already widely recognised for its excellent reputation, is the official bottled water partner of Emirates Airlines and has also become a household brand name in Oman, Bahrain, and 13 other countries across Asia, Europe and Africa.





**SAFRA CATZ**, CEO, Oracle.

## Oracle to host, secure, audit TikTok's US user data

Oracle has announced that it was chosen to become TikTok's secure cloud technology provider. This technical decision by TikTok was heavily influenced by Zoom's recent success in moving a large portion of its video conferencing capacity to the Oracle Public Cloud. Oracle Chief Technology Officer, Larry Ellison, noted that TikTok picked Oracle's new Generation 2 Cloud infrastructure because it's much faster, more reliable, and more secure than the first generation technology currently offered by all the other major cloud providers.

In the 2020 Industry CloudPath survey that IDC recently released where it surveyed 935 Infrastructure as a Service customers on their satisfaction with the top IaaS vendors including Oracle, Amazon Web Services, Microsoft, IBM and Google Cloud, Oracle IaaS received the highest satisfaction score.

As a part of this agreement, TikTok will run on the Oracle Cloud and Oracle will become a minority investor in TikTok Global. Based on decades of experience securing the world's most sensitive data, the Oracle Generation 2 cloud was built from the ground up to fully isolate running applications and autonomously respond to security threats. Oracle will combine its secure cloud technology with continuous code reviews, monitoring, and auditing to provide assurance that US TikTok user data is private and secure.



September 19, 2020

We are pleased that the proposal by TikTok, Oracle, and Walmart will resolve the security concerns of the US Administration and settle questions around TikTok's future in the US.

As part of this proposal, Oracle will become our trusted technology provider, responsible for hosting all US user data and securing associated computer systems to ensure US national security requirements are fully satisfied. We are currently working with Walmart on a commercial partnership as well. Both companies will take part in a TikTok Global pre-IPO financing round in which they can take up to a 20% cumulative stake in the company. We will also maintain and expand TikTok Global's headquarters in the US, while bringing 25,000 jobs across the country.

TikTok has won the hearts of hundreds of millions of people around the world, including 100 million Americans, because it's a home for entertainment, connection, and expression. We're delighted that the individuals who've turned their creativity on TikTok into thriving careers, the small businesses using TikTok to reach customers during the pandemic, and the families who've found joy and connection through our platform will be able to use TikTok for many years to come.

Our team works tirelessly to provide a safe and inclusive platform and we're thrilled that we will be able to continue serving our amazingly diverse and creative community.





## DSOA equips security team with smart helmets for temperature check

Dubai Silicon Oasis Authority, DSOA, has introduced the KC N901 smart helmet, which will be worn by its security personnel across Dubai Silicon Oasis, DSO, in line with

its commitment to the safety and well-being of its community, and testament to its position as a proof of concept for smart technologies. The new Smart Helmet is designed to

conduct a contactless rapid screening of the temperatures of single-persons, or crowds, in real time. The KC N901's top functions that are utilised at DSO include efficient contactless temperature recording, rapid screening for both indoors and outdoors.

The KC N901 Smart Helmet is made of advanced composite meta-materials and designed to ensure comfort for wearer. It features a variety of functional modules, allowing for accurate temperature reading at long distances, in line with the norms of social distancing. The helmet also features a pioneering AR display technology, providing a large field of view at a high resolution with minimal blind spots.

Introducing the Smart Helmet follows DSOA's on-going disinfection drive across DSO and the development of an in-house disinfection tunnel, as well as the recent deployment of an AI based solution to support cities in ensuring compliance with Covid-19 response measures.

## Digital DEWA, Moro Hub leverage AI strengths of Abu Dhabi's Group 42

Digital DEWA, the digital arm of Dubai Electricity and Water Authority, DEWA, has announced a strategic partnership with Group 42, an Abu Dhabi based AI and cloud computing company. This was done in the presence of HE Saeed Mohammed Al Tayer, MD and CEO of DEWA and Peng Xiao, CEO of Group 42. The partnership with Group 42 enables Digital DEWA companies, Moro Hub, InfraX and DigitalX, to introduce and implement digital and data transformation initiatives. It aims to foster new services around AI and enhance innovations across Digital DEWA's service portfolio.

The new services will be hosted on Moro Hub and G42 cloud infrastructure to ensure data



security and superior customer experience. The services will be managed in Moro Hub's Smart Cities Command and Control Centre, offering 24 by 7 support to future clients.

As a Dubai 10X enabler, Digital DEWA ensures a leading role in the adoption of digital technologies with its four pillars; solar energy, energy storage, artificial intelligence, and digital services which makes it the world's first digital utility utilising autonomous systems for renewable energy, storage, expansion in AI adoption, and digital services. This in turn, supports the Dubai 10X initiative to propel Dubai into the future, positioning it 10 years ahead of other global cities.

Regional clients can look forward to new service innovations

addressing several market segments such as AI research and development, cloud and data centre services, Industrial solutions, AI Video Analytics as a Service, Healthcare solutions such as Covid-19 detection and diagnostic devices, technical support, professional and other digital services.

The signing ceremony was attended by Marwan Bin Haidar, Vice Chairman, Digital at Digital DEWA; Waleed Salman, Vice Chairman, Energy at Digital DEWA; Matar Al Mehairi, Board Member of Digital DEWA; Mohammad Bin Sulaiman, CEO of Moro Hub; Ahmed Al Ketbi, Chief Information Security Officer of DEWA and Moro Hub; Rashid Al Ahmed, Chief Operating Officer at InfraX; and Hamad Karam, Chief Operating Officer at DigitalX.

## 26 countries, 3000+ CIOs, 250+ sessions: The World CIO 200 Roadshow 2020 is coming

Global CIO Forum has announced the eagerly-awaited 2020 edition of The World CIO 200 Roadshow. Bigger, broader and more engaging than ever before, the event will unfold over November and December 2020. This year, the roadshow will cover 26 countries and provide a platform for 100+ exhibitors and 250+ engaging sessions. More than 3000 CIOs and IT heads will be recognised in the 2020 edition.

The World CIO 200 Roadshow 2020 will also feature exclusive invitation-only country specific briefings, celebration of the contributions of local CIOs and offer post-event networking opportunities. Moreover, participants can tap into the collective wisdom of advisory boards and subject matter experts.

### What's new this year

The World CIO 200 Roadshow 2020 will offer a choice of over 10 certification courses for IT heads to hone their skills and get certified, while earning credentials. The event will host an array of training sessions and visitors will have the option to pick and participate in the ones that are most relevant to them.

Another interesting feature is the CIO 10 in 10, where a circle of 10 CIOs will gather in virtual rooms, chairing a topic and interacting with like-minded thinkers. And that is not all! This year, the Top 3 CIOs in each country

will be honoured for projects that have been a turning point not only for their organisations, but stand as an exemplary case study and reference point for the entire sector.

In short, The World CIO 200 Roadshow 2020 is set to be a unique and unrivalled opportunity for participants to understand market dynamics and latest trends, gather intelligence and insights, or become a part of a growing community of thought leaders.

### About The CIO 200 Summit

Established in 2017, The CIO 200 Summit is a multi-country CIO felicitation ceremony that recognises achievements of digital leaders. The CIO 200 Awards are not a competition but a celebration of the amazing lives of CIOs and their game-changing careers.

The 2019 edition of the event toured 15 countries and gathered over 3000+ delegates over a span of three months. Key stakeholders tabled roadmaps for strategic decision making and identified yardsticks that are the key drivers of growth in the digital world. The World CIO 200 Summit 2019 concluded over December 09-10 with a gala event at the Double Tree Hilton in Ras Al Khaimah.

The two-day event witnessed engaging thought leadership from all speakers. Exemplary engagement with the delegates was seen from Dave Crane, Award Winning International Speaker;

Venkatesh Mahadevan, CIO, Dubai Investments; Sobha Singh, Director, Oracle Corporation; Dr Erdal Ozkaya, Cybersecurity Advisor and Head of Information Security at Standard Chartered Bank; John Mattone, Executive Coach of Steve Jobs; and Dr K Hari Prasad, President Apollo Hospitals Group, India.

The workings of The World CIO 200 Summit 2019 was advised by the INSPIRE committee including Dr Esam Al Falasi MOE UAE, Venkatesh Mahadevan Dubai Investment, Ajay Rathi DHA UAE, Yahya Al Mawali, Dr Jassim Haji AI Society Bahrain, Mohammed Mahnashi MOF Saudi Arabia, and Ashith P from Almasa Capital.

The official ribbon cutting and inauguration of The World CIO 200 Summit 2019 event was done by senior government leaders from the GCC including Dr Esam AlFalasi, Director of IT, Ministry of Economy; Mohammed Mahnashi, ICT Advisor, Ministry of Foreign Affairs, Saudi Arabia; Dr Ali Jassim Al Aradi, Director of IT, Ministry of Foreign Affairs, Bahrain; Eng Suleiman Al Kharashi, Deputy Minister of Finance, Saudi Arabia; and Dr Thalaya AlFozan, Director IT, Ministry of Finance, Kuwait.

Sponsors of The World CIO 200 Summit 2019 event included Dell Technologies, Intel, Guardian One Technologies, Mindware, StorIT, Spectrum Networks, Netapp, Purestorage, Tahaluf Al Emarat, Nutanix, Rittal Middle East, Sai Global, Spire Solutions, BITS, Veritas, Rubrik, EMT Technologies, Technepus, Datacare, Exclusive Network, Cloudhost, Finesse, Logicom, Zebra.

Supporting partners of The World CIO 200 Summit 2019 event included MCIT Saudi Arabia, Shura Council Bahrain, CIO Klub India, Ghana Chamber of Technology, Tech Pakistan, NIC, AI Society Bahrain, LOCO Service Pakistan, Awwal.

<https://globalcioforum.com/cio-200/>

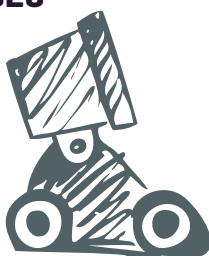


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# CAN ORACLE'S RAPID INNOVATION DISRUPT CLOUD RANKS

Leveraging historical competency in hardware and software reengineering, Oracle has repositioned itself from cloud E-suite to global challenger in cloud platform services.

BY ARUN SHANKAR



Oracle started in its cloud journey more than ten years ago, in a manner of way that was different from its competitors. It started with its software application portfolio and built its Software as a Service, SaaS suite of solutions.

"We have started SaaS down, instead of infrastructure up. We started by redeveloping all our applications, as software as a service, and running on the same infrastructure and underpinnings," says Regis Louis, Vice President Technology Product Strategy and OCI CoE EMEA, Oracle.

However, five years ago, in 2016, when Oracle started to develop its Infrastructure as a Service portfolio, it did

a market assessment to understand the road map being followed by enterprises while embracing the public cloud.

Louis says the findings were shocking. "Adoption of the cloud was being mainly driven by new applications being built for the cloud. There was not much activity on adoption from key enterprises moving their critical workloads to the cloud," he remarks.

What was happening was that enterprises were adopting new cloud native applications as part of their cloud adoption journey. They were not moving their mission critical workloads and data from on-premises to the cloud. And the reasons for this was multifold.

End users were reluctant to move their critical payloads to a public cloud platform because the migration process was perceived to be too complex and expensive. The levels of security built into the target public cloud platform were assessed to be primitive and inadequate. There was fear of platform lock-in, of being unable to move back to on-premises or another cloud platform. And lastly there were concerns about where the data will be hosted.

For government and public sector enterprises, the location of critical infrastructure workloads and data are dictated by the country's data sovereignty rules and must reside within the same country or

predesignated region.

Migration of critical on-premises applications to the cloud were therefore being hindered by a number of setbacks that existed across public cloud platforms, till just a few years ago.

End users were expressing their requirement to have identical cloud environments on-premises as well as in the public cloud, meeting the above requirements of performance, security, vendor-neutral, and data residency.

These were the compelling reasons why Oracle decided to build a brand-new architecture and a brand-new cloud from scratch. "All of this was not possible at that time. That has been our big motivation to create this brand-new architecture to address head-on these challenges," says Louis.

#### DIFFERENTIATING THE PLATFORM

Oracle has now built its second-generation Oracle Cloud Infrastructure around a number of market differentiators. As its first differentiator, Oracle has done extensive engineering to introduce physical isolation in multiple security planes. There is isolation in the tenancy, network, virtualisation, and data planes. This is to prevent any attack from spreading across the network and amongst the tenants.

Louis points out that because Oracle has started late in building its second-generation

The Oracle logo is displayed in large, white, sans-serif capital letters on a dark blue, curved architectural element of a building. The building's facade features a series of concentric, curved lines that create a sense of depth and modern design. The background is a clear, bright blue sky.





REGIS LOUIS,  
Vice President Technology Product Strategy  
and OCI CoE EMEA, Oracle.

- Adoption of the cloud was being mainly driven by new applications being built for the cloud.
- That has been our big motivation to create this brand-new architecture to address head-on these challenges
- We have a very distinct architecture on the security side
- From core to edge type of security, has been the key focus of our engineering
- If you look at all the clouds out there, there are a bunch of costs that people do not anticipate
- We support VMware as a native service on top of our infrastructure
- The big vision we have is making the cloud more and more autonomous
- We have automated everything and pushed automation to the extreme

cloud platform it has been able to bring in this differentiation on the security side. “Because we have started this architecture, after the others have already deployed their environment, we have a very distinct architecture on the security side.”

This process of isolation has also been extended outwards from the infrastructure layer to the database layer, operating system layer, and the point of presence on the network layer. “From core to edge type of security, has been the key focus of

our engineering,” explains Louis.

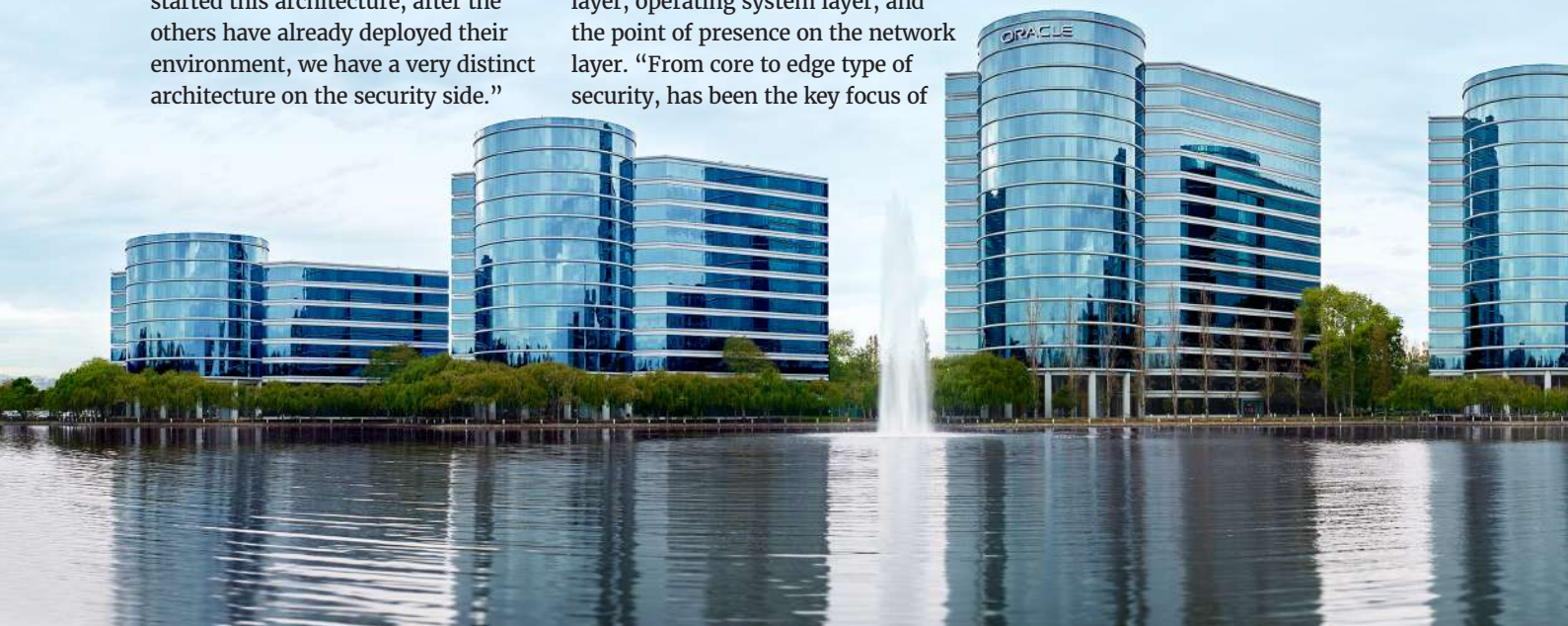
The second differentiator is around having predictable performance from its Oracle Cloud Infrastructure. Louis points out that the majority of cloud platforms oversubscribe usage of their networking and compute infrastructure leading to unpredictable performance characteristics.

“You have to work on having a predictable performance. We have a network architecture that allows us to not only predict the performance, but we are also able to guarantee the level of performance, which is unique in the marketplace. We are the only one having SLA’s on performance,” elaborates Louis.

In addition to having predictable performance and availability, Oracle has also worked on being able to deliver predictable pricing. This is key for enterprises adopting the cloud journey.

A typical hidden cost is the network ingress and egress cost, when data is moved out of the organisation’s network into the public cloud. Oracle Cloud Infrastructure has nil data ingress and egress cost up to 10 Terabytes of exchange, after which there is a fixed cost.

“If you look at all the clouds out there, there are a bunch of costs that people do not anticipate and that does not make the cost predictable,” points out Louis. This proactive approach on pricing was partly responsible for the movement of 8x8 collaboration platforms to Oracle





ROY ILLSLEY,  
Chief Analyst, IT and Enterprise,  
Omdia.

- AWS is by far the gorilla in the market, growing at high double digits
- Oracle is clear they are going for enterprise mission critical workloads
- Oracle built Generation Two cloud, specifically to go after those types of workloads
- Oracle are quite specific in what they can run, what they want to run and what they have designed their cloud to run
- AWS and Microsoft are mature businesses that have lots of different capabilities baked into their platform
- Given edge computing is the new hype, that represents the best chance anybody has got of coming in with a new offering
- A hyper scalar would need to be within milliseconds of a large proportion of the population
- I suspect that most hyper scalars cannot work without highly autonomous systems.
- Those highly autonomous systems are built for their architecture and it is their intellectual property

Cloud Infrastructure, whereby they trimmed 80% of their ingress egress costs.

As the third differentiator, Oracle Cloud Infrastructure has been built

from the ground up to support open platforms, hybrid cloud and multi cloud. While the latest open source technologies have been incorporated, Oracle Cloud Infrastructure works

the same whether it is accessed on-premises as a private cloud in the datacentre or from the public cloud.

As part of its multi-cloud interoperability, end users can seamlessly move workloads from Oracle Cloud Infrastructure to Microsoft Azure. It requires a single sign-on and the private interconnection makes it appear to be part of the same datacentre.

A fourth differentiator is the partnership ecosystem around Oracle Cloud Infrastructure, including VMware, as a key example. Customers can take their VMware workload and move that VMware workload to the Oracle platform with the exact same version of what they use inside their company.

“We support VMware as a native service on top of our infrastructure. This is different from what the competition has done with VMware,” says Louis.

Other public cloud platforms run VMware as a service. This means customers are giving the key and root access of their VMware environment to the cloud service providers. Also, part of the Oracle platform is the ecosystem of connectivity partners to connect to any kind of destination.

The fifth differentiator and probably the most important is the long-term vision of what Oracle Cloud Infrastructure intends to become.

“The big vision we have is making the cloud more and more autonomous, reducing the cost of





operations, and making sure that people can focus on where it matters for the business,” points out Louis. “We have automated everything and we have pushed that automation to the extreme, with the introduction of autonomous software.”

The cloud journey should not just be a matter of moving from point A to point B. The entire process should deliver some benefits as well.

Through machine learning algorithms, software is able to operate itself without human intervention drastically reducing the operational cost, as well as human error associated with the operation. Oracle has applied this concept to its database that now drives, repairs, tunes, and secures itself. Autonomous has also been extended to the Oracle operating system and to its data replication.

### CHALLENGING THE RANKS

According to published reports from consulting firm Omdia, the global line up of top public cloud hyper scalar players include AWS, Microsoft, Google, Alibaba Cloud, Oracle, IBM and Tencent. “AWS is by far and away the biggest. It is the gorilla in the market and is growing high double digits, year on year,” says Roy Illsley, Chief Analyst, IT and Enterprise, Omdia. Oracle on the other hand has a more focused strategy according to Illsley.

“Oracle is very clear that they are going for enterprise mission critical workloads, and they built their Generation Two cloud, specifically to go after those types of workloads. They are being very focused on customers. And that is why you will not see them catching the likes of AWS and Microsoft, because they are not genuinely going out there to win any cloud business they can. They are being quite specific in what they can run, what they want to run and what they have designed their cloud to run,” adds Illsley.

An enterprise end user will choose the type of cloud platform that matches their workload. Oracle has built its Generation Two, Oracle Cloud Infrastructure to attract mission critical type of workloads.

AWS and Microsoft have a different approach in the public cloud marketplace and offer something for everyone.

Continues Illsley, “AWS and Microsoft are very mature businesses that have got lots of different capabilities baked into their platform. If you are a customer, you are going to look at what cloud do I want for my workload. You are going to pick, based on how it matches the workload that you are putting in there. That is why I believe the likes of Oracle have gone for the mission critical type workloads.”

### WHERE IS THE SHAKEUP LIKELY TO BE IN THE PUBLIC CLOUD, HYPER SCALAR RANKS?

According to Omdia’s Illsley, the cloud opportunity is approximately 70–75% of all global workloads. 25–30% of all workloads will remain grounded inside mainframes and legacy sites. Currently the cloud market is at 35% penetration of the total opportunity.

Global consulting firm Omdia’s forecast is that 26% of all edge servers shipped will be for edge locations by 2024. “Given that edge computing is the new hype, I think that represents the best chance anybody has got of coming in with a new offering that can compete against the current cloud providers.”

The current offerings are either hardware at the edge; or software on any hardware at the edge. That leaves a gap for someone to come in with hyper scalar capabilities to offer services designed for the edge with the connectivity back to a limited number of hyperscale hubs.

A hyper scalar entering the market with a cloud edge offering can erode the corresponding market shares from the leading players. But it is a very immediate need, because the edge market will become well established by 2024–25.

The new entrant would also be competing against the existing offerings including AWS Outpost, Microsoft Azure Stack, Google Anthos, IBM Red Hat OpenShift, and Oracle Cloud@Customer.

### WHAT OTHER DIFFERENTIATION WOULD BE REQUIRED?

A hyper scalar player today would need to be a global player, with multiple points of presence in multiple regions, offering a range of cloud-based services for end users to consume. The hyperscale aspect is just the scale of it, since many cloud service providers have regional but not global scale. “A hyper scalar would need to be within so many milliseconds of a large proportion of the population, that would make them a hyper scalar,” says Illsley.

However, a key characteristic of modern day hyper scalar platforms is the role played by the autonomous function delivered by artificial intelligence and machine learning to automate operations.

Says Illsley, “The hyper scalars are all fully embraced with autonomous and I suspect that most of these hyper scalars cannot work without highly autonomous systems. The challenge is, those highly autonomous systems are built for their architecture and it is their intellectual property. So, they run their architecture very well. And if you are an enterprise customer wanting to put a large scale, private cloud, you cannot use what AWS or Microsoft use, because it is not a product, and it has been purpose built.”

That rule is applicable to all, but one of the hyper scalars. Oracle Cloud Infrastructure does offer an autonomous suite as part of its regular cloud offerings, to any of its end user customers.

The Oracle Autonomous Database was announced in 2018, and still remains the world’s only autonomous database. Successful usage of Oracle Autonomous Operating System Linux across 2019 and into 2020 and innovation within Oracle Autonomous Database since 2018, have led Oracle to launch its third offering, Autonomous Data Guard.

With Oracle Cloud Infrastructure demonstrating the most rapid change in market share in the last two years, it remains to be seen what position and what route to market this hyper scalar chooses to make in the months ahead. There are many and yet just a few possibilities to choose. ■

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### Michael Koth as GM to oversee Emirates Palace to Mandarin Oriental rebranding in 2021

Seasoned hotelier Michael Koth has been appointed as General Manager of Emirates Palace, Abu Dhabi and Area Vice President of Operations, overseeing Mandarin Oriental Jumeira, Dubai and the upcoming Mandarin Oriental Downtown, Dubai which is scheduled to open in 2021. A German-Swiss national, Koth is a leader in the hospitality industry, bringing a wealth of experience and knowledge spanning over 35 years. Prior to this, he held a number of senior leadership positions at the InterContinental Hotel Group, including General Manager of the InterContinental, Doha and Cairo.

He then moved to IHG's corporate office in Dubai as General Manager, Operations Support and subsequently took on the role of Director of Operations, Levant overseeing 13 hotels by three brands. Koth's hospitality journey then brought him to Asia where he spent two years as Director of IHG's Luxury and Lifestyle Resorts for Southeast Asia, responsible for overseeing pre-opening hotels, repositioning of luxury resorts and leading the full refurbishment of InterContinental Bali Resort.



### Vincenzo Ventricelli elevated to Philips' CEO for Middle East, Turkey

Royal Philips has announced the appointment of Vincenzo Ventricelli as Chief Executive Officer for the company's operations in the Middle East and Turkey, based in Dubai. Vincenzo Ventricelli joined Philips Italy in 1996 and has ever since held several positions in sales and marketing in different locations such as Italy, Central and Eastern Europe, and the Middle East. He moved to Vienna in 2004 to work in the Marketing Department and proceeded to take the position of Marketing Director for Central and Eastern Europe in 2006.

In 2008, Ventricelli was appointed as Marketing Director, Philips Consumer Lifestyle Middle East, Turkey and Africa, based in Dubai. He took over the role of Senior Sales Director for Middle East and Turkey in 2011. He became Market Leader for Middle East and Turkey for Philips Personal Health in 2015.



### Merck appoints Ramsey Morad as Regional VP for healthcare business in MEAR

Merck has appointed Ramsey Morad as Regional Vice President for the Healthcare business in Middle East, Africa, Turkey, Russia and CIS, MEAR. Morad is now responsible for leading all business operations of Merck's Healthcare business in this region. Morad is a well-regarded and experienced pharmaceutical executive with more than 25 years of industry experience across Europe, the Middle East and Africa.

Merck's Healthcare business in MEAR is represented in the therapeutic areas of General Medicine and Endocrinology, including Cardiometabolic Care, Fertility, Neurodegenerative Diseases and Oncology.



**B MARC ALLEN,**  
Chief Strategy Officer and  
Senior Vice President,  
Strategy and Corporate  
Development, Boeing.

**CHRISTOPHER  
RAYMOND,**  
Chief Sustainability  
Officer, Boeing.

### Boeing appoints Chief Strategy Officer, Chief Sustainability Officer

The Boeing Company named B Marc Allen as Chief Strategy Officer and Senior Vice President, Strategy and Corporate Development. The company also announced Christopher Raymond as the company's Chief Sustainability Officer, a newly created position.

Allen, first appointed to the company's Executive Council in 2014 as President of Boeing International, will now take on responsibility for the enterprise's overarching strategy, including long-term planning; global business and corporate development; and strategic investments, acquisitions and divestitures. He most recently served as President of Embraer Partnership and Group Operations, leading the associated business and integration teams, before terminating the partnership in April 2020. Before joining the Executive Council, Allen served in leadership positions across the enterprise as President of Boeing Capital Corporation, President of Boeing China, Vice President for Global Law Affairs and General Counsel to Boeing International.

# WHY AUTONOMOUS AND CONNECTED CARS ARE SO CHALLENGING

Software development kits, availability of headsets, and mobile servers are driving innovation in the world of mobile visualisation. Top industry executives share their perspective.



- Gurmeet Kaur, Partner, Energy Practice, Pinsent Masons Middle East
  - Dr Florian Baumann, EMEA CTO, Automotive and AI, Dell Technologies
  - Ravi Suri, Partner and Head of Infrastructure Advisory, KPMG Lower Gulf
  - Stephan Appt, Rechtsanwalt, Partner, Head of German TMT, Pinsent Masons
- (Left to right, top to bottom)



## DELL TECHNOLOGIES

# DIFFICULT TASK OF TEACHING VEHICLES TO DRIVE

Teaching autonomous vehicles to drive is incredibly intensive and demands data management, software infrastructure, from edge to core to multiple clouds.



DR FLORIAN BAUMANN,  
EMEA CTO Automotive and AI, Dell  
Technologies.

Improvement of performance and increased efficiency of sensors and radars are crucial research areas.

Future vehicles are expected to be heavily reliant on data and connectivity. Teaching autonomous vehicles to drive is incredibly data and compute intensive and demands secure and cost-effective data management. It also requires an agile, integrated, software-defined infrastructure that spans everything from edge to core, and across multiple clouds.

This is where Dell Technologies offers a wide range of enterprise architecture solutions from storage to cloud. The Dell EMC automotive data storage solutions can help organisations achieve speed and differentiation with simplified data management and predictable performance at the massive scale required for Advanced Driver Assistance Systems and autonomous driving development, testing and AI training.

There are five levels of autonomous driving, as outlined by the US National Highway Traffic Safety Administration, with increasing use of automated system per level. Most of the current technology limitations are found in the advanced levels. The AI limitations and ability of the algorithms to respond to unfamiliar scenarios is one current drawback. Sensor responses to environmental changes, like weather and terrain, is another one.

Currently, fully autonomous vehicles are only operating in completely controlled environments. Often not considered is also the

## KEY TAKEAWAYS

- Teaching autonomous vehicles to drive is incredibly data and compute intensive.
- Teaching autonomous vehicles to drive demands secure and cost-effective data management.
- There are five levels of autonomous driving, as outlined by the US National Highway Traffic Safety Administration.
- AI limitations and ability of the algorithms to respond to unfamiliar scenarios is one current drawback.
- Sensor responses to environmental changes, like weather and terrain is a drawback.
- By 2030 there will be 250 million electric vehicles, 90 million autonomous vehicles and 1 ZB of data generated.
- The first agreement between more than 50 countries on regulations for vehicles to take over control was made in June 2020.

approval and inclusion of ADAS AD functionalities and in-vehicle cybersecurity topics.

It is predicted that by 2030 there will be 250 million electric vehicles, 90 million autonomous vehicles and 1 ZB of data generated by the automotive industry, according to research conducted by Frost & Sullivan in partnership with Dell Technologies. Revolutionised software and application models are truly required to unlock the wealth of data that would be coming in from advanced autonomous vehicles.

Those that succeed in the coming years will have a long-term vision, clear roadmap, and set of expert technology partners who can help them create an enterprise data-centric platform that intelligently manages the complexity and vastness of the data required to operate fleets of connected and

autonomous vehicles and services.

Two key considerations are legislation on safety and security. Policy makers and stakeholders need to work together to identify these requirements and having harmonised industry standards for this is vital. Governments and independent certification authorities also need to play a role in providing laws that will guide ethical standards, since decisions are made by pre-programmed algorithms.

The first binding agreement between more than 50 countries on common regulations for vehicles to take over the control was made in June 2020. That agreement also includes an in-vehicle black box, a data storage system that records when the automated driving functionality is activated.

Additionally, mobility leaders need to assemble teams with sufficient expertise to create the differentiating algorithms needed to run the workloads and manage the data. Public perception and acceptance are also aspects where the opinion is divided due to perceived safety and cybersecurity concerns, and more needs to be done to address this openly.

Generally, autonomous vehicles need to sense their environment, process input and make decisions, and subsequently take actions – and research is being conducted in all these areas. Progression in communication structures, or vehicle-to-everything communications V2X is essential, enabling vehicles to share information with infrastructure, cloud, networks, persons and other vehicles.

Research on vehicle cybersecurity is also taking place to guard against attacks or breaches. Additionally, improvement of performance and increased efficiency of sensors and radars are crucial research areas for detection of surrounding environment. In summary, enhancements are being made in intelligence infrastructure, smart city integration, processing units, as well as data storage and management. ■



## PINSENT MASONS

# WHEN BOTH HUMANS AND MACHINES ARE DRIVERS

New laws are required to adapt current rules from being driver centric to enabling both humans and machines to operate a vehicle in public traffic.

Pinsent Masons is supporting the development of autonomous, connected, e-vehicles by providing comprehensive advice on funding, infrastructure provision and project rights, electricity supply models, V2X, obtaining green power, B2C arrangements and App development. As well as on the legal framework for the use of connected as well as automated and autonomous functionalities.

It is a global market so Pinsent Masons is helping clients in multijurisdictional projects covering the legalities of new generations of vehicles around the globe.

Even the latest technologies do not yet allow fully autonomous driving in all environmental and living conditions. There is also a lack of test scenarios, standards or other testing facilities that would allow autonomous functionalities to be adequately tested. Governments and other stakeholders all around the world are, however, in the process of formulating such requirements and incorporating them into legislation and catalogues of requirements.

Transmission and storage of vast amounts of data resulting from operation of connected and autonomous vehicle is a challenge, as well as comprehensive 5G coverage for data transport. Further, artificial intelligence that helps vehicles maneuver through traffic is still in the process of learning how humans behave in traffic and will also need to understand local and cultural differences.

With regard to e-vehicles there are still certain operational drawbacks, including a limited distance-travelling capacity. Accordingly, e-vehicles are currently limited to short-range travel. This may however be resolved in the future by using synergies between autonomous vehicles' and e-vehicle technologies.

Current legislation does not yet provide for the widespread use of autonomous vehicles. This is partly because the relevant legislation has been written at a time when such technologies have not yet been considered, but also because it is not yet clear how autonomous vehicles can be used in a safe way.

In addition to compliance with safety requirements, new or amended laws are required



GURMEET KAUR,  
Partner, Energy Practice, Pinsent  
Masons Middle East.

to address questions of liability and insurance coverage in the event of accidents arising and to adapt current traffic rules from being solely driver centric to enabling both humans and machines being the operator of a vehicle in public traffic.

Regulators will need to keep pace and understand the changes in technology and the relationships of those they seek to regulate. In the Middle East, there has been some development in legislation for autonomous vehicles in Dubai and we are starting to see developments in other jurisdictions, but this is still in progress.

The social component must also not be ignored. Only when people get more and more accustomed to autonomous technology and the use of e-mobility will this drive widespread use.

The innovations and research taking place in the field of autonomous, connected, e-vehicles are manifold. With regard to e-vehicles, these are primarily related to the development of more durable and longer-lasting batteries or alternative technologies, as the electric engine itself is much less sophisticated than conventional ones.

In the field of connected, autonomous vehicles, innovation ranges from the teaching of artificial intelligence and machine learning tools and the development of improved sensors and cameras

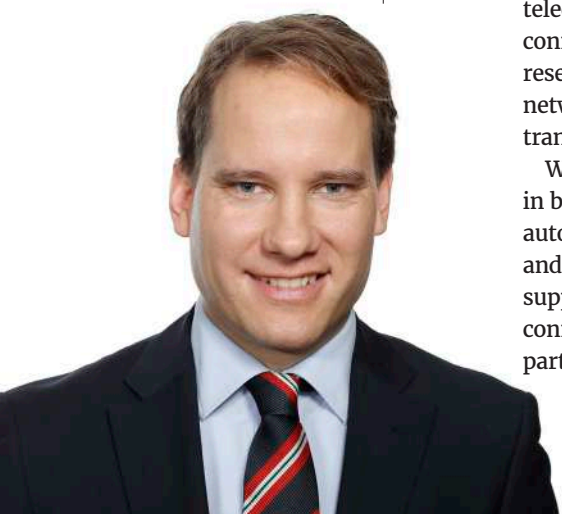


to the development of new or the improvement of existing connected vehicle services such as remote services that can be accessed and used via an App.

We are also seeing more collaborations between car manufacturers and telecoms providers to overcome complex telecoms issues they face in developing connected cars. More development and research are anticipated beyond the road network to aerial and other modes of transport as well.

We are seeing significant investment in both, technologies enabling autonomous, connected, e-vehicles and infrastructure which is required to support the large-scale introduction of connected, autonomous vehicles and particularly e-vehicles. ■

STEPHAN APPT,  
Rechtsanwalt, Partner, Head of  
German TMT, Pinsent Masons.



## KEY TAKEAWAYS

- Pinsent Masons is helping clients in multijurisdictional projects covering legalities of new generations of vehicles around the globe.
- Even latest technologies do not yet allow fully autonomous driving in all environmental and living conditions.
- There is lack of standards or testing facilities that would allow autonomous functionalities to be adequately tested.
- Governments and other stakeholders around the world are in the process of formulating such requirements.
- Transmission and storage of vast amounts of data resulting from operation of connected and autonomous vehicle is a challenge.





KPMG

## STRUGGLE FOR OBJECT RECOGNITION AND DECISION MAKING

From a technical perspective, limitations lie in inability to identify surroundings accurately and decision-making capabilities of an autonomous vehicle.

KPMG has been actively involved in the study of autonomous vehicles and the readiness of countries worldwide to adapt to autonomous vehicle technology. The Autonomous Vehicles Readiness Index, first issued in 2018, is a first-of-its-kind initiative which highlights global best practices to help countries accelerate their adoption

of autonomous transport, capacity for adapting autonomous driving technology, as well as the progress achieved in making driverless cars a reality.

The Index evaluates each country according to four pillars that are integral to a country's capacity to adopt and integrate autonomous vehicles, namely: policy legislation;

technology and innovation, infrastructure, and consumer acceptance.

From a technical perspective, the limitations lie in the perception and decision-making capabilities of an autonomous vehicle. Perception equates to vision and the limitation lies in the vehicle's inability to identify surroundings accurately. This



then leads to vehicles' inability to understand how to move around unidentified objects in their way.

Currently, the best autonomous vehicle systems incorrectly perceive the surrounding environment once every tens of thousands of hours. To overcome these challenges, there needs to be a large focus on creating redundancies in the perception system using cameras, radar, and LIDAR. Furthermore, highly detailed maps of the environment will make it easier for such cars to process their surroundings.

Human perception and their uptake of the autonomous vehicle is one of the biggest limitations facing the industry. As technological advances improve the autonomous vehicle, it may be the people's readiness and comfort in adapting to the new norm of transportation which will present a challenge. The industry may also face legal limitations.

One of the most critical aspects of self-driving is legislation. It may be difficult to identify who will be held liable for accidents caused by such vehicles. There is a no clear-cut definition of who the driver is, which makes it difficult to determine the party responsible for the accident and the consequences pertaining to it.

Autonomous vehicle technology has progressed from needing driver assistance to having full autonomy. Some notable advances are the launch of the Vehicle Sensor Technology 2020 which is said to be the new cornerstone of self-driving vehicles: laser radar or LiDAR systems.

Vehicle-to-Infrastructure communication V2I, which is the wireless exchange of data between vehicles and road infrastructure, is also disrupting the autonomous vehicle space, as is the Advanced Drive Assistance systems, which has been created to ensure the safety of the vehicle through automated functions of the driver. ■

## KEY TAKEAWAYS

- Autonomous Vehicles Readiness Index, first issued in 2018, is a first-of-its-kind initiative.
- Autonomous Vehicles Readiness Index evaluates each country according to four pillars.
- Limitations lie in the perception and decision-making capabilities of an autonomous vehicle.
- Perception equates to vision and the limitation lies in the vehicle's inability to identify surroundings accurately.
- A vehicle may be unable to understand how to move around unidentified objects in their way.
- Advanced Drive Assistance systems have been created to ensure safety of the vehicle through automated functions of the driver.
- The best autonomous vehicle systems incorrectly perceive the surrounding environment once every tens of thousands of hours.
- There needs to be a large focus on creating redundancies in the perception system using cameras, radar, and LIDAR.
- Highly detailed maps of the environment will make it easier for such cars to process their surroundings.
- Human perception and their uptake of the autonomous vehicle is one of the biggest limitations facing the industry.
- It may be people's readiness in adapting to the new norm of transportation which will present a challenge.
- One of the most critical aspects of self-driving is legislation.
- It may be difficult to identify who will be held liable for accidents caused by such vehicles.
- There is a no clear-cut definition of who is the driver, which makes it difficult to determine party responsible.



RAVI SURI,  
Partner and Head of Infrastructure  
Advisory, KPMG Lower Gulf.



# DATA CENTRE'S ROLE IN A DISRUPTIVE ECONOMY

The role of data centres is also expanding, serving as a vital intersection point for the data of individuals, businesses and economies, says AVEVA's Craig Hayman.



CRAIG HAYMAN,  
CEO, AVEVA.

Data has become the lifeblood of today's global digital economy, powering diverse industrial activity from retail and manufacturing to infrastructure and transport, and it is the data centre that is forming the backbone to the data influx. With the proliferation of data across our digital world accelerating at a phenomenal speed, it is anticipated that over 175 zettabytes of data will be generated annually by 2025.

Digital transformation is driving data heavy applications such as the internet of things and cloud, and as a result, the role of

data centres is also expanding, serving as a vital intersection point for the data of individuals, businesses and economies. As an ever-growing part of business in the modern world, the data centre influences the functioning of many aspects of the business enterprise including data backup and recovery, networking, website hosting, e-mail management and security, providing support for cloud storage applications and for e-commerce transactions. To meet worldwide demand, hyperscale providers have been building data centres and expanding their fleet in the past few years. However, increasing complexities of operating and maintaining these facilities are creating an unprecedented set of challenges which must be met with a new approach.

The world has shifted significantly, and the way we do business is already changing. This change will continue to accelerate. Industrial organisations in all sectors are producing and using vast amounts of data and are therefore requiring data centres to run their operations. Increasing remote working and virtual collaboration in the face of the Coronavirus pandemic has ensured that the demand for data centres remains strong. Hyperscale providers especially continue to move forward with their expansion plans, and we have seen no negative impact for this market to date. There is, however, an increasing

need for remote monitoring and for the ability to manage data centres across a broad regional or even across global geographies.

## THRIVING IN THE NEW NORMAL

As the global economic downturn forces organisations to re-evaluate their offerings as well as re-size their operations, we will see many more companies moving their workloads to data centres, as these facilities will play a crucial role in reaching their performance expectations. In today's volatile environment, the data centre is more than just a safe and secure facility with space that is equipped with reliable power and a network, it is a valuable addition to many organisational infrastructures, a dependable extension of the IT team and an indispensable factor for success.

Covid-19 has paved the way for digital transformation as businesses shift operations and re-invent themselves to cope with new social distancing measures, restricted movements and supply interruptions. The new normal, as post pandemic reality sets in, will see a new digital age rapidly dawning. Digital capabilities will increasingly act as a barometer for economic resilience and the industries that will thrive past the Covid-19 crisis are those that can digitalise completely. For example, the hospitality sector is really suffering because it can

In today's volatile environment, the data centre is more than just a safe and secure facility.

only partially digitalise and that is why dine-in restaurants are empty but online take-away services are booming. Indeed, once the lock downs end, it is those industries that can remain fully online that will ultimately realise the significant benefits of digitalisation.

Interoperability is the key

Data centre transformation will continue to evolve, and CIOs now think about the cloud not as an or strategy but rather an and strategy.

Cloud computing is also transforming the design and deployment of data centres, and while cloud solutions were typically delivered over the internet by a third party, it now becoming increasingly common to see the model applied within an organisation's data centre as a private cloud. Although industry research indicates a major shift in thinking toward cloud, traditional data centre models and cloud are not mutually exclusive. Data centre transformation will continue to evolve, and CIOs now think about the cloud not as an or strategy but rather an and strategy when compared to traditional data centre hosting.

The shift toward a new computing environment undoubtedly adds layers of complexity that have broad implications for how information technology managers secure the components of a data centre to

protect data from malicious attack or compromise. That's why it is vital for organizations, today to integrate security into the design of their data centres. With so much of the world's economy increasingly reliant on digital infrastructure, meeting the highest standards of governance for these critical assets is as much a social as it is a business obligation. Security, in particular, poses an ever-changing challenge, given that successful business continuity is dependent on a secure environment.

Covid-19 has reinforced the importance of data centres and cloud computing for our society. In the early days of the crisis, the data centre industry served as the backstop for the global economy, supporting a massive shift to online services. The pandemic has been a watershed event for the world, and a defining moment for the data centre and cloud. For many organisations, the digital transformation that was expected to take years has been compressed into days and weeks. Entire industries are being reset, and digital infrastructure is front and centre in the transition. The data centre industry must rapidly adjust to a complex new reality. Demand for cloud services will soar in some sectors, but wither in other verticals as they shift into survival mode.

With economic resilience now tied so closely to our digital infrastructure, and with the rate of data consumption growing exponentially, investment into innovative technologies for data centres is in our macro interest as much as on an operational level. The role of the data centre is changing, and the operators who will thrive in the coming years are those who see themselves as a true partner to businesses and economies. With the data market scaling exponentially, it will take the intersection of both vision and the right technology to create the global digital infrastructure that will drive growth in the years to come. ■

It will take both vision and the right technology to create the global digital infrastructure that will drive growth in the years to come.



# THE POST-VIRUS ECONOMY CAN BE A CIRCULAR ONE

To ensure that there are enough raw materials for food, shelter, heating, and other necessities, our economy must become circular, explains Colin Elkins of IFS.



COLIN ELKINS,  
VP, Manufacturing Industries, IFS.

There is an opportunity to focus our recovery efforts on the building of a more circular economy.

The world is collectively bracing for a return to normalcy, and with any luck the coronavirus pandemic will subside significantly over the coming weeks. But after such an unprecedented shock to the global economy, particularly the interdependent supply chains we've become so accustomed to over the decades, what will our new normal look like?

In recent years, the public has become much more concerned about the looming impact of global climate change. And with the pandemic highlighting the vulnerabilities in our current supply chains there is an opportunity to focus our recovery efforts on the building of a more circular economy. By using existing resources in an efficient and sustainable way, relying on renewable energy sources that extract more value from waste products, and minimising food waste, we can increase both quality of life and environmental care across the globe in the years ahead.

Currently, only 9% of the global economy is what we define as circular. However, people are more focused than ever on what to buy, who to buy from, and where it came from due to limited resources and the demand for sustainable products. It's becoming increasingly clear around the world that environmental and economic priorities are intertwined and can no longer be thought of as two separate material

interests.

Yet what, exactly, defines a circular economy? To enable a circular economy system, three elements need to be outlined: design out waste pollution, keeping products and materials in use, and regenerating natural systems. Choosing materials that can easily be recycled and designing the whole product so that it can be taken apart is key, keeping an end life of the product in mind. Additionally, with the right designs companies can implement new systems to reinvent materials and conserve the energy used to create them by producing reusable ways to package products, leading to a generation of natural systems.

To ensure that there are enough raw materials for food, shelter, heating, and other necessities, our economy must become circular. Our current linear-growth economic system emphasises a four-step process: raw materials sourcing, production, usage, and non-recyclable waste. And while this process is unavoidable for certain goods, it's a system that is untenable in the long run. Conversely, the circular approach won't be an easy or simple transition, but it's one that will help ensure greater long-term sustainability, efficiency, and quality of life for society.

Importance of traceability

Traceability in our supply chains is one of the most important factors

Traceability in our supply chains is one of the most important factors to a circular economy.

The circular approach will help ensure greater long-term sustainability, efficiency, and quality of life.

to a circular economy. Ensuring that companies and consumers have a clear, unadulterated understanding of where and how their products are being manufactured is critical to creating an environment where a circular economy can take hold.

Most notably, process manufacturing – particularly food and beverage manufacturing, is one of the sectors where traceability is becoming increasingly prominent. If you've ever heard the term farm to table, you're already familiar with the underlying logic of traceability. It helps track where the raw inputs are coming from, how they're being processed, and where they're going before landing on your grocery store shelves and ultimately in your home. This helps us, as consumers, prioritise products that have been ethically and sustainably sourced and produced, and modern software and technology innovations are making it easier than ever for manufacturers to provide this level of supply chain visibility.

However, traceability isn't just relevant to the initial production process. For example, it's what helps producers track surplus food not suitable for human consumption and reuse it as a source for animals, which can also be transformed

The shift to a circular economy is a challenge, and it will take more than technological innovation to ensure its viability.

to fertiliser in order to nourish the soil for new ingredients for future growth. And with better understanding of the full production process, food retailers will be able to mitigate inventory storage issues more effectively, further reducing the impact of food waste.

#### Role of AI and IoT

The circular economy provides a unique perspective on doing business, forcing companies to rethink everything from how to design and manufacture products to their relationships with customers. The thought process is no longer on consumption, but the use of function. This is where IoT and AI can be implemented to reshape product development and usage long-term. In particular, these technologies can enable better monitoring, understanding and prevention of damage and stressors on the Earth's land, air and water, optimising sustainability in agriculture and providing an array of benefits to the food supply chain as a result.

From an agricultural standpoint, based on the drastic economic and health impacts of Covid-19, the most valuable advantage to implementing AI is that it won't eliminate the jobs of human farmers, it will improve their processes instead, all while having the ability of being able to identify diseases in plants with 98% accuracy.

The shift to a circular economy is a challenge, and it will take more than technological innovation to ensure its viability going forward. But the technological innovations being put into action today are creating a transition opportunity that we haven't witnessed since the Green Revolution in the middle of the 20th century. Companies and leaders can lead this needed transition as our world encounters the challenges on climate change and other environmental issues such as waste management, the tools are available if they embrace the opportunity. ■



# WE ARE IN THE MIDDLE OF A BUSINESS OUTSOURCING REVOLUTION

Post-lockdown economy will inevitably provide unique challenges and opportunities in the overall work environment and delivery, says Proven's Omer Saleem.



OMER SALEEM,  
Director and Deputy CEO, Proven.

Services that are outsourced are often in line with domains where talent is short. IT is a great example of this, considering the tech talent shortage. Outsourcing, in this case, solves many problems including cutting software development costs and utilising specialists.

In the era of the pandemic, tech giants compete for who can last longer working at home, proving that the model of large, physical offices is rapidly evolving towards more dynamic arrangements. There is the obvious question of the importance of interpersonal relationships through physical workspace for team building and overall business success, but at the same time there are very real examples of juggernauts of technology that were started by remote teams: WhatsApp, Pricena.

For WhatsApp, the case involved hiring an offshore Software

Development team in Russia. As a startup, the now-global hit kept costs down by using outsourcing to create its product, while in the US, the teams managed operations and focused on customer support.

Post-lockdown economy will inevitably provide unique challenges and opportunities in the overall work environment and delivery. As a result, businesses are redefining strategies to reap the benefits of a dipping market and build long term strategic assets amidst the chaos. At the same time, plenty of newcomers are taking advantage of the trimmed-down competition to enter the market.

These small enterprises will need to introduce innovative solutions to existing market challenges as well as maintain their agility as a strategic advantage. This is where outsourcing creates value through a service type which allows them to focus on strategy and niche offerings. Your outsourcing partner deals with aspects of the business that often require entire teams to administer, while you deal with the intricacies of core business delivery in which your specialisation creates real value.

If you are doing business in the age of information, you will want your finance function to be outsourced. The finance function is critical to any business and has increasingly become a key strategic function as it provides insights which, if provided in a timely manner, can

Following the heavy impact Covid-19 left on the global economy, entire governments and sectors have started looking for ways to reduce spending.

Post-lockdown economy will inevitably provide unique challenges and opportunities in the overall work environment and delivery.

Outsourcing, in this case, solves many problems including cutting software development costs and utilising specialists.

be the difference between success and failure. Repetitive processes within finance are prime examples of outsourceable areas.

Bookkeeping, invoicing and accounting are examples of what financial activities corporations need to stay operational today. Today, instead of hiring departments—worth of employees for each of these operations, enterprises outsource the entire financial operation. This allows them to allocate resources internally to higher functions such as analysis, forecasting and reporting.

Another great example of outsourceable business process is HR. HR is a business in itself and a crucial vertical among the constituents of business. The HR function has evolved immensely in the past decade to being more than simple people management. Successful HR departments are increasingly creating value through employee engagement, rapid analytics and reporting which are essential to staying agile and making quick strategic changes.

The importance of Human Resources came to the spotlight

recently in Saudi Arabia, when what is basically now an HR ministry was born from the merger between the Ministry of Civil Service and the Ministry of Labour and Social Development. The Ministry of Human Resources and Social Development currently helps check points off of the Vision 2030 list, and was a key player in the Covid-19 response initiative. Companies are likely to outsource HR as it does require its own expertise and experience, especially with operational elements like operational design, payroll and staffing.

Today, it is ever more important for organisations to stay abreast to the ongoing changes as technology reigns wider and deeper into more areas of our work. Financials reporting, dashboards, payroll, leave management, administration of benefits and recruiting are on a still-expanding list of outsourceable business processes. When outsourcing becomes an automated practice, entities and partnerships merge into everyday business, and become part of a smooth budget pattern.

This cuts a lot of the stress related to repetitive or complicated operational elements which CEOs, business owners and managers need to break away from to focus on business goals. With the ongoing digitalisation, virtual work and access to outsourcing, we are now exposed to some of the greatest tools to doing business, and we are in a position to turn exposure into access, and that into value creation. ■

A great example of outsourceable business process is HR. HR is a business in itself and a crucial vertical among the constituents of business.



# HOW TO COPE WITH WORK FROM HOME BURNOUT

If you think that burnout can be cured by taking just a few days off, think again as burnout is not just exhaustion from work, explains Ektaa Sibal.



*EKTA SIBAL is India's number one Inner-self Transformation Specialist, International Meditation Expert, Global Executive Leadership Coach and a Gifted Energy Healer with inborn intuitive abilities.*

Not long ago working from home was an added benefit that organisations offered their workforce. However, when the Covid-19 pandemic hit us, work from home was no longer a perk but became a necessity.

Extreme of anything can have adverse effects, and now with several months of working from home people are experiencing burnout effects. The World Health Organisation defines burnout as a syndrome resulting from chronic workplace stress that's characterised by feelings of exhaustion or energy depletion, negative or cynical feelings related to a job, and reduced professional efficacy.

A recent survey, from FlexJobs and Mental Health America reported that 75% of employees have experienced burnout and 40% of those polled expressed that it was the direct result of the pandemic. In fact, 37% of employed respondents say they are currently working longer hours than usual since the pandemic started.

Mental health has been an area of concern since the beginning of the pandemic, but stress has gone up at an alarming rate especially for the working individuals. As a Global Wellness Coach, let me share some common signs that people are experiencing due to the burnout but are not aware of it.

## FEELING EXHAUSTED OR LOW LEVELS OF ENERGY

When one gets overworked, the productivity and efficiency goes down. So if you find yourself making a lot of mistakes, taking longer to finish tasks, or producing lower quality work, it could be a sign of burnout.

## CHANGE IN BEHAVIOUR

Exhibiting personal or professional behaviours that are new, different, or less productive than in the past. So, if you are becoming less communicative than usual or feeling detached and isolated then there is a possibility that you're experiencing burnout.

## EMOTIONAL OUTBURSTS

Frustration building up for small things, getting angry, showing a change in mood, impatience with colleagues are all examples of emotional display of any pent up negative feelings. These emotional outbursts become frequent when one is burnt out.

## PHYSICAL IMPACT

Since our mind and body are connected, it is inevitable that when our mind is not functioning well, our body will give reactions, these reactions can be in the form of pain in the neck or back, indigestion, acidity, insomnia, loss of appetite etc.

As a business leader it is imperative to find ways to ensure that team members are supported and their wellness is taken care of even if you don't meet them personally. If you think that burnout can be cured by taking just a few days off, think again as burnout is not just exhaustion from work, it is known to cause several physical and emotional conditions; and sometimes even death.

While burnout may become challenging to solve, it is an apparent concern especially with the new ways of working. Thus, a need to create Wellness Culture while working virtually is becoming increasingly important.

Following are the responses recorded in the survey done by

## Building a Corporate Wellness Culture is deemed necessary both for the welfare of the organisations and for the workforce.

FlexJobs and Mental Health America where the respondents said that they would be open to participating in virtual mental health solutions such as:

- Meditation sessions: 45% of the respondents expressed their desire to experience meditation as a part of their daily routine.
- Healthy eating classes: 38% were open to the idea of learning to cook and eat healthy
- Virtual workout classes: 37% wanted to experience workout classes virtually to enhance their physical health.
- Desktop yoga: 32% of the respondents were eager to learn quick yoga exercises to do while sitting on your desktop.
- Webinars about mental health topics: 31% of the respondents expressed their desire to become aware of mental health through talks and webinars.

As business leaders we have to create a Wellness Culture; which enables the individuals to adopt the appropriate system of wellness in their lives and thus ensure a healthy, productive and effective workforce.

While the organisation can provide ways for their members to avoid burnout by building Wellness Culture; let me share some simple tips that individuals can use and

cope with WFH burnout.

- Be kind to yourself: Recognise and accept that you may be experiencing any of the above given symptoms. To help ease the stress- try to implement a routine and structure in your day-to-day life.

- Do something that feels good: Doing any activity that makes you feel happy releases some of the feel-good neuro-chemicals in your brain that gives you a bolt of much needed energy. It can be watching a fun video, sitting or walking outside for some time, playing an instrument, etc basically anything to soften that work brain a bit.

- Creating a routine of doing mindful exercises: Consider doing following mindful exercises as a replacement to your old routine that can help you to improve focus and manage uncertainty.

a) Breath-work: This simple breathing exercise can lower stress in the body and you can set timers during the day to do this. Here's how to do it. On the inhalation, hold and count 1-2-3-4

On the exhalation, hold and count 1-2-3-4-5-6

Repeat this for 5 times

b) Mantra Meditation: This helps in building focus and it can be done in continuation to the previous exercise. Pick your mantra, it could be any statement or an aim and say it as if you have accomplished it such as "I am calm", "I'm relaxed" or "I'm focused" etc. Repeat it for as many times you wish silently after the breath-work.

c) Gratitude Mindfulness: This requires you to list down the things that you are grateful for each day. After you write it down, concentrate and be thankful and mindful of the feelings you are experiencing. This helps in creating the feeling of being hopeful rather than being fearful.

The situation is indeed alarming and building a Corporate Wellness Culture is deemed necessary both for the welfare of the organisations and for the workforce too. ■

### KEY TAKEAWAYS

- Data shows 75% of employees have experienced burnout and 40% expressed that it was the direct result of the pandemic.
- Mental health has been an area of concern since the beginning of the pandemic, but stress has gone up at an alarming rate.
- If you find yourself making a lot of mistakes, taking longer to finish tasks, or producing lower quality work, it could be a sign of burnout.

It is inevitable that when our mind is not functioning well, our body will give reactions,





# The Work Survey

Covid drives positive gains and readiness to reverse gains.

A global survey of 900 C-suite leaders and 8,100 employees across 11 countries on the new ways of working that will last beyond COVID-19, and how executives and employees differ on the best path forward

## The Perfect Environment for Innovation



**92% of execs**

acknowledge that COVID-19 forced them to rethink how they worked



**and 87% of employees**

say it's an improvement



**91% of executives and 87% of employees** say their company transitioned to new ways of working faster than they thought possible

## A New

## Change is Hard

**Employees (60%) want to maintain new ways of working, but some execs are looking to walk them back**



**47% of execs**

say their priority is returning to how they worked before COVID-19

Fielded in September 2020 by Wakefield Research on behalf of ServiceNow, The Work Survey engaged 9,000 executives and employees across multiple industries.

## Last Century Tech Means There is More Work to Do



Digital transformation has accelerated, but there is still plenty of runway left



Months into working from home **91% of executives**

admit they still have offline workflows, including document approvals (**51%**), IT workflows such as security incident reports (**45%**), and technology support requests or processing (**42%**)



**60% of executives and 59% of employees**

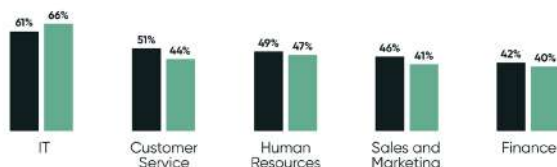
say their companies still do not have a fully integrated system to manage digital workflows

## THE WORK SURVEY

Covid drives positive gains and readiness to reverse gains.



Confidence is low that departments could adapt and implement new workflows within 30 days of another major business disruption



■ Executives n=900 ■ Employees n=8,100

## Repeatable Success Not Guaranteed

## It's Not Remote vs. Return: It's an Entirely New Way of Working





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