

BUSINESS TRANSFORMATION

DECEMBER 2020

THE CHANGE TO FUTURISTIC BUSINESS

biznesstransform.com

2020

DISRUPTION INNOVATION ACCELERATION

While the pandemic paralysed supply chains and disrupted industries it also opened up new arenas for business and society to move forward. Over a dozen top executives share their perspective.

sendQuick® Entera

**AWARD WINNING NOTIFICATION
MANAGEMENT PLATFORM**

Visit www.talariax.com





THE WORLD CIO 200 ROADSHOW

WORLD'S BIGGEST CIO LEADERSHIP
EXCELLENCE AWARDS

NOVEMBER-DECEMBER, 2020

26 COUNTRIES **3000+** C-LEVEL EXECUTIVES **250+** ENGAGING SESSIONS **100+** EXHIBITORS

PARTNERS



INFLUENCE
INTEGRATE
IMPACT



CONTENTS

DECEMBER 2020

21-37

COVER STORY

DISRUPTION, INNOVATION, ACCELERATION

- Software AG: Why partnership between business and IT is critical
- Trend Micro: Matching cybersecurity personas to transformation
- Proofpoint: Does business understand challenges of transformation
- Jgroup: Finance, strategy, talent, influence transformation
- SonicWall: Rebuilding cyber security practices for new normal
- F5: Applications should adapt to environments like organisms
- Epson: Printing is a key part of workflow in new normal
- Salesforce: How can CIOs leverage transformation in the new normal
- Condo Protego: Technology now a profit centre, not a cost centre
- ManageEngine: Transformation is not a technology project
- Cloud Box Technologies: Fear of technology, lack of skills, reasons for failure
- Proven Consult: Top-down vision critical for successful transformation
- Juniper Networks: Complex, resource consuming, time consuming
- Aveva: Predictive, Performance, Prescriptive, Prognostic

05

EDITOR'S PREFACE

06-14

OPINION

16-17

EVENTS

18-19

INDUSTRY NEWS

64-67

HANDS-ON GUIDE

68-69

LOOKING GLASS

33-62

SPECIAL REPORT

2020

BUSINESS AND TECHNOLOGY USE CASES

YOUR DAILY MUST-HAVE

INSPIRON 15 3000
(3593) LAPTOPS



Featuring:

10th Generation Intel® Core™ i7-1065G7 Processor • 16GB memory • 2TB Hard Disk Drive • DVD RW
4GB Graphics • 15.6" FHD • Ubuntu Operating System • Platinum Silver colour • Arabic Keyboard.



Mitsumi Distribution FZCO
Tel: +971 4 370 6058
Email: supportae@mitsumidistribution.com

MANAGING DIRECTOR
Tushar Sahoo
tushar@gecmmediagroup.com

EDITOR
Arun Shankar
arun@gecmmediagroup.com

CEO
Ronak Samantaray
ronak@gecmmediagroup.com

GLOBAL HEAD, CONTENT AND STRATEGIC
ALLIANCES
Anushree Dixit
anushree@gecmmediagroup.com

GROUP SALES HEAD
Richa S
richa@gecmmediagroup.com

EVENTS EXECUTIVE
Shriya Nair
shriya@gecmmediagroup.com

SALES AND ADVERTISING
Ronak Samantaray
ronak@gecmmediagroup.com
Ph: + 971 555 120 490

PRODUCTION, CIRCULATION, SUBSCRIPTIONS
info@gecmmediagroup.com

**GEC
MEDIA
GROUP**

UAE
203 , 2nd Floor
G2 Circular Building ,
Dubai Production City (IMPZ)
Phone : +971 4 564 8684

USA
31 Foxtail Lan, Monmouth Junction
NJ 08852, Ph: + 1 732 794 5918

Printed by
Al Ghurair Printing & Publishing LLC.
Masafi Compound, Satwa, PO Box: 5613,
Dubai, UAE

Published by
Accent Infomedia MEA FZ-LLC
203 , 2nd Floor G2 Circular Building,
Dubai Production City (IMPZ)
Phone : +971 4 564 8684

A publication licensed by
International Media Production Zone, Dubai, UAE
©Copyright 2018 Accent Infomedia.
All rights reserved.

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



SUCCESS AND FAILURE OF TRANSFORMATION

The pandemic of 2020 disrupted established and flourishing industries and best practices, and accelerated dormant and sluggish business transformation projects. Digital and business transformation projects are now recognized as initiatives to make businesses robust and disaster proof for the unpredictable, and possible events of

the 21st Century.

So, while the intent is there now, which was perhaps lacking just a year ago, intent by itself does not guarantee success. A huge gamut of basic but significant human, role based, organizational, change management capabilities are required, to move towards predictable success in the transformation journey.

Points out Cezmi Eroglu at Software AG, the partnership between business and IT is critical. Alignment between business and IT is vital to achieve strategic objectives and an understanding of how these can be achieved sits in the mindset of business.

Emile Abou Saleh at Proofpoint questions whether business understands the challenges of transformation. It is important for business leaders to understand the complexity of managing technology as well as leveraging technologies to set them apart from competitors.

Even if a company wants to transform in piecemeal approach, it requires capital to replace legacy, integrate new processes and build an infrastructure, says Imad Jomaa at Jgroup. Finance, strategy, talent, influence transformation and many times, companies join the bandwagon for the wrong reasons.

The types of applications that support digital businesses should adapt to their environments like organisms, metaphors Mohammed AbuKhater at F5. Applications should adapt to their environment and how they are being used, and this applies to digital-native, traditional and modern architectures. Advises Petra Jenner from Salesforce, one of the fundamental things for technology heads is to understand an organisation's business and how transformation can help the organisation grow. Customer demands and behavior must be the top priority for business heads.

If managed carefully, technology is now turning into a profit centre of sorts, and can no longer be looked at as a cost centre, points out Praj Calthorpe at Condo Protego. Moreover, digital transformation needs a Boardroom sponsor who can work closely with the CIO to start with IT transformation, which is a prerequisite of innovation.

Transformation is not a technology project, reiterates Rajesh Ganesan from ManageEngine. As we live in the digital age, transformation gets labeled as digital transformation, while essentially it is always business transformation. New technologies like artificial intelligence, enable four key areas to mitigate business risk, improve workforce safety and efficiency, and forge a secure enterprise – predictive, performance, prescriptive, prognostic, elaborates Dr Tariq Aslam Aveva.

As we head into Gitex Technology Week 2020, here is wishing you happy learnings in digital and business transformation.

Arun Shankar
arun@gecmmediagroup.com

HAS TRANSFORMATION IMPACTED THE ORGANISATION'S CULTURE

Transformation is achieved when culture is impacted visible through new dashboards, champions, workflows, says Robert Golightly, at Aspen Technology.



ROBERT GOLIGHTLY,
Senior Manager, Product
Marketing, Aspen Technology.

KEY TAKEAWAYS

- Key question to ask is has this project impacted our culture
- Digital transformation is not really new
- Online statistical process control became ubiquitous in manufacturing as a way for operators to track the process
- KPIs and the drama they catalyse are an unavoidable fact of life

There is a lot of activity around digitalisation initiatives, analytics and data science projects and dealing with the current work-from-home situation and a remote workforce. As with any such project or programme there is always the question: How do I know this is working?

Questions like this bring out the engineer in us and typically we develop some sort of key performance indicators to mark our progress. Now, I am not saying these measures are not useful, but they do have a way of finding the sunny side of the story.

After almost 40 years in and around process manufacturing, I have seen too many programmes based on a fake it, till you make it strategy. I believe that the programs and initiatives that are really succeeding create changes in culture. And you cannot fake culture.

When programmes like this succeed, there are inferential indicators of success that are far more telling than any network of KPIs. So, I believe the key question to ask is has this project, programme or initiative impacted our culture?

When culture changes, we see several things occur. The analytical results become ubiquitous in the reports, dashboards and performance measures for the business and its people. They become trusted sources of truth. When initiatives gain traction, we inevitably see new champions and evangelists rise in the organisation. We also see new workflows that tear down conventional wisdom in favor of new methods.

Digital transformation is not really new; decades after Deming took the control chart to post-war Japan, online statistical process control became ubiquitous in manufacturing as a way for operators to track the process and find problems.

KPIs and the drama they catalyse are an unavoidable fact of life. But with any measurement comes the need to understand the accuracy and repeatability of the instrument. Certainly, do not ignore the directional information from these calculations but backstop them with supporting evidence that cannot be faked.

Saras, one of the leading independent players in the European energy and refining market, launched a highly successful digital transformation programme. One component of the programme is a digital predictive maintenance center. To ensure the programme had the intended results, Saras focused on change management around both people and technology.

Based on a successful evaluation where staff saw how quickly a new predictive maintenance solution delivered value, the company deployed the software to monitor key refinery assets. As teams saw how the new solution accurately predicted failures in advance, they began to trust the tool.

Saras then trained staff to manage the software, allowing the company to independently maintain, deploy and scale the solution. Saras began using the predictive maintenance solution on assets in a wind farm, as well as in the refinery, avoiding between €4M and €5M in maintenance costs and lost production in less than two years. ■



NEW VALUE TOGETHER

GITEX TECHNOLOGY WEEK 2020

Dec 6 - 10, 2020

Dubai World Trade Center, Dubai, UAE

#HWGITEX20 | enterpriseME@huawei.com | e.huawei.com/ae



Huawei GITEX Minisite



Twitter @Huawei_ME

FIVE STEPS TO ALIGN HUMAN RESOURCES AND TRANSFORMATION

The speed of technology and transformation may leave the HR function out of sync with the rest, requiring five step catch-up writes Marvin Opperman at Sage.



MARVIN OPPERMAN,
People Director, Sage Africa
and Middle East.

Digital transformation within a company must span all departments and areas of operation, including human resources. While the scope of digitalisation of the human resources department is no doubt extensive, this process can help companies achieve everything from talent insight and recruitment to employee wellbeing and retention of key and critical skill.

Human resources departments in the Middle East know they need to step up their use of technology and embrace digital transformation if they are to support the needs of the business in this era of change and disruption. This business imperative has grown in importance during the pandemic, which is reshaping how people work and companies operate.

Here are five ways technology can help the human resources

department increase its performance:

#1 DATA-DRIVEN DECISION MAKING

With an integrated human resources platform in place, businesses can capture data online, store it in a single employee database, and use it to drive better decision making and employee experiences. For example, they can start to analyse the skills gap in the business, trends in staff retention, COVID-related absenteeism, or the balance of customer demand and employee capacity.

#2 SUPPORT A DISTRIBUTED WORKFORCE

Many of us were thrown headlong into a work-from-home world during the lockdown, but the reality is that the remote working trend has been gathering momentum for some time already. The right human resources software supports flexible working patterns for childcare, tracking of assets for homeworking, and other essentials for remote and flexible working arrangements.

#3 STREAMLINED REPORTING

A human resources platform can help streamline compliance for the business. For example, the human resources department will be able to track employment equity goals against performance more easily, then generate the statutory reports required by the Department of Labour. It also helps the human resources department store and manage personal information in

compliance with data privacy laws and standards.

#4 FREE UP TIME THROUGH AUTOMATION

Today's cloud-based human resources platforms enable businesses to automate their human resources processes across the entire employee journey, from recruitment through to offboarding. These solutions can be rapidly deployed and accessed from anywhere. In taking care of much of the mundane paperwork and reporting, a cloud-native human resources platform enables human resources professionals to focus more on adding value for employees and the business.

#5 ENHANCED EMPLOYEE EXPERIENCE

Modern human resources solutions include powerful and easy-to-use digital self-service functionality, simplifying tasks such as leave applications, updating personal information, providing access to pay slips and more. These tools take admin off the human resources team's hands while empowering employees to manage their own information online or from a mobile app and improving turnaround times for routine human resources queries.

The true value of human resources lies in understanding people and developing their potential, supporting strategic business growth, building the right team and nurturing a winning company culture. ■

Huawei IdeaHub

New Style **Smart Office**

3-in-1 Whiteboard | Projector | Online Meeting



WHY THE GCC WILL REMAIN OPEN FOR BUSINESS AND TRAVEL

Travel and tourism are key sectors of UAE and Saudi Arabia both of which have different centres of influence, explains Anita Chalke at Proven.



ANITA CHALKE,
Regional Operations Manager,
Middle East, Proven.

KEY TAKEAWAYS

- Microsoft, LinkedIn, IBM are still working from home, an attempt to prove technology is the future of business
- In 2019, MasterCard's Global City Index revealed Dubai welcomed over 16 million tourists from 233 countries
- For Saudi Arabia it is a lot deeper than just an economic crisis

In September, Saudi Arabia announced a lift in travel restrictions enforced earlier this year due to Covid-19. Thousands of jobs were lost, and the unemployment rate among Saudi nationals jumped to 15.4% from 11.8% between the first and second quarters of 2020. This was expected, but dreaded. The Kingdom's Vision 2030, with its elaborate set of programs, has put a lot of emphasis on eradicating unemployment among Saudis.

For some sectors, the impact may be too grave to recover. In April, passenger numbers dropped 94% compared to the year before. 30 million passengers travelled worldwide that month, a number last seen in the 1970s. Alongside these devastating numbers, tourism crumbled, crashing entire economies.

Much of travel now looks like the old times; border restrictions, paperwork and high expenses. However, in the UAE and Saudi Arabia, business travel has resumed shortly post-lockdown. The UAE allowed tourists to enter in July. The Kingdom is now issuing business visas, and prioritising business-related travel activity.

Many Saudi consulates are issuing business visas now, some in fact are crowded. The United Arab Emirates has launched a new remote work visa, allowing people from all around the world to live in the UAE while working remotely. This is further emphasis that mobility is essential for business, the GCC being a global hub for business practices.

Many of the technology giants

are going for a virtual office setup. In a way, the culture of business is now more aware of the potential remote work truly has; anyone, from anywhere can do almost anything. Microsoft, LinkedIn and IBM are still working from home, almost competitively, in an attempt to prove that technology is the future of business.

The GCC states are more reliant on mobility; tourism and business are crucial to the nutrition of their economies. Most of the UAE's residents are expats; they come from all over the world, and contribute to the economy by living and working in attractive cities like Dubai and Abu Dhabi.

Tourism is another vertical to the Emirati economy. In 2019, MasterCard's Global City Index revealed that Dubai alone welcomed over 16 million tourists from 233 countries.

For Saudi Arabia, it is a lot deeper than just an economic crisis. Hajj and Umrah practices are limited to a great extent without flexible travel activity. In 2020, Hajj ceremonies were conducted by a socially-distanced crowd.

The same formula applies to other GCC states, most of which are putting in great efforts to delink their economies from natural resources like oil and gas. Since July, governments across the region resumed business visa issuance, indicating that the only change occurring is that upon visiting the Kingdom or the Emirates, you will see a lot emptier seats to keep passengers socially-distant. As for openness, the Gulf region has no plans to shut down. ■

Transcend your digital transformation journey with us

No.1 Trusted Software System Integrator..!



AI & CHATBOTS



BLOCKCHAIN



**CUSTOMER
EXPERIENCE
MANAGEMENT**



BI & ANALYTICS



**ROBOTIC
PROCESS
AUTOMATION**






ENABLING DIGITAL TRANSFORMATION

MENA | APAC | AMERICAS

350+ Professional Team | 250+ Enterprise Clients | 30+ International Awards

10+ Global Locations | 20+ Nationalities

 finessedirect.com  finessedirect  +9714 3300144  info@finessedirect.com

ALL OF US ARE A BLEND OF EIGHT INTELLIGENCES

The balance of these intelligences is what makes us who we are and in today's world, the right selection may be critical explains Niranjan Gidwani.



NIRANJAN GIDWANI,
Independent Consultant Director
and Former CEO Eros Group.

KEY TAKEAWAYS

- In varying degrees, we are gifted with all eight intelligences to deliver better results.
- Capacity to be a better leader is determined by how well we express ourselves through languages reading and writing
- Great sportspersons have what is called kinesthetic intelligence

Howard Gardener, through his book *Multiple Intelligences*, explained that there are eight forms of intelligence. These are literary, musical, kinesthetic, interpersonal, intra-personal, spatial, naturalistic and spiritual. It is important to understand how each one works. Because in varying degrees we are gifted with all the eight intelligences to deliver better results.

Literary intelligence is about the capability to read and write well. Between a manager who can do the math well, and another who also reads and writes well, the latter is likely to succeed much more. In a world where we have to network with different teams and nationalities, the capacity to be a better leader is determined by how well we express ourselves through languages reading and writing.

Music is about harmony. Studies indicate that children who play an instrument learn to listen much better, they grow up to be better empathetic professionals. Not everyone is endowed with the intelligence to play music, but the capacity to build appreciation can be cultivated by anyone, and it has several benefits.

Great sportspersons have what is called kinesthetic intelligence. In certain kinds of sports, we do not have time to think. In fact, it is said if you think, you are dead.

We have all come across many people who are able to converse better, have the ability to make friends quickly, and solve problems collaboratively. This category

of people has high interpersonal intelligence.

Given a position of power and authority, why do some managers behave in a despotic manner, and others in a firm but humane way? Those who are more self-aware have a realistic understanding of who they are, what their true needs are, they are emotionally stable and can deal better with the ups and downs in life and business. These people have a higher degree of intra-personal intelligence.

In today's world, in a profession like selling, you realise that some salespeople can map and chart a client organisation much better than others. Some people can land in a new town, and in a matter of time, map it really well. These are known as spatially intelligent people.

In the early days, every tribe had someone who was better at recognising animal calls, knew one animal from the other by looking at hoof or pug marks. When farming became the dominant activity, this person was the one who knew one herb from another, could tell which mushroom to eat and which to avoid. Such people were gifted with naturalistic intelligence.

Finally, there is existential intelligence, or for lack of a better word, spiritual intelligence. Most of us appreciate the presence of a higher power. Some people can connect easily with the presence of such a power, and as a result, research has proven that they can better deflect anxiety, can better deal with loss, and can better balance decisions with yardsticks of morality and self-governance. ■

Building a Fully Connected,
Intelligent World



HUAWEI CLOUD

Grow with Intelligence



Know More

ENERGY IS DIGITISING DEEP, BUT SLOWER THAN OTHERS

Energy companies are investing in transformation, but not at the same rate as other industries, and for longer term improvements, writes Colin Beany at IFS.



COLIN BEANY,
Vice President for Energy,
Utilities and Resources at IFS.

KEY TAKEAWAYS

- Research suggests post-pandemic is an opportunity for energy sector to digitise operations
- Virtually every part of the energy sector is going through volatile times
- New research from IFS suggests despite volatility, many energy sector companies are investing in digital transformation

Different energy sectors in different parts of the world may fare better or worse in part due to differences between the way government stimulus dollars for pandemic relief are invested. Globally however, diverse market shifts are still the most potent force acting on each part of the energy sector. Oil and gas were already struggling with a drop in crude oil prices when the pandemic hit.

But one thing is true to varying degrees across the energy sector — many companies have people, including middle managers, engineers and executives — with bandwidth to invest in transformation projects. New research from IFS suggests despite this volatility, many energy sector companies are investing in digital transformation.

While not at the same rate as study respondents in other industries, most energy industry companies are still investing human capacity in improvements for the intermediate- to long-term future, digitising manual process flows and preparing to not only handle the return to full capacity but for new autonomous and efficient business models and approaches to delivering value to the customer.

The IFS study data, collected during the onset of the coronavirus pandemic, reveal that 57% of energy and utilities sector companies plan to increase or maintain current digital transportation spending levels despite volatile conditions. Respondents in the sector are less aggressive than their counterparts in other industries and are 16% less likely than all respondents to

plan increased digital transformation spending.

Energy and utilities respondents may find the demanding nature of their operating environments a strong disincentive to undertaking broad digital transformation initiatives. Their most frequently reported concern with digital transformation, at 38%, was the difficulty in reconciling the strategic needs of the business with the ability to deliver on the front line.

Energy and utilities sector companies also may be conservative given mixed results with earlier digital transformation projects. Companies in the sector were 7% likely than all respondents to characterise past digital transformation projects as a success.

They are also more than twice as likely than all respondents to say it has taken them more than a year to recover from failures and 15% more likely to say this failure has led to a fear of failure across the business and almost 5% more likely to report a financial loss.

Energy and utilities companies however have had to adopt forward-looking technologies — particularly in areas like preventive maintenance and process automation. They are 18% more likely than all respondents to classify themselves as early majoritarians with regard to technology adoption — they hold it is important to implement technology once there is clearly defined value.

Respondents in the sector were 12% more likely to say machine learning was an important technology to them than were respondents as a whole and 4% more likely to value augmented reality. ■



6-10
DECEMBER
DUBAI WORLD TRADE CENTRE



THE ONLY GLOBAL TECH SHOW IN 2020 LIVE, IN - PERSON

FEEL THE BUSINESS AND PEOPLE POWER AT GITEX'S
40TH ANNIVERSARY EDITION



Five extraordinary days to make up for a year of missed opportunities in 5G, AI, Future Mobility, Cloud, Blockchain, Fintech and more. Plus, 280 hours of conference learning across technology mega-trends.

Dubai World Trade Centre is committed to deliver a Safe, Smart & Seamless experience.

Important Notice: As a new health & safety measure, admission is strictly by advance online registration only. No tickets sales at the show.

GITEX.COM | #GITEX2020

WORLD CIO 200

VIRTUAL AND LIVE WORLD OF EVENTS AND ROADSHOWS

As the world goes virtual in response to the pandemic, convention centres have moved online, and a prime example of this is the World CIO 200, 2020 roadshow, currently unfolding in the digital arena. Here is a look at what makes it so special.

Our tour begins outside a convincing replica of a convention centre, where visitors see an animated crowd walking around. The scene even includes a parking lot, hoarding and billboards. Clicking on the entrance loads the main lobby of the virtual convention centre. And this is where visitors can find everything that one would expect at a real convention centre, including a few fun features:

- A virtual photo booth where visitors can pose, click or upload a picture, play with photo filters and backgrounds, and finally add their picture to a photo wall.
- A treasure hunt, where easter eggs are hidden all over the convention centre and visitors finding these are awarded points. Visitors also get points for other

activities done in the virtual convention, such as downloading content or exploring its various features.

- **Leaderboard.** These points help participants climb up on a leaderboard, and at the end of CIO 2020 summit, the top entries will win prizes.
- **The expo halls.** The convention centre has halls filled with virtual booths where vendors can showcase their products and services.
- **Virtual booths.** Customised virtual booths have been created for each vendor. Each reflects the brand's image and colour scheme, and vendors can choose from various booth sizes, too. These booth also offer product brochures, videos and details about each vendor.

- **Chat modules.** Vendors can interact with visitors at their booth, and address queries.
- **Auditorium.** This is where visitors spend most of their time, watching an impressive line-up of speakers imparting key insights on a broad range of topics.
- **Swag bag.** Visitors can download virtual freebies and documents put up by vendors.
- **Networking area.** This is where visitors can interact with other guests at the convention centre, start conversations or exchange contact details.
- **Hall of fame.** The CIO 200 2020 virtual convention centre hosted an area celebrating past events and winners.

Here is a visual tour of the venue. ■







More than 1,200 exhibitors from over 60 countries expected at GITEX 2020

The 40th GITEX Technology Week is set to unite international technology visionaries, industry innovators and global investors as the tech world finally resumes in-person interaction at Dubai World Trade Centre from 6th to 10th December. After a year of missed business opportunities, GITEX will unite all corners of the global technology industry as the only major technology event to go live in 2020, providing the world's only opportunity for in-person networking at a major tech event this year.

GITEX Technology Week will showcase the diversity of the global technology industry, hosting over 1,200 exhibitors, including over 300 startups, from over 60 countries. GITEX will host pavilions from some of the world's most innovative technological nations, including

Bahrain, Belgium, Brazil, France, Israel, Italy, Hong Kong, Japan, Nigeria, Poland, Romania, Russia, Saudi Arabia, United Kingdom and the United States of America, as well as a conference lineup of over 350 in-person speakers, who are flying into Dubai from 30 countries.

Internationally recognised technology experts will travel to Dubai to share their vision of tomorrow, including maverick hacker, inventor and entrepreneur Pablos Holman and US Secret Service and FBI hacker Bryan Seely, while GITEX's conference agenda will be headlined by arguably the most influential comedian alive, legendary actor, writer, and comedian John Cleese.

With visitor health and safety being DWTC's number one priority, GITEX Technology Week will be hosted in full compliance with Dubai

Government regulations, as well as the guidelines of the Dubai Health Authority and Dubai Municipality.

GITEX will serve as an umbrella for the region's other technology shows, including GITEX Future Stars, the region's largest tech startup event; GISEC, the region's most renowned cybersecurity conference and exhibition; Future Blockchain Summit, a platform for the transformative technology, as well as the inaugural edition of Marketing Mania, the new platform for brand marketers.

The world's technology giants will have a presence at GITEX, including Microsoft, Dell Technologies, du, Etisalat, Lenovo, Honeywell, IBM, Red Hat, Avaya and Huawei, revealing the most relevant and strategic technological innovations in artificial intelligence, 5G, future mobility, security and Blockchain



among others.

GITEX will host over 200 of the world's most influential technology investors, including EBAN from Belgium, MODUS Capital from USA, 500 Startups from Egypt and MENA Tech Fund from the UK, while for the first time, Israel will bring 40 exhibiting companies across big tech, startups, cybersecurity, telecoms and mobility.

GITEX will also showcase the technological progress of a range of UAE Government entities who are leading the country's digital economy transformation, including Smart Dubai, Dubai Electricity and Water Authority, the Abu Dhabi Government, Dubai Police and Dubai's Roads and Transport

Authority. In addition, the event will feature the presence of Ajman Government, the Fujairah Government and Ministry of Interior, Saudi Arabia.

An unrivalled conference agenda will be headlined by arguably the most influential comedian alive, legendary actor, writer, and comedian John Cleese, who will discuss strategies for entrepreneurial creativity.

GITEX will play host to a selection of bold, international disruptors and innovators, including Pablos Holman, the notorious hacker, inventor, entrepreneur, and technology futurist who has worked as part of an impact effort to eradicate malaria in conjunction with

Bill Gates and helped to build spaceships with Jeff Bezos at Blue Origin; Bryan Seely, possibly the only ethical hacker to have wiretapped the Secret Service and the FBI; Dr. Seth Dobrin, Chief Data Officer, IBM Cloud and Cognitive Software, VP and Chief Data Officer, IBM Analytics, who established the acclaimed Data Science Elite team that has deployed over 130 successful AI projects worldwide; and Mansoor Hanif, Executive Director Engineering Technology and Digital, NEOM who is currently delivering the communications infrastructure of what will become the most advanced city in history. ■



SkyHawk AI Surveillance Hard Drives

SkyHawk AI is the world's first purpose-built drive for AI-enabled surveillance systems. Designed for deep learning applications that extend AI surveillance capabilities, SkyHawk AI simultaneously supports heavy AI workloads and smooth video streaming. With capacities up to 18TB, it offers features that are ideal for AI environments with intensive computational workloads: enhanced caching, delivering low latency, and strong random read performance.



SKYHAWK AI SURVEILLANCE

Smart. Safe. Secure.

SkyHawk™ AI 18TB is an advanced surveillance-optimized drive designed for NVRs enabled with AI for edge security applications. Supporting over +10,000 hours of video and analytics and boosting the heavy workloads of AI-enabled 24/7 surveillance systems, SkyHawk AI supports 3x the workload of standard surveillance drives and includes SkyHawk Health Management and Rescue Data Recovery Service Plans for optimum peace of mind.

Market Leader in Surveillance Storage
Seagate has dominated the data storage industry for 40 years because we understand your unique data storage challenges.
We crafted SkyHawk™ AI 18TB surveillance hard drives to help you achieve your goals.

See More. Store More.
24x7 workloads can leverage up to 18TB with drives designed for DVR and NVR systems. SkyHawk surveillance drives are equipped with enhanced ImagePerfect™ and SkyHawk Health Management to help you sail through your toughest challenges.

Designed for AI Surveillance
The right drive for your unique surveillance challenges, supporting up to 64 HD cameras and 32 additional AI streams¹, delivering zero dropped frames with ImagePerfect AI, and offering enterprise-class workload rates at 550TB/yr for high reliability.



SMART SURVEILLANCE WITH 24x7 CLEAR STREAMING

SkyHawk's innovative ImagePerfect and ImagePerfect AI firmware are the clearest choices in the industry.



DRIVE PROTECTION MADE EASY

Rest easy with three years of Seagate Rescue Data Recovery Services, offering an industry-leading 90% success rate against unexpected data loss from power outages, natural disasters, user error, viruses, and more. Coupled with the included SkyHawk Health Management (SHM) drive monitoring software designed for prevention, intervention, and recovery, peace of mind is yours.



Phone: +971 4 8863850
E-mail: marketing@asbisme.ae
www.asbisme.ae



CEZMI EROGLU,
Software AG



**DR MOATAZ
BIN ALI,**
Trend Micro



**DR TARIQ
ASLAM,**
AVEVA



**EMILE ABOU
SALEH,**
Proofpoint



IMAD JOMAA,
Jgroup



**MOHAMED
ABDALLAH,**
SonicWall



**MOHAMMED
ABUKHATER,**
F5



**NEIL
COLQUHOUN,**
Epson



**PETRA
JENNER,**
Salesforce



**PRAJ
CALTHORPE,**
Protego



**RAJESH
GANESAN,**
ManageEngine



**RANJITH
KAIPPADA,**
Cloud Box
Technologies



**VISHAL
MANCHANDA,**
Proven Consult



**YAROB
SAKHINI,**
Juniper Networks



DISRUPTION INNOVATION, ACCELERATION



CEZMI EROGLU,
Transformation Solutions Manager,
Middle East and Turkey, Software AG.

SOFTWARE AG

WHY PARTNERSHIP BETWEEN BUSINESS AND IT IS CRITICAL

Alignment between business and IT is vital to achieve strategic objectives and understanding of how these can be achieved sits in the mindset of business.

There is a certain misconception in today's business world with regards to digital transformation. Quite often, the terminology is misconstrued for digitisation or digitalisation. Digital transformation is not restricted to automating processes using a certain type of software or to a short-term initiative or project.

It is a journey that an organisation embarks upon which involves mission critical factors that need to be taken into consideration such as; re-evaluating business strategy, business models, customer journeys and products in alignment with digital trends and capabilities.

As the evolution of technology remains constant, it has become vital for organisations to adapt to customer-centric strategies which require cross-cutting organisational changes, and this signifies the continuous improvement aspect of digital transformation.

A key challenge for organisations

nowadays is the ability to cope up with the rapidly changing industrial environment. Most businesses limit the perception of technology to the toolset that enables digital transformation.

A more apt point of view towards technology would be the ideology that technology opens a world of opportunities. New business models, revenue streams, channels, markets and customers, are all factors that are heavily impacted via technology and this marks technology as a flagship for strategic growth for organisations today.

From a strategic perspective, business heads are the tactical experts that help companies to formulate a path towards victory in their transformation journey. The alignment between business and IT for a successful transformation is absolutely vital. The end goal for any organisation is to achieve their strategic objectives, and the understanding of how these can be

Digital transformation is not restricted to automating processes using a certain type of software

achieved sits in the mindset of the business heads.

Technology heads help organisations build the required arsenal for a successful transformation. Digital transformations would not entirely be digital without the right technology heads behind the wheel. It is mission critical for organisations to optimise their technology investments to avoid failures in their transformation, the identification of the right technologies fitting the right business requirements lies in the hands of the technology heads.

More often than not, a fractured enterprise or in other words the misalignment of business and IT is what sinks the ship for organisations. When businesses decide to dive in too deep too soon and without the governance of IT is when they are already on their road to a failed transformation.

A truly connected enterprise is what is required; connected business processes, connected employees, connected machines, connected factories, in order to create a truly connected customer experience through harnessing data.

Moreover, it is essential for organisations to phase out implementations and projects based on the prioritisation of requirements and only bite as much as they can chew at once. These issues often rise due to substandard project management or scoping and miscommunication within organisations as well. ■



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

TREND MICRO

MATCHING CYBERSECURITY PERSONAS TO TRANSFORMATION

Organisations should not have a one-size-fits-all cybersecurity strategy, but rather tailor cybersecurity strategies to the most common information security personas.

Digital transformation is when organisations replace manual processes with digital processes and increasingly run on hybrid cloud environments. As digital transformation increases the corporate attack surface, IT leaders require enhanced visibility, detection, and response—not just at the endpoint, but across all key IT layers.

Infrastructure change widens an organisation's attack surface for threat actors to target. While over 90% of threats still arrive via email, not all are phishing. File less events designed to bypass traditional security are increasing, while business email compromise and ransomware attacks evolve. Many organisations do not have the in-house skills to secure a rapidly evolving IT environment, giving threat actors ample opportunities to cause considerable damage.

Technology is central to driving an organisation's growth, and

it is especially important for organisations to incorporate cybersecurity into their digital transformation. Middle East organisations need to incorporate cybersecurity solutions across their cloud, automated threat detection, endpoint detection and response, targeted attacks and ransomware, and for manufacturing firms their OT and Industrial Control security.

Business heads need to understand the costs involved with cyber-attacks – across business downtime, leaking of or encryption of data by malware, and the loss of customer trust. Business heads should work closely with technology heads to understand the cybersecurity risks, to develop the KPIs, to ensure automation can detect threats and roll out patches and updates, and support employees in practicing proper cyber-hygiene.

CIOs can guide secure digital transformation by solutions, KPIs, and enhancing employee processes.

Since the lockdown, more than

Digital transformation is when organisations replace manual processes with digital processes

three-quarters 72% of remote workers worldwide say they are more conscious of their organisation's cybersecurity policies, according to Trend Micro's recent study Head in the Clouds.

However, many employees are still breaking the rules due to limited understanding or resources. Organisations should not have a one-size-fits-all cybersecurity strategy, but rather tailor cybersecurity strategies to the most common information security personas. Each persona Fearful, Conscientious, Ignorant, and Daredevil, is based on employee attitudes and behaviors on risk awareness, management, and avoidance, and personal accountability.

While endpoint detection and response has become a partial solution to cybersecurity issues, it is not enough. Security teams need visibility across the entire IT environment to better contextualise and identify threats.

Trend Micro XDR provides visibility, detection, and response not just at the endpoint but also across email, servers, cloud workloads, and networks, and then applies AI and expert security analytics to correlate and identify threats.

Research by Trend Micro and ESG shows that organisations that have invested in XDR-like automation techniques would experience enriched outcomes, including faster identification of complex attacks, improved response times, more efficient use of security personnel, and an overall improvement in security posture. ■



IMAD JOMAA,
Founder and President,
Jgroup.

JGROUP

FINANCE, STRATEGY, TALENT, INFLUENCE TRANSFORMATION

Even if a company wants to transform in piecemeal approach, it requires capital to replace legacy, integrate new processes and build an infrastructure.

JGroup considers technology as one of the drivers of business success and an investment to ensure modern businesses are resilient and relevant. Especially, in the current economic climate wherein all businesses are either building an online presence or strengthening their online approach, technology is enabling a paradigm shift in business models and giving rise to new approaches.

In short, technology plays the role of an enabler within an organisation, not a catalyst.

First and foremost, at JGroup, we encourage business heads to support digital transformation across all departments and processes in a piecemeal manner. Secondly, business heads are responsible to ensure team members are upskilled to adopt and integrate use of technology into their day-to-day business. Thirdly, business heads need to ensure digital transformation

is part of every business continuity strategy.

Three factors influence the success of digital transformation – finance, investment strategy and right talent. Even if a company wants to digitally transform in a piecemeal approach, it requires capital to replace some of its legacy systems, integrate new processes and steadily build an infrastructure. Many times, companies join the bandwagon for the wrong reasons. It is still a perception that only investing in technology will automatically digitally transform a company.

A proper roadmap is required to define the objectives, draw out desired outcomes and map investments in technology and resources necessary to meet the objectives. Similarly, fostering the right talent plays a crucial role in ensuring the organisation adopting the right technology is creatively meeting demands of the

A proper roadmap is required to define objectives, draw out outcomes and map investments in technology to meet objectives.

new-age digital customers and the investments are being leveraged in the right manner.

For JGroup, digital transformation is a journey, not a destination. Digital transformation is not only about investing in the right technology but aligning these investments with the right processes to leverage the desired outcome for the betterment of the customers, partners and overall business. JGroup invests in technology and enters into strategic partnerships that complements its ultimate business goal, which is to be listed as an IPO and offer valued end-user benefits.

SOLUTIONS INCLUDE:

Arabia Demand-side platform – which includes Cost per Action and Cost per Lead buying models to cater to the length and breadth of unique and targeted requirements of the brands and offer programmatic direct buy solutions to customers.

Programmatic performance technology platform – that delivers qualified leads to brands with an aim to increase the performance and efficiency of their targeted digital campaigns. ■



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

PROOFPOINT

DOES BUSINESS UNDERSTAND CHALLENGES OF TRANSFORMATION

It is important for business leaders to understand the complexity of managing technology as well as leveraging technologies to set them apart from competitors.

As an organisation that works in a fast-paced industry as cybersecurity, it is crucial to understand that in order to pave the way for a successful digital transformation strategy, the organisation needs to embrace new levels of efficiency, agility, and responsiveness across the different internal business units and, as importantly, when liaising with their customers.

However, digital transformation cannot be successful without taking security, compliance, and fraud risk into account. The potential for DX to disrupt business for the better is truly staggering. And like any smart business decision, it requires understanding and managing the risks.

The potential for digital transformation to disrupt business for the better is truly astounding and it requires understanding and managing the risks.

As attackers are increasingly

targeting people rather than infrastructure, our differentiator is that we look at cybersecurity with a people-centric view by focusing on solutions that protect an organisation's most targeted individuals and ensure employees have strong awareness of the threats they may be targeted with.

Although it is paramount to embrace the new paradigm where business and technology come together to collaborate, innovate and co-create new sources of value, it is also vital that organisations consider the new cybersecurity risks that come hand-in-hand with evolving technologies.

As CIOs are becoming a crucial business role, it is important to embrace a tech forward approach where technology needs to drive business transformation and CIOs are seen as the true enablers.

By being familiar with the disruptions and risks driven by technology, leaders must understand

Technology needs to drive business transformation and CIOs are seen as true enablers

how the business operates to contribute to discussions about how technology can enable innovation to deliver agile solutions to meet current day challenges, while keeping pace with the fast-evolving threat landscape that continues to capitalise on the organisation's most targeted assets: the people.

Additionally, it is equally important for business leaders to understand the complexity of managing technology as well as leveraging those technologies to set them apart from their competitors while managing cost or risk exposure.

While implementing a DX strategy there might be certain obstacles, including the resistance to change from some departments, lack of a clear understanding on the benefits of DX to the business and inflexible technology and development processes.

In a similar vein, Proofpoint's research has shown some of the challenges faced by organisations in the UAE when implementing cybersecurity technology include lack of board-level buy-in 31%, lack of awareness of cyber threats across their business 29% and insufficient cybersecurity budgets 23%. These elements must also be considered when implementing a DX strategy.

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



MOHAMED ABDALLAH,
Regional Director META,
SonicWall.

SONICWALL

REBUILDING CYBER SECURITY PRACTICES FOR NEW NORMAL

Organisations must re-architect for the new normal which includes implementing cost-effective, software-defined networking and security across business.

Hundreds of thousands of organisations partner with SonicWall for success, tapping into its deep expertise securing workforces and massively distributed IT — on premises, in the cloud or secure network as a service. SonicWall's customer first culture and extensive network of certified partners ensure customers never go it alone.

Earlier this year, SonicWall launched the Boundless Cybersecurity platform in response to a growing cyber security business gap and a proven decrease in security among remote workers compared to employees working at company headquarters.

The boundless platform protects a limitless amount of exposure points for the benefit of increasingly remote, mobile and cloud-enabled workforces. Implemented with automation and machine learning technology, allowing for real-time prevention, the platform also aims

to provide unified visibility across the workforce, putting an end to management silos.

Additionally, it provides scalable costs, allowing companies to save money in the midst of these uncertain times.

As emerging technologies mature, it is imperative that companies make the necessary investments to ensure they are prepared for what is to come while making it seamless to the operation of their organisations.

As remote users require more and more devices, the reliance upon IoT continues to rise and extended distributed networks are challenged with evolving security and connectivity measures.

Securing these newly extended networks quickly and thoroughly has become a top priority. Business success often coincides with expansion, leading to an increased need for visibility, security and bandwidth across a distributed organisation.

As remote users require more and more devices, the reliance upon IoT continues to rise

Organisations must re-architect for the new business normal which includes implementing cost-effective, software-defined networking and security principles across the business. Due to these rapid transformations, SonicWall consistently works towards providing a re-imagined security experience.

SonicWall Cloud Edge Secure Access that delivers easy-to-deploy, easy-to-use zero-trust security for organisations operating in a modern work-from-anywhere model.

Full line of high-performance, multi-gigabit, zero-touch enabled firewalls especially designed for mid-sized organisations and distributed enterprises with SD-WAN locations and comes with a convenient USB 3.0 port to quickly and reliably add 5G connectivity.

Multi-engine SonicWall Capture Advanced Threat Protection sandbox service with RTDMI technology is now available as an on-prem appliance via the all-new CSa 1000. RTDMI is one of the few technologies that is capable of network-based protection against code necessary to execute side-channel attacks such as Meltdown, Spectre, Foreshadow, PortSmash, Spoiler, MDS and TPM-Fai.

SonicOS 7.0 and Network Security Manager 2.0 to provide increased visibility, management and control via all-new user interfaces. The modern user experience is smartly organised, includes intelligent device dashboards, re-designed topologies, SonicExpress mobile app support, and simplified policy creation and management. ■

Distance is NO BARRIER

Introducing D-Link Smart
Wireless Solution for
Point-to-Point Deployment



ESD Surge
Protection



2x2
MIMO



IP 65/66
Complied



Point to Point or
Multipoint Application



Centrally
Managed

DAP-F3704-I

Range: Up to 5 Kms
Antenna Gain: 10 dBi
High-Power Wireless
5Ghz 11n Bridge



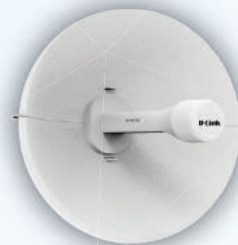
DAP-F3711-I

Range: Upto 5 Kms
Antenna Gain: 15 dBi
High-Power Wireless
5Ghz 11ac Bridge



DAP-F3705-N

Range: Up to 10 Kms
Antenna Gain: 23 dBi
High-Power Wireless
5Ghz 11n Bridge



DAP-F3712-N

Range: Up to 20 Kms
Antenna Gain: 23 dBi
High-Power Wireless
5Ghz 11ac Bridge



TDMA+Polling
Avoiding collision/
Interference between
channels

ACK Timeout adjustment
Improves long distance
Transmission

Intelligent Rate Control
Improving stability of
Bandwidth

Self Healing
Useful in extreme
noisy area

Connect to more | **D-Link®**



NEIL COLQUHOUN,
Vice President, CISMEA and
Professional Displays, Epson.

EPSON

PRINTING IS A KEY PART OF WORKFLOW IN NEW NORMAL

The more information we share, means more materials needed to print, with printers playing a central role in the increasingly document-centric workplace.

In the digital workplace, organisations need to integrate print into new workflows that prioritise digital services to gain a competitive edge. One of the biggest challenges is that people will print when they want to print. Organisations need to adapt their corporate culture to change their behaviour.

The office of the future is expected to look different than the office of today. Not only because of social distancing requirements, but also because of organisations reimagining workflows and processes around digital to enhance agility, collaboration, performance, and customer-centricity.

However, the more information we share, means the more materials needed to print – with printers playing a central role in the increasingly document-centric workplace, especially in legal, medical, and financial services.

Organisations are shifting from a culture of print everything to

print what matters most – with a workload that is centred on the document. Print is most powerful when combined with digital media. Millennials actually use print more than any other adult age group, understanding that print media stands out and breaks through the noise.

There is no doubt that the recent months have changed the way we live and work, especially with social distancing practices. The Middle East market is now looking for technology that helps remote workers and students stay connected, as well as being flexible, cost-effective, and eco-friendly.

Digital transformation is an opportunity for organisations to enhance and change existing business models and consumption patterns. Middle East organisations that make simple switches to innovative technologies can save time, money, and energy and become more environmentally sustainable.

Millennials actually use print more than any other adult age group

From a document management standpoint, organisations can automate processes and extract data for business uses and applications. Take the example of invoices.

An organisation may receive invoices in paper and digital formats. With the help of document capture and scanning technology, it is possible to capture all the necessary data from the invoices and upload into the firm's accounting system for processing, and also store that data in another business system.

Similarly, any matter related information coming into a firm's mail room can be scanned, the case numbers from the documents captured and saved into the appropriate areas in the case management system. Scanning and emailing documents can also reduce touchpoints and foster social distancing.

As malls, retailers, hotels and resorts reopen, experiential technology could play a major role in business transformation to win back customers and guests.

Supporting hospitality organisations, museums, and visitor attractions to differentiate customer experiences with more impactful signage and experiential immersive displays, Epson has recently expanded its laser projector line-up with six new projectors for retailers.

Retailers can also benefit from Moverio smart glasses which is a unique solution that allow customers in-store to virtually try on or test out different outfits or accessories without touching them and also allows a sales assistant by wearing a Moverio smart glass to broadcast exactly what he or she sees in-store to a customer browsing online for 1:1 demo. ■



MOHAMMED ABUKHATER,
Vice President Sales META, F5.

APPLICATIONS SHOULD ADAPT TO ENVIRONMENTS LIKE ORGANISMS

Applications should adapt to their environment and how they are being used, and this applies to digital-native, traditional and modern architectures.

Organisations across every industry need to be capable of operating as a digital business. This has become even more apparent in the wake of COVID-19, which has accelerated digital transformation and made digital the primary way that people interact with organisations.

Applications are at the core of digital experiences. Whether the customer is interacting with a company online, through their website or their mobile app, the applications that they use are effectively the face of that organisation.

F5 believes that applications should be like living organisms in their ability to adapt to their environment and how they are being used. This applies equally to digital-native organisations and established companies with a complex mix of traditional and modern architectures.

Technology is central to all strategic decisions that organisations

make – from launching new products and services, to expanding into new territories and integrating acquisitions. But most importantly, technology is an essential enabler which allows organisations to engage with customers anywhere and anytime, which is exactly why organisations must design, run and manage applications that are intuitive, reliable and secure.

Indeed, customer expectation of seamless applications is now so high that any outage or glitch can cause irreparable damage. Indeed, nearly 80% of customers have sought discounts or refunds due to a poor digital experience, and 32% report that they would abandon a brand they have previously been loyal to because of one bad experience, according to AppDynamics' App Attention Index.

Any transformation project requires the full support of the leadership team. Digital transformation projects require

Organisations must design, run and manage applications that are intuitive, reliable, secure

significant strategic decisions and investments in cloud services, software and application development.

It is up to the organisation's business heads to set the right high-level strategy and establish a spirit of collaboration, working closely with the technology heads and all departments to ensure that they fully understand the requirements. Once all stakeholders have been consulted and agreed on the requirements of the digital transformation project, the business heads and technology team can start developing the plan.

Technology heads have a vital role to play in ensuring that their leadership team is aware of the essential role of digital transformation for their organisation's development and growth, and the level of investment and effort it will require.

Once the project's goals have been set, it is up to the tech heads to oversee the transformation, from deciding which solutions to deploy and which partners to work with, and to ensure the project stays on track with minimal disruption.

The technology heads will also have an important role play in ensuring the whole organisation is enthusiastic about the project and well trained on any new software and systems. In some organisations, it is important for the technology heads to press the case for digital transformation. This is a far cry from the days when technology teams played a support role, indicating the growing significance of technology to success. ■



PRAJ CALTHORPE,
Deputy General Manager,
Condo Protego.

CONDO PROTEGO

TECHNOLOGY NOW A PROFIT CENTRE, NOT A COST CENTRE

Digital transformation needs a Boardroom sponsor who can work closely with the CIO to start with IT transformation, which is a prerequisite of

Digital transformation is an organisation-wide business journey in which organisations work with channel partners to identify business challenges, the technology solutions that can solve those business challenges, and constantly examine and revise KPIs and benchmarks to meet the goals.

Digital transformation is not a one-off project, but rather a long-term roadmap, with short-term, medium-term, and long-term goals. Many digital transformation roadmaps also include adopting innovative technologies such as AI and machine learning, cloud, and IoT.

Technology has gone from a cost center to a profit center, and an enabler of digital business innovation and business competitiveness. The foundation of digital transformation is information management – the way that organisations store, secure, and analyse their data on public, private, or hybrid cloud environments.

As the operational costs of ICT infrastructure decrease and performance increases, more Middle East organisations are moving towards the hybrid cloud. Organisations prefer to keep core business applications on their own private clouds and data centers, and move non-essential business applications to public clouds.

Every organisation can benefit from digital transformation, especially as economies and societies increasingly digitise amid the Covid-19 era.

Digital transformation needs a Boardroom sponsor who can work closely with the CIO and IT department to start with IT transformation, which is a prerequisite and enabler of digital transformation and in business transformation and digital business innovation.

Digital transformation cannot be solely led by the business or the IT department. There needs to be a constant dialogue between the

It is important to examine the total cost of ownership of solutions

C-suite and the IT department about maintaining ICT infrastructure, increasing revenues, and the next steps in digital transformation.

CIOs can guide the adoption of innovative technologies, such as AI-based tellers or targeted marketing for banks, digital loyalty and rewards programs or using AI to plan airline routes based on demand.

Failed digital transformation projects come down to preparation. While Middle East executives understand the importance of digital transformation, they may not take into account the full business requirements from the different lines of business.

Organisations should also align with leading technology vendors – it is important to examine the total cost of ownership of solutions, rather than the initial cost of deploying a project.

As many digital transformation projects can be complex, knowledgeable and experienced channel partners can ensure best practices in project deployments or fixing previously botched deployments.

Condo Protego provides organisations with the IT infrastructure, virtualisation, data protection, and cybersecurity solutions. For more than 15 years, Condo Protego has built information management solutions for more than 400 customers, whether in on-premise, cloud, or hybrid cloud environments.

Condo Protego is further aligning with technology vendors such as Dell Technologies' brands Dell, Dell EMC, Secureworks, and VMware, along with Veritas, RSA, Symantec, and Quantum. Condo Protego holds the highest partnership status with Dell EMC, Veritas, and RSA, and we are an Enterprise Solutions Provider for VMware. ■



ASBIS[®]

YOUR RELIABLE PARTNER



22

★ YEARS OF SUCCESS IN
MIDDLE EAST ★



Phone: +971 4 8863850
E-mail: marketing@asbisme.ae
www.asbisme.ae



RAJESH GANESAN,
Vice President, ManageEngine.

MANAGEENGINE

TRANSFORMATION IS NOT A TECHNOLOGY PROJECT

As we live in the digital age, transformation gets labeled as a digital transformation, while essentially it is always business transformation.

Businesses have to continually evolve to keep up with changing customer expectations and maintain their leadership against competition. Leveraging digital technology as an underpinning to effect this transformation is digital transformation.

Fundamentally, it is continuing to serve existing customers in innovative ways, expanding to reach customers across the globe and maintaining leadership despite market disruptions by optimally applying the right technologies. As we live in the digital age, the transformation gets labeled as a digital transformation, while essentially it is always business transformation.

As we live in the digital age, technology is no longer about choosing a tool but a basic building block of operating a business. So, businesses should stop treating technology as a function that can be outsourced or taking a piecemeal

approach of deploying disparate tools in isolation.

Rather, technology should become one of the underpinnings of how the business operates, including interactions with the customers across all the touch points.

Businesses achieve growth by consistently delivering great customer experience and with customers increasingly becoming digital natives, delivering that experience with technology becomes inevitable. Cases in point are deploying voice, chat bots in customer's local language for assistance and leveraging instant messaging apps like WhatsApp as customer engagement channels.

Changing just the technology does not transform the business, rather it is the clarity of what needs to change and the intent of effecting the change. Both of this need to come from the business leadership, demonstrating the conviction and articulating it to everyone who is part of effecting the transformation.

Most transformations fail at the fundamental level of business leaders going out of sync with reality

There will be inertia, cultural roadblocks, resistance to change, lack of expertise and reduced motivation. The most important role of business leaders is to overcome these challenges, implement the structural changes and stand committed to technological investments in seeing the transformation through.

A good technology leader understands the business model, operating model, customers, culture and the business objectives as well as business leaders and acts like a partner by bringing technology expertise and competence to the table.

As they architect the business to operate seamlessly over the technology platform, their role is about demonstrating the value at every step, convince people to see opportunities for moving up the value chain and alleviate fears and resistance of technology making them redundant.

Also, the role is equally about determining the right parameters for success and engineering the method to accurately measure them to keep the transformation journey in its right track.

Most transformations fail at the fundamental level of business leaders completely going out of sync with the reality and delegating transformation as a technology project to one department. A case in point is moving technology infrastructure to cloud lured by a different cost model, than approaching it as an initiative to enhance customer experience. ■



PETRA JENNER,
General Manager and Senior Vice President, Europe,
Middle East, and Africa Emerging Markets, Salesforce.

SALESFORCE

HOW CAN CIOs LEVERAGE TRANSFORMATION IN THE NEW NORMAL

One of the fundamental things for technology heads is to understand an organisation's business and how transformation can help the organisation grow.

Technology, in today's digital age, plays a major role to innovate, enhance business, simplify processes, and create engagement with customers. Technology is enabling digital transformation across all sectors including government, financial services, manufacturing, retail, communications and media, healthcare and life sciences with higher economic growth, job creation, innovation, and new revenue streams.

With the Covid-19 pandemic, technology has played an essential role in connecting people and allowing businesses to grow without disruptions. As per Salesforce's fourth edition State of Connected Customer Report, customers in the UAE estimate 67% of their interactions with businesses have taken place online this year, compared to 39% in 2019.

Customer demands and behavior must be the top priority for business

heads and industry leaders, creating effective customer engagement and outcome. Digital transformation has been a preference for the majority in the region within many disciplines. In fact, 91% of UAE customers expect companies to accelerate digital initiatives, per the Salesforce's fourth edition State of Connected Customer Report.

Covid-19 has also shaken up customers' experience and circumstances at an unprecedented scale and speed. This year, industry leaders have a challenging period to envision a new future during a time where transformation is extremely important. It is important to be forward-thinking and how to optimise business models that are relevant now and will be over the next few years.

One of fundamental things for technology heads is to understand each organisation's business requirements and ways in which transformation can help the

It is about simplifying processes to make the business more efficient

organisation grow. For example, the last couple of months have changed the way we live, work, and even do business with a complete digital transformation – e-commerce is the primary way people shop, kitchens are the new call centers and Zooms are the new meeting rooms.

Over the past year, Middle East organisations whose CIOs have led digital transformation have included the Riyadh-based Seera Group, which is using Salesforce Service Cloud to enhance travel booking experiences for travelers, Almosafer, the leading omni-channel brand in Saudi Arabia which has deployed a fully-integrated travel booking retail technology, and Chalhoub Group, the leading luxury retailer that has enhance customer e-commerce experiences.

As a start, it is important to look at digital transformation as a step-by-step process and the technology will enhance and add value the business. It is not about a complete change in the way an organisation does business, but rather it is about simplifying processes to make the business more efficient.

Aligning with leading technology vendors and knowledgeable and experienced channel partners would assist the organisation's management team in developing business goals, identifying the right solutions, and continually re-evaluating KPIs. Thanks to the power of solutions such as Tableau, employees can quickly gain data analytics skills. ■



VISHAL MANCHANDA,
Regional Manager, Proven
Consult.

PROVEN CONSULT

TOP-DOWN VISION CRITICAL FOR SUCCESSFUL TRANSFORMATION

Transformation must be embedded in company vision and should run top to down, while businesses sometimes fail to adopt top-down approach and work in silos.

Digital anatomy has influenced all industries, irrespective of their size and location. We live in the digital age, and it is safe to say that digital transformation is now becoming the backbone of businesses across the globe. To stay rooted and have a firm hold on the market, organisations such as ours and many others must align their business strategies with the digital era.

Technology is critical to an organisation's growth, whether it is an e-commerce venture or a manufacturing company. The idea that technology only translates to technical aspects is a myth that has been refuted time and again by various examples.

Technology in business also contributes to the performance growth, improvement in the effectiveness of products and services, the layout of business models as well as in maintaining customer relationships. Companies now ride on the improved efficiency

integrated by technology to enable quick and smooth expansion of the business.

Transformation can be inceptioned from a small idea that turns into a concept and eventually into a phenomenon. How an organisation manoeuvres through the iterations of the business cycle is significantly influenced by how the business owner visualises progress.

Business heads pioneer the process of transformation within an organisation, constantly passing the baton to different lines of operations that contribute to the overall efficiency of the organisation. They ensure that the right balance is struck between technological innovation and conventional business methods to steer transformation into a space that benefits from the best of both worlds.

Progress in a business is the outcome of the integration of technology and traditional methods of business. Technology heads bring

Technology heads bring unique strategies and ensure their effective implementation in the business space.

unique strategies and ensure their effective implementation in the business space.

Allowing the amalgamation of technology, products and services, gives way to a business model that makes fast progress and helps the organisation make a lasting imprint on the fabric of the economy. Tech heads have made the transition into technology-centric business models a much more convenient affair for businesses.

To benefit from any new process on a global scale, agility and adaptability are key. Though digital transformation has been a critical part of businesses for a few years now, many companies are still trying to get the lay of the land.

Many factors influence the success rate of digital transformation within a firm, and each factor is as critical as the other. Covid-19 has been one of the top factors affecting digital transformation in 2020.

However, other factors include inadequate business tools, talent deficit in the space of business transformation and the lack of velocity brought about by the aforementioned factors.

Furthermore, digital transformation must be embedded in the company vision and should run from top to down. Businesses sometimes fail to adopt the top-down approach and work in silos, which negates the benefits of digital transformation. ■



RANJITH KAIPPADA,
Managing Director,
Cloud Box Technologies

CLOUD BOX TECHNOLOGIES

FEAR OF TECHNOLOGY, LACK OF SKILLS, REASONS FOR FAILURE

A common reason is the inability to understand the need for transformation and another reason is fear of technology which acts as a spoke in the wheel.

The acceptance to improve business efficiency through digital technology is what defines business transformation

Technology is of great relevance to both small and medium businesses as well as large enterprise sector. With global competition, it is highly relevant that they implement technology from a strategic point not just for day to day workings, but also for future growth. Technology must be effectively used for operational excellence, raising profitability and improved performance.

Long-term vision is required for business heads and is what sets them apart. They are entrusted with the need for continuous improvement by developing strong strategies and ensuring that they are in sync with the overall company goals. However, this must also be supported by the management as well as inculcated into the employees as team efforts will help in growing the organisation.

Digital Transformation is at the forefront of every business and it

is up to technology heads to plan, implement and manage this change. While some organisations have an easy path to this transformation, many are stumped. It is for the technology heads to build confidence within the entire organisation on the advantages of this transformation and act as a role model for this change.

There are several reasons why digital transformation fails. One of the most common reasons is the inability to understand the need for transformation. Yet another reason is the fear of technology which acts as a spoke in the wheel for future growth.

We often witness the lack of skills to adopt the new digital transformation technologies and therefore how important it is to have professionally trained teams to help through the transition. Budget constraints are also part of the reason slowdown in digital

transformation roll outs.

The acceptance for the need to improve business efficiency through digital technology is what defines business transformation. There are emerging technologies which are paving the way for business to deliver their product and services and works differently for every department, be it marketing, logistics, supply chain management, finance and management.

We have been focused on strengthening our digital transformation offerings and are working closely with our global vendors such as Citrix solutions to enable work from home requirements. We are also working around infrastructure solutions along with Dell for SAP Hana and the recent launch of our security offerings are some of the key drivers that our enabling our customers on their digital transformation journey. ■



DR TARIQ ASLAM,
Head of MEA, Aveva.

AVEVA

PREDICTIVE, PERFORMANCE, PRESCRIPTIVE, PROGNOSTIC

New technologies like AI enable four key areas to mitigate business risk, improve workforce safety and efficiency, and forge a secure enterprise.

Digital transformation requires a major rethink in how organisations use technology, people and processes to fundamentally change business performance and strategies. For Aveva, digital transformation is the most logical answer in moving towards a more streamlined, effortless system in the industrial sector. Aveva helps customers in the industrial sector digitise to unlock sustainability.

During a time of great uncertainty, digital transformation allows organisations to provide stability, to create new capabilities and to innovate ahead of their competition. It is a journey through deployment of technology and driving behavioral change in workforce – changing when, where, which, and how work is performed and evolved. Making the transition successfully can be profoundly rewarding for companies.

Cloud is critical and Aveva is working across customers to expedite their use of the technology.

New technologies like AI enable four key areas to mitigate business and operational risk, improve workforce safety and efficiency, and forge a more reliable and secure enterprise – the four Ps are: Predictive, Performance, Prescriptive and Prognostic.

All industries are embracing technology to reshape their operating landscape and reap the benefits of improved productivity, higher efficiency, and increased cost savings. Advancements in technology such as cloud platform, analytics and computing power, are revolutionising how companies transform their engineering and design processes to improve project execution.

True digital transformation platforms provide the ability to choose between deployment options including on premise, cloud or hybrid rollouts.

Agility in procurement options allows organisations to obtain the required tools through several

True digital transformation platforms provide the ability to choose between deployment options

options, including perpetual licensing or subscription-based services solutions for implementing technology on an as needed, staged approach help the organisation reduce upfront costs and decrease time to value of new technology investments while accelerating a path toward increased profitability.

For an efficient and successful digitalisation strategy, it is imperative that business heads to be on board and on the same page on driving transformation across functions. They need to break down the walls between siloed processes to achieve holistic digital ecosystem and this can only happen when they truly understand the importance of digital transformation.

Spearheading a large-scale transformation is definitely a top-down initiative. If it lacks executive backing, it is most likely to fizzle out.

Technology heads advise business heads on the technologies best suited for the overall transformation of the organisation. As experts in technology, they play a vital role in implementing digitalisation across the organisation. They need to be a part of the strategy discussion and are essential during the implementation stage. Increasingly C-level executives are discovering that IT and technology heads need to play a more strategic role for a successful digital transformation process. ■



YAROB SAKHNINI,
Vice President, Emerging Market,
EMEA, Juniper Networks.

JUNIPER NETWORKS

COMPLEX, RESOURCE CONSUMING, TIME CONSUMING

Digital transformation when done correctly can lead to profitable outcomes, but when done incorrectly it can be costly and problematic for the company.

Digital transformation is a process of utilising technology to enable businesses to run more efficiently, because it opens new opportunities for business services that were previously not possible or maybe underexplored. For Juniper Networks, digital transformation is not just a technological trend, it is at the center of business excellence and is relevant to many industries and markets.

It allows the use of data to be optimised by creating contextual intelligence to drive business value, redefine the customer experience, increase the speed of applications and services deployment, and achieve new levels of enterprise productivity.

The overriding focus is to engineer simplicity into solutions, enabling customers to connect people and devices in ways that have changed the world.

An organisation's reputation can be built on these differentiated

services and the ability to take good care of customer data and just as easily ruined if data is not handled and stored responsibly. With widespread remote working, organisations able to adapt seamlessly and equip their workforce to work efficiently and securely from home have a strategic advantage likely to carry them through to better times.

Generally speaking, digital transformation is easier to achieve if it is implemented and supported through a top-down approach. This means getting the support of the C-suite will help IT departments and CIOs to manage the implementation and to garner the widespread support – financially or otherwise – needed to lift such a project off the ground and sustained for the long term.

CIOs are at the center of everything, managing the infrastructure for all business functions and are responsible for

It is important vendors provide the support to drive business continuity

keeping data protected, it is also the department that steers an enterprise's digital transformation. It is important that vendors provide the support to drive business continuity by enabling successful adoption and deployment of technologies they need to ensure productivity, security and reliability.

The digital transformation journey can be complex, as well as time- and resource-consuming. When done correctly, it can lead to profitable outcomes, but when done incorrectly it can be extremely costly and problematic for the company.

The lack of a clear transformation strategy and alignment with the business' overall strategy often remains a key barrier to achieving the full potential of digital capabilities.

Indications like culture shocks, resistance to change, competing priorities, and talent deficits mean that industries need to carefully consider their digital transformation goals at the outset, then keep re-evaluating them as the initiative progresses.

Take Mist AI technology: by delivering unprecedented automation and insights, the Juniper Mist Cloud Architecture saves time and money, maximises IT productivity, and delivers the best networking experience to any digital user.

It has introduced various solutions that assist enterprises as they welcome employees, customers and guests back to their physical space. By leveraging Mist's proven AI-driven Wi-Fi, BLE-enabled devices and Premium Analytics solutions, these use cases can be delivered in a scalable manner, while simultaneously providing customers with the controls to protect individual privacy. ■

sendQuick® Entera



Award Winning Notification Management Platform

Don't rely on slow and old-fashioned email notifications, you need faster response times.



Visit www.talariax.com for more info

The background of the entire page is a dark blue gradient. In the center, a hand is shown holding a globe. Overlaid on the globe and the hand is a network of white lines and dots. Several icons are placed within rounded square frames: a lightbulb, a person, a group of people, and a key. The text '2020 BUSINESS AND TECHNOLOGY USE CASES' is centered over the globe in a large, bold, white font.

2020

BUSINESS AND TECHNOLOGY USE CASES



With 12 electrified vehicles currently, the BMW Group has been the market leader for electrified vehicles in Germany since 2016

BMW REACHES ELECTROMOBILITY MILESTONE DELIVERING HALF A MILLION ELECTRIFIED CARS

The BMW Group has reached an electromobility milestone and already delivered half a million electrified cars to customers worldwide. Sebastian Mackensen, BMW Group Senior Vice President Market Germany, handed over the keys to a very special BMW 330e to its future owner at BMW Welt.

Next year, the BMW X3 will become the first BMW Group vehicle available with four different drive train variants: efficient diesel, petrol, plug-in hybrid and pure electric. The biggest market for the pure electric BMW iX3 is China, where it will also be produced for the global market. The BMW iX3 will be the first to benefit from the ground-breaking fifth generation of our highly efficient BMW electric drive trains, which provide a new balance between range and battery size.

The key lies in making the drive train substantially more efficient. The BMW iNEXT, which will also be available from 2021, will combine electromobility with highly automated driving. The fully electric BMW iNEXT will be produced on the same assembly line in Dingolfing as vehicles with combustion engines and plug-in hybrids. This will be followed in 2021 by the BMW i4, a pure electric Gran Coupé in the premium mid-size segment with strong emotional appeal. The BMW i4 will be produced at the main plant in Munich.

INTERSEC 2020 OPENS WITH 1,100 EXHIBITORS FROM 56 COUNTRIES

Intersec 2020, a security, safety, and fire protection trade show held under the patronage of HH Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, has opened its doors to the latest security safety solutions and three days of agenda-setting discussion, as global industry sources tip the Middle East security sector for 10% annual growth over the next two years.

With more than 1,100 exhibitors from 56 countries, Intersec was officially inaugurated by Major General Expert Rashid Thani Al Matrooshi, Director General of Dubai Civil Defence; Major General Abdullah Ali Al Ghaithi, Director of the General Department of Organisations Protective Security and Emergency at Dubai Police, and Major General Khalifa Ibrahim Al Sulais, CEO of the Security Industry Regulatory Agency, SIRA.

The delegation met top-level dignitaries and representatives from Dubai Police; Came, a leader in automated security solutions; Netherlands-based Nedap, a specialist in systems for long-range identification, smart parking and vehicle access control; Chinese technology giant Huawei, and Axis Communications, a Swedish manufacturer of network cameras for physical security and video surveillance industries.

APICORP SELECTS YELLOW DOOR ENERGY TO GENERATE 718MWH OF SOLAR ENERGY

In line with its commitment to promote long-term sustainability and green initiatives, the Arab Petroleum Investments Corporation, APICORP, a multilateral development financial institution, has announced that it signed two agreements with Yellow Door Energy, YDE, a sustainable energy solutions provider in the Middle East, to install solar panels at APICORP's headquarters in Dammam and retrofit the building with energy-efficient technologies.

The agreements mark YDE's first project in Saudi Arabia, demonstrating the company's exponential growth in the region. Expected to be completed by end of 2020, the new fittings will cut APICORP's carbon emissions by 2,000 tonnes and generate up to 718MWh of clean energy, as well as significantly reduce energy consumption by 35%. YDE's energy efficiency solutions at APICORP headquarters include retrofitting and optimising the air conditioning and chiller systems, as well as installing over 3,500 LED light bulbs with smart control. YDE will also install a rooftop solar plant that spans 4,300 square metres, fitted with a customised mounting structure to accommodate the roof's unique wave design.

The new fittings will cut APICORP's carbon emissions by 2,000 tonnes



MASDAR LAUNCHES UAE'S FIRST SUSTAINABLE REIT

Masdar, a subsidiary of Mubadala Investment Company, has announced the launch of a sustainable real estate investment trust, REIT. It is the first green REIT to be introduced in the UAE.

The REIT was launched at Abu Dhabi Sustainability Week by HE Ahmed Ali Al Sayegh, Minister of State and Chairman of Abu Dhabi Global Market, Khaled Al Qubaisi, Chief Executive Officer of Aerospace, Renewables and ICT at Mubadala Investment Company, and Mohamed Jameel Al Ramahi, Chief Executive Officer of Masdar. The REIT will have an initial valuation of between AED950 million and AED1 billion.

The REIT will be established at ADGM, the award-winning International Financial Centre offering the first private REIT regime in the MENA region as part of its thriving business ecosystem. It will initially include four commercial properties within Masdar City, the sustainable urban community in Abu Dhabi that is focused on low-carbon urban development. The private REIT will be launched as a Qualified Investor Fund, open to market counterparties and select clients by private placement. The properties cover a net leasable area of 57,493 sqm, and they have all achieved a rating of 3 Pearls or above on Abu Dhabi's Estidama Pearl Building Rating System.



Participants had the opportunity to discuss the impact of artificial intelligence in providing employment opportunities to women

MASDAR'S WISER FORUM DISCUSSES WOMEN EMPOWERMENT

Masdar hosted its fifth annual Women in Sustainability, Environment and Renewable Energy, WiSER, Forum at Abu Dhabi Sustainability Week, ADSW, 2020. This year, the forum focused on digitalisation, artificial intelligence and the new digital economy, exploring the opportunities and challenges the sustainability industry faces in ensuring female inclusion, through an expert panel and an engaging roundtable discussion session.

The forum featured a high-level panel moderated by Dr Mark Esposito, Member of the Teaching Faculty of Harvard University's Division of Continuing Education and Co-founder of Nexus Frontier. The panellists included: HE Sarah Al Amiri, Minister of State for Advanced Science, HE Dr Jeanne d'Arc Mujawamariya, Minister of Environment for Rwanda, and Ms. Gauri Singh, Deputy Director General, IRENA.

WiSER and ADGM announced a year-long partnership which will see them collaborating on a host of events, with ADGM taking an active role in the WiSER Pioneers Programme and given the opportunity to host events under the WiSER brand.

ABU DHABI'S DEPARTMENT OF ENERGY RETROFITS EIGHT GOVERNMENT BUILDINGS

The Abu Dhabi Department of Energy, DoE, has announced the completion of the Emirate's first Energy Saving Performance Contracting, ESPC, pilot project encompassing eight retrofitted government buildings.

The Building Retrofit programme is a part of Abu Dhabi's Demand Side Management and Energy Rationalisation Strategy 2030, which aims for a 22% reduction in energy consumption and a 32% reduction in water consumption over the next decade. One of the nine key programmes of the DSM strategy, building retrofitting aims for significant cost savings, system reliability and environmental benefits, in line with the vision of Abu Dhabi and UAE's national strategies for sustainability.

Building Retrofit aims to improve energy efficiency in the buildings while generating savings and reducing costs to building owners, tenants and the government. Eight government buildings including Abu Dhabi Distribution Company, Abu Dhabi Transmission and Despatch Company, Al Ain Distribution Company, and Emirates Water and Electricity Company, participated in the retrofitting project to study energy efficiency by introducing a number of energy conservation measures.

As part of the programme a number of smart energy saving solutions were deployed in the buildings to improve the efficiency of cooling, lighting and water components.

CAFU TO PLANT ONE MILLION TREES IN UAE USING SPECIALISED DRONES

CAFU, MENA region's first on-demand delivery app for motorists has partnered with soil, plants and drone experts to announce an ambitious project in a commitment to fight climate change. The one-of-a-kind project has seen the development of specialised drones supported with sophisticated back-end-technology, which will allow the startup to plant more than one million Ghaf trees in the UAE.

In a pilot project in December 2019, 4,000 seeds were planted by drones in Sharjah. The dedicated area will now be monitored to evaluate the project's early success. The Ghaf tree, which was the symbol of the government's Year of Tolerance campaign, is an indigenous tree that is able to survive in the region's harsh conditions. Its roots penetrate the soil up to 80 meters deep and require a minimal amount of water and maintenance to be able to absorb up to 34.65 kg of carbon dioxide per tree, per year.

CAFU, which aims to scale the technology into other regions of the world using different plants, is currently available to customers in Dubai, Ajman and Sharjah. In addition, CAFU has announced the creation of a R&D centre at Sharjah Research, Technology and Innovation Park.

In a pilot project, 4,000 seeds were planted by drones in Sharjah



ABU DHABI'S DEPARTMENT OF ENERGY RETROFITS EIGHT GOVERNMENT BUILDINGS

The Abu Dhabi Department of Energy, DoE, has announced the completion of the Emirate's first Energy Saving Performance Contracting, ESPC, pilot project encompassing eight retrofitted government buildings.

The Building Retrofit programme is a part of Abu Dhabi's Demand Side Management and Energy Rationalisation Strategy 2030, which aims for a 22% reduction in energy consumption and a 32% reduction in water consumption over the next decade. One of the nine key programmes of the DSM strategy, building retrofitting aims for significant cost savings, system reliability and environmental benefits, in line with the vision of Abu Dhabi and UAE's national strategies for sustainability.

Building Retrofit aims to improve energy efficiency in the buildings while generating savings and reducing costs to building owners, tenants and the government. Eight government buildings including Abu Dhabi Distribution Company, Abu Dhabi Transmission and Despatch Company, Al Ain Distribution Company, and Emirates Water and Electricity Company, participated in the retrofitting project to study energy efficiency by introducing a number of energy conservation measures.



This is part of Tarsheed's plans to reduce 20% of Abu Dhabi's water and electricity consumption by 2030

ADDC, LULU PARTNER TO PROMOTE ENERGY-EFFICIENT PRODUCTS

Abu Dhabi Distribution Company, ADDC, a subsidiary of Abu Dhabi Power Corporation, ADPower, has announced that it has signed a MoU with LuLu International Group. The MoU will enable ADDC's demand-side management programme, Tarsheed, to implement its Green Corner initiative in Lulu stores in an effort to attract store customers to energy-efficient products.

The MoU was signed by HE Saeed Al Suwaidi, Managing Director of ADDC, and Saifuddin Rupawala, Chief Executive Officer of LuLu Group International, in the presence of senior officials of ADDC and LuLu Group, in a ceremony held at LuLu Hypermarket in Abu Dhabi's Khalidiyah Mall.

The Green Corner initiative is expected to be implemented at select locations in Lulu's chain of Abu Dhabi and Al Ain stores. It is part of Tarsheed's strategic program to reduce 20% of Abu Dhabi's water and electricity consumption by 2030. Using the Emirates Authority for Standardisation and Metrology rating system, Tarsheed's Green Corner initiative helps customers choose appliances that have Energy Efficiency Labels, which provide customers with information on appliances' annual energy consumption rate. The initiative also provides customers with detailed information on the expected level of savings in their water and electricity consumption.

SMARTWORLD, GRAPE TECHNOLOGY LAUNCH BLOCKCHAIN CERTIFICATES FOR EDUCATION

Smartworld and Grape Technology have announced the launch of Shahada, which provides SaaS capabilities to securely create, maintain, share, and verify academic credentials via web platform and mobile application.

Shahada is in alignment with both the UAE blockchain strategy 2021 and the fifty-year charter Article 4, that were launched by Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, on April 2018 and January 2019 respectively. Shahada creates a consolidated education profile for all UAE residents fully powered by blockchain technology to save time, effort and resources as well as enhance happiness levels.

With the implementation of Shahada, educational institutions can issue credentials for all their students on blockchain. UAE Residents will have consolidated education profiles where they can maintain and verify their digital records. They can also share them with employers and other entities who can easily verify digitally their authenticity and identify fraudulent records. Shahada is also integrated with UAE Pass to identify the user; and grant user consent for sharing digitally.

EMAAR DEVELOPS 22 PROPERTIES, HANDS OVER 6,500 UNITS

Emaar Development, the UAE build-to-sell property development business, majority-owned by Emaar Properties, delivered impressive 2019 year-end results amidst a challenging business environment. The company reported property sales of AED 14.842 billion, equivalent of \$4.041 billion, for 2019.

The company recorded net profit of AED 2.700 billion, \$735 million, with a revenue of AED 12.746 billion, \$3.470 billion, for 2019. Emaar Development launched 22 new residential developments in 2019 across various master plans in Dubai of which 70% were sold resulting in a robust sales backlog of AED 33.608 billion, \$9.150 billion, signifying the revenue to be recorded within the next three to four years. The company handed over approximately 6,500 residential units in 2019 at prime locations including Dubai Hills Estate, Dubai Creek Harbour, Arabian Ranches and Downtown Dubai.

The company recorded net profit of AED 2.700 billion in 2019



SAUDI RENEWABLES DRIVE TO BOOST INVESTMENTS TO \$30B+ BY 2025

Saudi Arabia's ambitious plans for a renewable-focused future will unearth a flurry of private sector investment and local manufacturing job creation opportunities, according to a regional power sector investor.

Turki Al Shehri, CEO of ENGIE Saudi Arabia, the industrial investor in the integrated water power plant, IWPP, sector, says Saudi Arabia's renewables drive will significantly boost its economic diversification programme and see public and private sector investment rise to more than \$30 billion by 2025.

Ahead of his participation in the agenda-setting Middle East Energy Renewables Conference, running on March 3 and 4 at the Dubai World Trade Centre, Al Shehri says Saudi Arabia's energy sector transformation will have multi-faceted benefits.

Al Shehri will use his participation at the free-to-attend Renewables Conference to outline how future-focused energy companies can maximise Saudi Arabia's green investment potential. The conference is part of a powerful knowledge-sharing programme running alongside Middle East Energy, the global energy event formerly known as Middle East Electricity.

Supported by InterSolar, Middle East Energy's Renewables Conference will provide insights into the global transformative dynamics of renewable energies and emphasise how technology can produce synergies and create an integrated energy system.



The entire operation took just over four hours over two days

IN A LOGISTICAL FEAT, EGA TRANSPORTS 457 TONS GAS TURBINE

Emirates Global Aluminium, EGA, has announced that a giant gas turbine, the biggest in the UAE, has been moved by road from DP World's Jebel Ali port and installed at EGA's Jebel Ali site in a carefully-planned overnight operation.

The Siemens H-class gas turbine, weighing 457 tons and with a length of 13.5 meters, was transported the six kilometres from Jebel Ali port, using an oversized truck. On arrival at EGA, the turbine was placed in its permanent location at the heart of a new AED 1 billion state-of-the-art power block which will further improve the efficiency of EGA's electricity generation.

The entire operation took just over four hours over two days. The new power block at EGA, which is being developed by JA Power & Water Co, a joint venture formed by Mubadala and Dubal Holding, will be the first in the global aluminium industry to use a Siemens H-class gas turbine. The new power block at EGA will have a generation capacity of over 600 megawatts of electricity and EGA intends to buy the output for 25 years following commissioning.

It is expected to lower greenhouse gas emissions from EGA's power-generation and aluminium-smelting operations at Jebel Ali by some 10%, while NOx emissions are expected to decrease by as much as 58%.

ETISALAT PARTNERS WITH MICROSOFT TO INTEGRATE AUTOMATION AND AI

In a multi-year partnership, Etisalat has announced that it has teamed up with Microsoft to drive public cloud first strategy through a digital transformation programme that enables Etisalat to build a digital platform infused with automation and AI providing a simplified network architecture and operations empowering Etisalat subscribers and improving customer experience.

Microsoft Azure will power the infusion of AI capabilities into Etisalat's network by expanding Microsoft Azure solutions into the network, and for Etisalat's new technologies like Multi-access Edge Computing and Network Edge Computing. These will significantly speed up computing at the edge, which combined with 5G, will enable new types of applications related to smart cities, autonomous systems, gaming, AR VR, IoT, and vision computing solutions.

DUBAI TOURISM, ACCENTURE PARTNER TO OPEN INNOVATION HUB

Accenture has opened the Dubai Tourism Innovation Hub, the company's first innovation hub in the Middle East and North Africa region. Located in Dubai Media City, the Dubai Tourism Innovation Hub is an immersive environment that showcases Accenture's capabilities across a variety of innovative technologies, including extended reality, artificial intelligence, the internet of things, and more.

Through industry-focused demos, co-creation sessions, prototyping, and a startup showcase, the Dubai Tourism Innovation Hub provides a platform for clients and partners to tap into Accenture's global industry knowledge to ideate and develop smart and scalable innovative solutions that help them transform their businesses in the tourism sector. Joining an extensive global network, the hub is connected to more than 100 Accenture locations around the globe to seamlessly bring the best of the company's global investments and insights to its clients.

The Dubai Tourism Innovation Hub is also the centre of Accenture's Innovation Architecture offerings in the region which include Accenture Studios, which focuses on rapid development and prototyping of applications and the design and creation of digital services; Accenture Innovation Centres, which tests innovation by building and showcasing solutions across technologies and industries.

The hub provides a platform to ideate and develop smart and scalable innovative solutions



STRATA TO FACILITATE COMPOSITE PRODUCTION FOR UNMANNED SYSTEMS

Strata Manufacturing, Strata, has outlined its ability to expand production capabilities beyond traditional aerospace at the Unmanned Systems Conference in Abu Dhabi.

Aiming to highlight the advanced engagement of missions and operations in the light of 4IR, the 4th Unmanned Systems Conference hosted a world-class speaker line-up, with industry leaders converging to discuss trends and drivers, as well as opportunities and challenges poised to shape the future of unmanned systems and the 4IR.

At the conference, which took place at Abu Dhabi National Exhibitions Centre, Ismail Ali Abdulla, the CEO of Strata, a gold sponsor of the event, participated in a panel of industry experts emphasising the Unmanned Systems' role in supporting Multi-Domain Operations. Strata has established itself as a trusted partner of choice for the world's leading aircraft manufacturers and has since developed our capabilities to provide composite manufacturing to further industry verticals. Strata's strategy is focused on sustaining its business.



ETIHAD CARGO SELECTS ECS, WORLD'S LARGEST SUPPORT GROUP

In line with the recent implementation of the new global sales distribution structure across its network, Etihad Cargo, the cargo and logistics arm of the Etihad Aviation Group, has selected ECS Group, the world's largest general sales and support services group, to deliver a significant scope of its new regional sales operating model across multiple-territories.

Etihad Cargo has entered into Cargo Service Provider, CSP, agreements with ECS Group's subsidiary company Globe Air to provide customer service, reservations, post-flight support, operations support, accounting and billing support services in the United States, United Kingdom, Germany, Netherlands, Singapore, Indonesia and Malaysia. Etihad Cargo will itself lead sales activities in those territories through its own commercial organisation.

Furthermore, through ECS Group's subsidiary companies Globe Air, UniversalGSA and ExpAir, the parties entered into CSP agreements that also cover sales services in Canada, Belgium, Switzerland, Austria, the Czech Republic, Slovakia and the Nordics, as well as Los Angeles and the offline Etihad stations in the United States.

Services under the new agreements will commence on April 1, 2020 across all the above territories, with the exception of the Czech Republic, Singapore and Indonesia where services are expected to commence on June 1, 2020.

FAIRGREEN SCHOOL, ENGIE PARTNER TO BUILD, RACE MODEL SOLAR CARS

In line with the UAE Vision 2021 to create and maintain a sustainable environment and infrastructure as well as achieve a perfect balance between economic and social development, Fairgreen International School in Dubai launched the third edition of the Million Solar Stars Junior Sprint event under the patronage of the Ministry of Climate Change and Environment, MOCCA. E.

The event brought students together to design, build, and race model solar cars and boats as part of an international initiative aiming to engage one million students in the process of scaling up solar power at 100% of schools around the world. In partnership with ENGIE, a global energy provider and a leader on the energy transition, the Million Solar Stars Junior Sprint kicked off with opening remarks from His Highness Dr Abdulaziz bin Ali bin Rashid Al Nuaimi, aka The Green Sheikh.

The event highlighted the important role education plays in involving students in the sustainability conversation early on, enabling them and fostering their talents to shape a more sustainable future. During the event, students competed for Best Solar Design, in addition to other awards and a job-shadowing opportunity with MOCCA. E.

The event highlighted the important role education plays in involving students in the sustainability conversation early on

SABER, MILREM ROBOTICS TO BUILD ROBOTIC COMBAT VEHICLES IN UAE

SABER Investment and Milrem Robotics have begun collaborating in the development of robotic ground systems, in order to fulfil the requirements of customers in the United Arab Emirates. The collaboration between the two companies will involve technology transfer to the Emirates and the enhancement of local expertise in artificial intelligence and autonomous capabilities. Milrem Robotics is the leading European developer and manufacturer of ground robots. The company's flagship product, the THeMIS UGV, was displayed at the UMEX 2020 exhibition in Abu Dhabi.

The system has been operational in Mali during the anti-insurgent operation Barkhane since early 2019 and has been delivered to France, US, UK, Netherlands and Norway. It is intended to provide combat support and carry supplies with an option to integrate additional kinetic or non-kinetic payloads.

Milrem Robotics is also leading a European consortium composed of several major defence, communication and cybersecurity companies and high technology SMEs established in the EU. The goal of the consortium is to develop a multi-mission unmanned ground system capable of being teamed with manned and aerial vehicles. The project is called MUGS and is being implemented for the European Commission's European Defence Industrial Development Programme.

The collaboration will involve technology transfer to the Emirates and enhancement of local expertise in AI



SAUDI BASED ARO DRILLING UNIFIES CRITICAL OPERATIONS ACROSS 16 RIGS

IFS, a global enterprise applications company, has announced that ARO Drilling, a world-class offshore drilling contractor that owns, operates, and manages a fleet of high-specification and premium jack-up rigs in Saudi Arabia, has deployed IFS Applications to unify mission-critical business processes across its headquarters and fleet of 16 offshore drilling rigs.

A joint venture between Saudi Aramco, the world's largest oil and gas company, and Valaris, an industry-leading, global drilling contractor, ARO Drilling was looking to consolidate its legacy business software, which was comprised of several disparate systems that were complex and difficult to scale.

Following a competitive bid process involving several major ERP vendors, the company chose IFS Applications based on the platform's industry-specific functionality and fully integrated architecture. The IFS solution was rolled out, on time and on budget in nine months, to some 400 full users and 2,000 self-service users across ARO Drilling's onshore and offshore operations. The IFS solution was deployed to support critical processes including maintenance, supply chain management, finance, and human capital management, all fully integrated to the company's best-of-breed systems.

DEWA COMPLETES ONE OF LARGEST 100 TB SAP MIGRATION TO MORO HUB

Dubai Electricity and Water Authority, DEWA, has migrated its on-premise SAP landscape to Data Hub Integrated Solutions, Moro, to realise innovation, cost efficiency, scalability, speed, and resiliency. This is one of the world's largest migrations for SAP HEC in the utilities sector. It is also one of the largest data migrations across all industries at the EMEA level.

The project consists of two parts: the migration of on-premise landscape to SAP HEC and the managed services by Moro Hub. DEWA collaborated with Moro Hub and several international IT vendors including SAP, EY and Virtustream to complete the project. DEWA's SAP landscape consists of 24 SAP modules including business-critical systems like Business Suite on Hana, CRM, SRM, PO, Business Intelligence, Fiori and complex integration along with external entities and third-party systems.

The move is one of the largest of its kind globally. Nearly 250,000 man-hours were spent, with more than 150 specialists from DEWA, Moro Hub, EY, SAP and Virtustream working on the project. The project transferred over 100 terabytes of data from 101 systems and tested more than 28,370 business transactions. This migration aims to offer better business support to all DEWA stakeholders; as Moro Hub manages all its information technology operations, IT support, data management, monitoring operational efficiency.

Nearly 250,000 man-hours were spent, with more than 150 specialists working on the project



CISCO TO DESIGN SMART SERVICES FOR RED SEA PROJECT

Cisco and The Red Sea Development Company, TRSDC, have announced a multi-million-dollar advisory agreement to design a Smart Destination services, platform and ICT master plan for The Red Sea Project, the world's most ambitious tourism and hospitality project. The announcement was made following the Cisco Connect event in Riyadh.

The Red Sea Project is Saudi Arabia's flagship tourism development initiative: an exquisite luxury tourism destination built around nature, islands and culture. It aims at setting new standards in sustainable development and positioning Saudi Arabia on the global tourist map. It is a central pillar in Saudi Arabia's Vision 2030, that identifies tourism as a strategic industry for the future of Saudi Arabia.

The collaboration will see Cisco design a full portfolio of customised smart services for TRSDC. This will include smart tourism, smart environment, mobility, utilities, public realm, administration and many other interconnected services. The platform will be integral to the destination's ability to offer visitors seamless, ultra-personalised products and services that set a new benchmark in luxury tourism. In addition, an extensive environmental monitoring, simulation and management network will help protect the natural ecosystems in the region for future generations.



China successfully built two new hospitals in Wuhan in less than two weeks

LOSBERGER DE BOER SEES 50% JUMP FOR INNOVATIVE MOBILE HOSPITALS

Losberger De Boer, a suppliers of temporary structures, has reported a 50% increase in enquiries across the Middle East for rapid deployment systems, which can be used as mobile hospitals, isolation areas or decontamination systems. The rapid deployment systems division of Losberger De Boer is already supporting the efforts of medical professionals in Italy to combat the country's outbreak of Covid-19, where hundreds of its tents have been installed to expand the country's medical facilities.

The escalation of the pandemic has led to growing concern hospitals and medical facilities around the world may become overwhelmed. As public and private healthcare providers review their patient capacities and work with governments to formulate preparedness strategies, some are looking at solutions to increase the number of patient beds. China successfully built two new hospitals in Wuhan in less than two weeks in its efforts to support victims of the virus and countries are currently sourcing similar solutions to ensure patients can be treated as part of their preparedness measures.

AJMAN BASED FINE HYGIENIC PRODUCING 8,000 N95-MASKS DAILY FOR UAE

Fine Hygienic Holding has ramped up production of Fine Guard N95-grade face masks from its new production facility in Ajman, solely to serve demand in the UAE. In response to widespread global preventative measures designed to combat the spread of Covid-19, Fine Hygienic Holding's Ajman factory is producing 8,000 Fine Guard N95-grade face masks units every day, dedicating its total production output to a single country.

The 5,000 square foot Ajman facility is exclusively producing Fine Guard masks, a reusable product with a lifespan of one full year and 30 washes. The mask incorporates N95-grade filtration and patented Livinguard technology from Switzerland, which sterilises air passing through the mask, effectively neutralising bacteria, viruses and fungi on a molecular level. In testing, Livinguard treated substrates inactivated a range of viruses including Polio, Influenza, Yellow Fever and Rota virus, amongst others.

US Vice President Mike Pence cited N95 masks during a White House press conference, when he urged the country's construction companies to donate their inventory of N95 face masks to local hospitals during the Covid-19 pandemic. Amid soaring international demand brought about by the Covid-19 public health emergency, Fine Hygienic Holding has also confirmed that production of masks in its home market of Jordan, which supplies the MENA region and wider world, will increase from 5,000 units per week up to 50,000 units per day.



Lamborghini to produce 1,000 masks and 200 medical shields daily, using 3D printers

LAMBORGHINI STARTS PRODUCTION OF MEDICAL SHIELDS, SURGICAL MASKS

Automobili Lamborghini is converting departments of its super sports car production plant in Sant'Agata Bolognese in order to produce surgical masks and protective plexiglass shields. The masks will be donated to the Sant'Orsola-Malpighi Hospital in Bologna to be used in the fight against the Covid-19 pandemic. Work on this solidarity initiative will be carried out by personnel of the saddlery that produce the interiors and specialty customisation for Lamborghini cars, producing 1,000 masks a day. The medical shields will be realised in 200 units a day, using 3D printers within the carbon fibre production plant and the Research and Development department.

The activity has been approved and supported by the Emilia-Romagna Region, and is taking place in collaboration with the University of Bologna. The Department of Medical and Surgical Sciences will oversee validation testing of the medical devices made by Lamborghini, prior to their delivery to hospital. As a sign of unity and support for the entire nation facing the Coronavirus emergency, every evening Lamborghini lights up the historic headquarter buildings in Sant'Agata Bolognese, with the colours of the Italian flag.

DUBAI LAND DEPARTMENT'S REMOTE ACCESS SYSTEMS PROVIDE CONTINUITY OF SERVICE

As part of its keenness to continue providing its services with the highest possible efficiency, Dubai Land Department, DLD, confirms the success of the remote work system experience applied in response to the precautionary measures taken by government health authorities to prevent the outbreak of Covid-19 and mitigate its consequences on businesses in the Emirate, ensuring that the real estate sector maintains its competitive position.

During the period of 15 March to 15 April, DLD's customers showed a remarkable and successful activity in using these systems to complete their various transactions by being able to fully and effectively understand and adapt to them due to their ease of use.

Among the most prominent procedures completed was the Rental Disputes Centre's Pay Your Dues, through which 492 transactions were completed. In addition, DLD witnessed the completion of 2,961 procedures for modification of personal data, 1,705 sales transactions for initial registration sale, 1,412 initial sales transactions, and 683 mortgage transaction registrations.

AL DHAFRA SOLAR PROJECT TO POWER 160,000 UAE HOMES

Abu Dhabi Power Corporation, ADPower, has announced the world's lowest tariff for solar power. ADPower's subsidiary, Emirates Water and Electricity Company, EWEC, delivered a virtual read-out of five consortia's technical and commercial bids for the 2 GW Solar Photovoltaic, PV, Independent Power Producer project to be located in Abu Dhabi. The project has received, from the first-ranked bidder, the world's most cost-competitive tariff for solar PV energy, set at AED 4.97 fils/kWh or \$1.35 cents per kWh, on a Levelised Electricity Cost basis, which is approximately 44% lower than tariff set three years ago on the Noor Abu Dhabi project, Abu Dhabi's first large-scale solar PV project and a world record tariff-setter at the time.

The Al Dhafra Solar PV project will have the capacity to power approximately 160,000 households across the UAE with electricity. It will be almost double the size of the approximately 1.2 GW Noor Abu Dhabi solar plant, amongst the largest operational solar PV plants in the world, which commenced commercial operations in April 2019. Once operational, the Al Dhafra Solar PV project will lift Abu Dhabi's total solar power generation capacity to approximately 3.2 GW.



DUBAI SILICON OASIS USES 25,000 LITRES OF DISINFECTANTS

In line with the National Sterilisation Programme implemented across the UAE, Dubai Silicon Oasis Authority, DSOA, the regulatory body of Dubai Silicon Oasis, DSO, has announced an ongoing disinfection drive at the integrated technology park with a population exceeding 77,000 people. In the first two weeks of the, DSOA covered 15 kilometres of roads and infrastructure, two villa communities made up of 1,767 units, as well as public spaces and community centres, and 20 bus shelters at the hi-tech park.

In addition, it disinfected hundreds of offices, shopping centres, mosques, prayer halls, public parks, jogging tracks, and common areas, as well as other residential and commercial buildings across DSO. To date, DSOA's rapid response team has spent more than 2,500 manhours and used 25,000 litres of disinfectants, in line with the Authority's efforts to combat the COVID-19 outbreak. DSO's residents praised the precautionary measures taken by DSOA to protect the community, especially the disinfection operations inside the complexes and residential buildings.

DSOA covered 15 kilometres of roads and infrastructure, as well as public spaces and 20 bus shelters

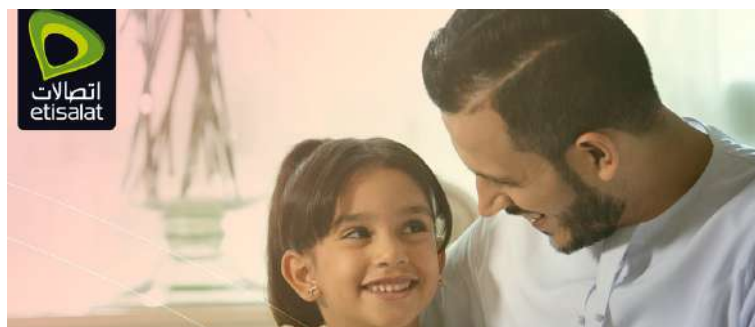
GEMS DELIVERS 4.3M+ REMOTE LEARNING SESSIONS

GEMS Education schools in the UAE have rolled out exceptional remote learning plans for students and parents since the mandated closure of schools and the move to E-learning last month. In excess of 4.3 million collective remote learning sessions have been delivered to date, spanning all curricula and year groups and with an attendance rate of close to 100%, ensuring students continue to benefit from the highest quality education during these unprecedented times.

To ensure its remote learning plans are effective and as accommodating as possible of families' different needs, GEMS recently conducted a survey, the results of which affirm the effectiveness and success of the E-learning offering in schools. Headline results include 92% student satisfaction, with 92% of students also indicating that they have learnt new topics and 88% saying remote learning sessions are engaging and interactive.

Also notable was that 84% of respondents felt their school's remote learning plan struck the right balance between online and offline sessions, which is key to maintaining student well-being. In addition, 92% of parents indicated that their queries and concerns had been effectively addressed, reflecting the importance of schools receiving and acting upon feedback from all stakeholders in order to maximise results.

88% students said remote learning sessions are engaging and interactive



ETISALAT ENABLES 1M STUDENTS, 800 SITES FOR DISTANCE LEARNING

Etisalat has announced that it enabled at least one million students in the UAE to access distance learning websites and platforms using its advanced network, with more than 10 million mobile subscribers enjoying free browsing to over 800 websites related to education, health and safety. To support and enable distance learning, free mobile data was made available in coordination with the Ministry of Education and Telecommunications Regulatory Authority, TRA, to over 12,000 students whose families do not have Internet at home.

Etisalat also provided access to 9 apps and platforms, allowing visual and audio communications: Google Hangouts, Microsoft Teams, Blackboard, Zoom, Skype for Business, Cisco Webex, Avaya Spaces, BlueJeans and Slack on its fixed and mobile network in collaboration with the TRA. These are part of a bundle of Initiatives to support the education sector, ensuring a smooth functioning of remote learning processes.

These initiatives stem from Etisalat's corporate social responsibility strategy to utilise its resources and capabilities, empower the educational sector with state-of-the-art technology, and ensure seamless and effective connectivity across all learning platforms. Keeping in line with its strategy Driving the digital future to empower societies, Etisalat is committed to support distance learning initiatives in the UAE.



AL FONON GROUP DONATES 100,000 SURGICAL MASKS TO DUBAI POLICE

Since the first confirmed case of Covid-19 was found in UAE on January 29th, the UAE government has been taking serious measures to curb the transmission of this deadly virus. Strengthening of pandemic prevention and control measures has led to a heightened requirement of sanitisation materials, especially for the front-line. In an attempt to help them help the civilians better by keeping themselves safer, to begin with, a UAE-based Chinese entity, Al Fonoon Group, along with its subsidiary Luxury Holiday Photography Studio, donated thousands of high-quality surgical face masks and other pandemic prevention materials to Dubai Police.

The masks were brought in from a certified medical supplies factory in China. Al Fonoon Group donated 100,000 surgical face masks to Dubai Police Headquarters for the safety of the policemen in the region. The General Department Of Services and Supplies along with members from Al Fonoon organised a donation ceremony at the Dubai Police Headquarters where they also made a video connection with the Consulate-General of the People's Republic of China.

DAWEX ANNOUNCES COVID-19 EXCHANGE FOR TRACKING OF DATA

Under the impulse of the World Health Organization and the European Union stressing the importance of data sharing, Dawex, a data exchange technology company, has announced launching of the Covid-19 Data Exchange initiative. The platform will be available pro bono to a large community of companies and organisations looking to contribute to the resolution of this crisis. The technology enables the exchange of vital non-personal data to hinder Covid-19's dissemination and restrain its economic impact.

Scientific communities, hospitals and healthcare operations, pharmaceutical organisations, retailers, transport and logistics companies, specialised equipment manufacturers and distributors, consulting organisations, technology companies and health tech startups, banks, insurance, global and regional health organisations, governmental agencies, municipalities and other public services will be able to securely and easily access, publish, and exchange multiple sources of non-personal data worldwide, therefore acquiring more capabilities to answer crisis-related complex questions, faster.

The technology helps hinder Covid-19's dissemination and restrain its economic impact



Close to 2,500 tonnes of food came from Egypt and included fresh fruits

EMIRATES SKYCARGO IMPORTS 34,000T OF FOOD INTO UAE

Emirates SkyCargo has utilised the cargo capacity on its Boeing 777 freighter and Boeing 777-300ER passenger freighter aircraft to help maintain and replenish food supplies in the UAE during the Covid-19 pandemic. The air cargo carrier has helped import more than 34,000 tonnes of food into the country between January and April 2020, out of which 13,000 tonnes were imported between March and April. In the month of April alone, Emirates SkyCargo helped bring in food supplies into the UAE from over 35 countries around the world.

Emirates SkyCargo is currently operating flights to around 60 global destinations on a scheduled basis and to many more destinations as charter and ad hoc operations. Food bound for the UAE is loaded on these flights from markets across the world. With its access to expertise in specialised handling for perishables through its Emirates Fresh product, Emirates SkyCargo ensures that the produce reaching the UAE maintains its freshness during transit.

Just some of the food imports that Emirates SkyCargo has facilitated since the start of the year include more than 5,200 tonnes of food from Australia including chilled meat and fruits such as grapes and melons. Close to 2,500 tonnes of food from Egypt including fresh fruits such as strawberries, guavas and vegetables including sweet potatoes.

APOLLO HOSPITALS USING AI TO MANAGE HEALTH CARE OF 50,000 EMPLOYEES

It has been observed that 80% of deaths in most countries occur through non-communicable diseases. In an endeavor to combat this threat, Apollo Hospitals has introduced a first of its kind preventive health management programme powered by personalised Health Risk assessment and enabled by artificial intelligence called ProHealth.

This is a three-year programme that empowers individuals and corporate with health analytics to predict and work towards preventing health risks for a healthier lifestyle. This programme empowers individuals and corporate with health analytics to predict, prevent and overcome lifestyle diseases for a healthier living.

While the programme has been launched, Apollo Hospitals is looking at collaborating with international partners to help fight the burden of non-communicable diseases globally and reduce the overall expenditure on healthcare.

As the first proactive preventive health management program, ProHealth has been developed based on the experience of over 20 million health checks conducted at the Apollo network of hospitals. The database is huge and has not been done by any other institution across the globe. With health being monitored by a health mentor and risks being controlled at every stage of the programme through lifestyle modifications in diet, exercise and other elements, we expect to have a positive outcome within three years.

ALTERYX OFFERS ADAPT FREE TRAINING IN DATA ANALYTICS TO UPSKILL WORKERS

Alteryx has announced the launch of a new programme called Advancing Data and Analytics Potential Together, ADAPT. ADAPT is the newest pillar of the company's corporate social responsibility initiative, Alteryx For Good, and will offer free data training to thousands of workers globally who have found themselves unemployed due to the Covid-19 pandemic in 2020. Every graduate will be certified in the fundamentals of data analytics through Alteryx Core

Certification and will be given the opportunity to advance to Udacity Nanodegree programme in predictive analytics. This programme is part of a broader drive to expand data literacy, upskill workers adversely impacted by the Covid-19 crisis and educate a new wave of citizen data scientists to thrive in the data economy.

Last year, the World Economic Forum report, Data Science in the New Economy: A new race for talent in the Fourth Industrial Revolution, found that data science roles were among the highest in-demand roles in the labor market. This global demand is not limited to the information technology sector; the value and importance of data insights, especially in the environment brought on by Covid-19, is now appreciated across every industry and vertical.



JAGUAR, LAND ROVER DEPLOY VEHICLES GLOBALLY FOR COVID-19 RESPONSE

Jaguar and Land Rover have now deployed 362 vehicles globally to support charitable organisations and front-line workers tackling the spread of coronavirus. Most recently, a fleet of 15 Jaguars has been supplied to support the Help NHS Heroes campaign, a nationwide effort delivering vital supplies to NHS staff. Boxes containing foodstuffs and other essential supplies can be ordered via a bespoke app before being made ready for collection at their NHS place of work. The scheme is helping thousands of frontline NHS staff and carers by providing easy access to fresh, nutritious food. The fleet of Jaguars will now allow for convenient home deliveries too.

In South Africa, the Jaguar Land Rover team has partnered with the South African Red Cross and the Minnie Dlamini Foundation to deliver more than 2,400 food packs to those most vulnerable in their society, enough to last a month, as part of the Feeding South Africa Together initiative. Jaguar Land Rover is also working closely with the UK government and has offered its research and engineering expertise, as well as digital engineering and design, printing of 3D models and prototypes, machine learning, artificial intelligence and data science support.

The scheme is helping thousands of frontline NHS staff and carers by providing easy access to fresh, nutritious food

ABU DHABI AIRPORTS, TAWAZUN DEPLOY UNMANNED ROBOT TO DISINFECT PREMISES

Abu Dhabi Airports has partnered with Tawazun Strategic Development Fund, TSDF, to launch the new CoDi BOT Unmanned Ground Vehicle, designed and manufactured by UAE-based company Marakeb Technologies, an affiliate company of TSDF, for the disinfection of viruses including Covid-19. The introduction of new state-of-the-art technology is the latest measure introduced by Abu Dhabi Airports to contain the spread of Covid-19, and aligns with the directives of HE Sheikh Mohammed bin Hamad bin Tahnoon Al Nahyan, Chairman of Abu Dhabi Airports.

This collaboration is part of a broader initiative by Abu Dhabi Airports to integrate the most advanced technologies within its operations, to achieve a high level of efficiency, and provide the best services to its travellers. The CoDi BOT UGV will be piloted from May throughout Abu Dhabi International Airport, including in staff areas and cargo facilities, as well as being used as part of cabin deserialisation processes on passenger aircraft.

Specifically ensuring aircraft cabins are kept clean and sterile, the CoDi BOT UGV is designed to be able to manoeuvre through airplane cabin, which is a unique feature of this product, while ensuring the safety of its operators through remote control capability, using real-time video and high-speed 4G data connection.

The robots manoeuvre through airplane cabin while ensuring the safety of its operators



ADNOC'S PANORAMA COPES WITH COVID-19 THROUGH SCENARIO PLANNING

The Abu Dhabi National Oil Company, ADNOC, has announced its Panorama Digital Command Centre, Panorama, has generated over \$1 billion in business value since its inception three years ago. Panorama is a key part of ADNOC's ongoing strategic investments in digitisation and artificial intelligence to enable the company to drive greater efficiencies, optimise performance, and respond to complex market dynamics with agility and speed, as it continues to deliver on its 2030 smart growth strategy.

Panorama aggregates real-time information across ADNOC's 14 specialist subsidiary and joint venture companies and uses smart analytical models, AI, and big data to generate operational insights and recommendations.

In addition to the business value Panorama has enabled, it has also proven to be a valuable asset in navigating the current Covid-19 situation. The access to real-time data and analysis provided by Panorama enables simulations and scenario planning, and plays an important role in ADNOC's business continuity. Managed by the ADNOC Group Digital team, Panorama is currently being accessed through secure remote work settings.



MICROSOFT AND 15 PARTNERS OFFER FREE TEAMS TRAINING

Microsoft is joining forces with its partners to give academic institutions in the UAE free half-day training in Teams to help them effectively use the technology and enable more seamless remote learning within the country. It can be challenging for the many educational institutions moving to remote or distance learning, which have previously never needed to do so, to truly leverage collaborative tools in the most effective way for learning. This initiative aims to make this transition easier for academia and give them a head start to adopt and deploy remote learning with confidence.

Microsoft will be launching this initiative with 15 partners including, Agile Cloud Solutions, Alef Education, Alpha Data, Cloud for Work, Cobweb, Crayon Group Holding ASA, Creative Technology Solutions, CX Unicorn, Delphi Consulting, Exquitech, GamaLearn, SoftwareONE, Sulava, Technomax and VaporVM. These partners have volunteered their time to help schools and teachers with training on Teams deployment and infrastructure, user training and support services, while also sharing best practices.

JETCLASS STARTS FLIGHTPOOLING TO MAKE URGENT TRAVEL CHEAPER

JetClass, the private business airline headquartered out of Vienna, Austria, has announced the launch of Flightpooling, a flexible, safe and cost-effective flight-sharing programme designed to provide urgent travel assistance to people the world over. This not-for-profit initiative has been launched in response to the countless people struggling globally to travel, due to the total suspension, or vast reductions in operations by the world's major airlines in the face of Covid-19.

JetClass, being in the private aviation space, was quick to appreciate just how few people can afford a full private jet charter, and consequently created Flightpooling, a middle ground between expensive charters and unavailable scheduled flights.

With many people indefinitely stranded in their current location and unable to return home or to be reunited with their loved ones, compounded by daily changes to the situation in each country, this is creating a great deal of distress, anxiety and confusion. Flightpooling by JetClass provides a much-needed solution to this widespread problem, offering flights to any city with open borders, and up-to-date information and advice on entry and quarantine requirements for each destination market.

This not-for-profit initiative has been launched in response to the countless people struggling globally to travel



The five new cranes each with a 73 metre reach, 52 metre height and a lifting capacity of 90 tonnes

ABU DHABI TERMINALS ACQUIRES LARGEST SHIP TO SHORE CRANES

As part of its ongoing expansion efforts, Abu Dhabi Terminals, ADT, has announced the delivery of its latest batch of ship to shore, STS, cranes. Abu Dhabi Terminals is the Management Company and operator of Khalifa Port Container Terminal, KPCT, the region's first semi-automated terminal and one of the most technically advanced.

The five new cranes each with a 73 metre reach, 52 metre height and a lifting capacity of 90 tonnes are integral to ambitious plans that aim to increase capacity at KPCT to 5 million TEU by the end of 2020. The STS cranes are among the largest in the world and will play a key role in ADT's technologically advanced operational ecosystem at Khalifa Port, the flagship semi-automated deep-water port owned by Abu Dhabi Ports Group.

ADT purchased the ultra-modern cranes from Shanghai Zhenhua Heavy Industry Co, ZMPC, in China. This milestone follows the recent arrival of a batch of Automated Stacking Cranes which are also part of the expansion project, taking the total number of cranes at the terminal to 22. The final phase of ADT expansion will see the Terminal linked to the Etihad Rail network providing direct rail connections across the UAE and regionally.

RIZEK TO REVIVE REGIONAL GIG ECONOMY WITH \$3.5M SEED FUND

RIZEK, Abu Dhabi-based service marketplace, has announced that it has raised \$3.5 million in seed funding. The round saw the participation of strategic investors from across the region, including the Abu Dhabi Investment Office, ADIO, E-tech investments, Rozana Capital and others. With \$1.5 million pre-seed raised in 2019, this investment round takes RIZEK's total funding raised to date to \$5 million. ADIO has invested through its Ventures Fund, a Ghadan 21 initiative created to support innovation-focused startups in Abu Dhabi.

With the fresh capital, RIZEK plans to activate the region's gig economy with its service marketplace, as well as increase job opportunities for people to earn a service-based income through the portal. In light of the current economic challenges, RIZEK intends to strengthen and maintain a fair marketplace. This will ensure customers receive the highest quality of services at prices that are fair to them as well as to those providing the service.

ARABIAN GULF PORTS AGREE TO STANDARDISE COVID RELATED STERILISATION PROCEDURES

Abu Dhabi Ports held a virtual roundtable workshop with port operators from across the Arabian Gulf, to tease out shared experiences, challenges faced and best practices when dealing with Covid-19. Hosted by video conference, and held in cooperation with the Arab Sea Ports Federation regional office based in Abu Dhabi, the agenda included presentations from Ports and Maritime Affairs, Bahrain, Mawani, Saudi Ports Authority, Kuwait Port Authority, Port of Salalah, as well as the port operators of Fujairah, Dubai and Sharjah and who all touched upon shared experiences relating to business continuity, health and safety, performance, and sea operations.

In a wide-ranging discussion, the port operators agreed on standardised sterilisation procedures when receiving vessels arriving from affected countries, preparedness to meet the challenges of Covid-19, and the measures and solutions required to create a post Covid-19 business environment.

The hosting of the Arab Sea Ports Federation workshop is the latest effort by Abu Dhabi Ports in fighting Covid-19 following its successful Horns of Hope solidarity campaign which included the participation of many port operators from around the region and beyond.



GE MONITORING REGIONAL POWER GRID AS ECONOMY EMERGES FROM LOCKDOWN

GE is supporting the next phase of the fight against Covid-19 in the Middle East by ensuring power grids are ready, as some countries announce plans to reopen major sectors of the economy just as summer arrives. Grid stability is critical for the seamless operations of infrastructure, the flow of power and water to hospitals, homes, offices and other public places. Hundreds of GE technical professionals are working around the clock to maintain the reliability and efficiency of the region's power grids to meet peak demand brought on by soaring temperatures.

Over the last several weeks, GE Renewable Energy's Grid Solutions field engineers have made remarkable progress across dozens of construction and expansion projects across substations in the Middle East, North Africa, Turkey and Pakistan, in addition to undertaking substation upgrades and scheduled maintenance. Substations are essential in any national grid system, helping to bring the electricity generated by power plants to facilities that will be critical in contributing to recovery.

Grid stability is critical for the seamless operations of infrastructure



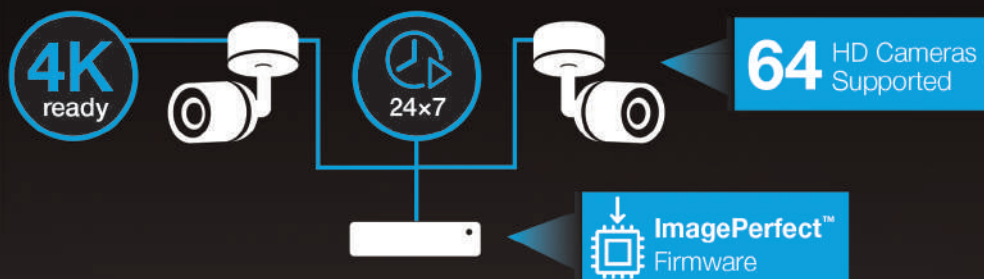
Vigilance Built From Within

CHOOSE THE RIGHT SURVEILLANCE STORAGE



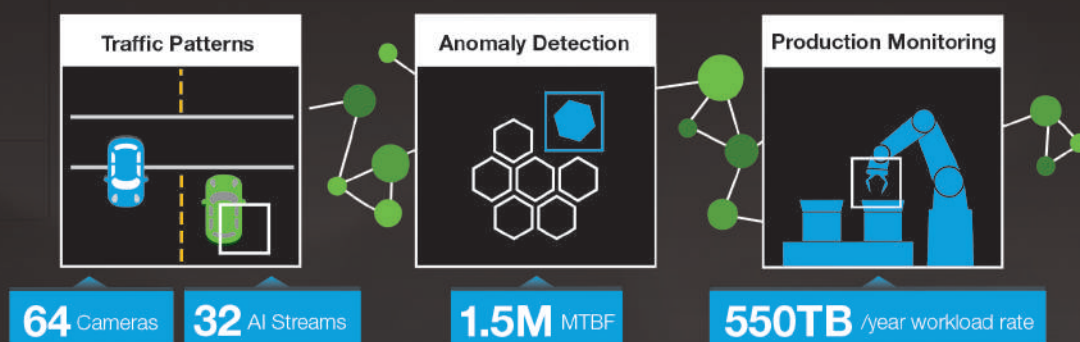
ALWAYS-ON

SkyHawk® provides reliable 24x7, 4k-ready support video DVR/NVR environments.



SMART

SkyHawk AI enables reliable storage for surveillance AI-enabled NVR systems to simultaneously record both video and AI streams with enterprise performance and reliability.



THE RIGHT SOLUTION

PURPOSE

SkyHawk is best for video-only, write-intensive applications.

SkyHawk AI is best for video, video + AI, and mixed workload applications.

SCALABILITY

SkyHawk is best for DVR/NVR video-only applications.

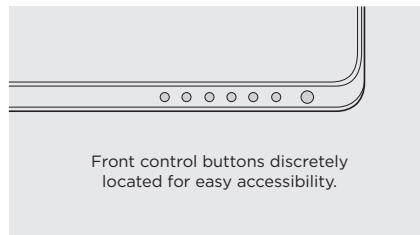
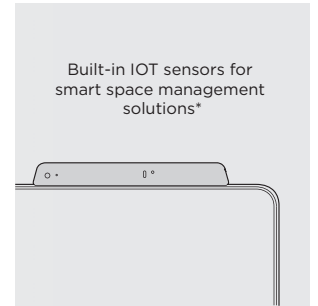
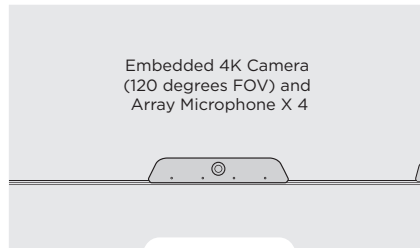
SkyHawk AI simultaneously supports the heavier workloads of AI and video streams for AI-enabled NVR.

RELIABILITY

SkyHawk provides 3x the workload performance of standard desktop drives.

SkyHawk AI provides an enterprise-class workload rate (3x that of Skyhawk) while delivering drive reliability and longevity.

The Workplace of the Future with the **WINDOWS COLLABORATION DISPLAY** from SHARP



As businesses reopen, teams today will be 'working remotely' and 'in-office' and have a higher expectation for better connectivity & collaboration. Joining a meeting in seconds with both video & audio available for in-room & remote attendees is the need of the hour.

Sharp understands this need and have launched the world's first certified **Windows collaboration display** (PN-CD701) that finds the perfect fit in the workplace of the future.

* The availability of cloud service varies by country/region

Advanced
specifications



Teamwork
centric design



IoT
connectivity



8m High speed,
High bandwidth
USB Type C Cable

Features effortless wireless device sharing from major platforms.
Touch back available on Windows 10 & Android devices

70" Class (69.5" diagonal) Interactive Display System | 4K Ultra-HD UV2A Edge Lit LCD Screen | Projected Capacitive Touch Screen | 10-Point Multi-Touch Screen | Bundled high performance 8m USB Type C Cable for charging laptops, touch, video, audio and network signals | Modular 4K Camera with Microphone Array x 4 | IoT Sensor Hub with Motion, Light, Temperature/humidity & Air Quality Detection

**REQUEST FOR A
LIVE DEMO**



www.sharppwcd.com

SHARP

Be Original.

SHARP Middle East FZE P.O.Box 17115 Dubai, Jebel Ali Free Zone, United Arab Emirates,
Phone: +971 4 8815311 Fax: +971 4 8816692, e-Mail: bsdmarketing@smef.sharp-world.com



GE USES AI FOR RAPID TESTING OF 1.5B GLOBAL CHEST X-RAY SCANS

GE Healthcare has introduced its Thoracic Care Suite, a collection of eight artificial intelligence algorithms from Lunit Insight CXR to help alleviate clinical strain due to Covid-19. The AI suite quickly analyses chest x-ray findings and flags abnormalities to radiologists for review, including pneumonia, which may be indicative of Covid-19 as well as tuberculosis, lung nodules, and other radiological findings.

Millions of cases of Covid-19 have been confirmed worldwide, overwhelming radiologists, technologists, and physicians. As the spread of the virus stabilises, clinicians continue to need tools to help manage new cases and complications caused by the virus, including pneumonia and acute respiratory distress, which have further increased pressure on radiologists to quickly read chest x-ray exams.

With approximately 1.44 billion chest x-ray exams taking place each year, radiologists are overwhelmed, especially as they may be looking for multiple indications per exam.

Thoracic Care Suite harnesses the power of AI to help alleviate these pressures by automatically analysing images for the presence of eight abnormal radiologic findings, including suspected tuberculosis and pneumonia findings, which can be indicative of Covid-19. Upon reading the flagged report in picture archiving and communication systems, radiologists can quickly find the abnormality score.

With approximately 1.44 billion chest x-ray exams taking place each year, radiologists are overwhelmed



WORLD SECURITY LAUNCHES AUTONOMOUS DAY-NIGHT SURVEILLANCE BOATS

World Security, the security solutions unit of DP World, UAE Region, has launched the first autonomous security surveillance boat in the Middle East to upgrade security and surveillance at Jebel Ali Port, Mina Rashid, Mina Al Hamriya and other facilities in the UAE. The state-of-the-art boat introduces an extra dimension to World Security's portfolio of solutions, demanded by the uncertainty of the current changing environment caused by current pandemic.

It also marks a new stage in World Security's rising profile as Dubai's industry leader for Marine security services and the increasing adoption of innovations to enable a more seamless, safe and efficient experience for all its stakeholders. The fully autonomous surveillance boat, which can be remotely controlled, is capable of day and night operations with Way-Point Tracking capabilities and programmable, fail-safe protocols for security and interception purposes.

Other key features include advanced robotics and surveillance equipment including gimbal stabilised camera with an uninterrupted 360-degree view, and Long Range Acoustic Device that communicate with the command and control station in real-time.

World Security operates a large fleet of boats to deliver security at waterfront assets that include seaports, marinas and other maritime facilities.



GLOBAL AEROSPACE LOGISTICS PARTNERS WITH ETIHAD TO SUPPORT LOCAL JOBS AND TRAINING

Global Aerospace Logistics, GAL, a regional provider of integrated aircraft sustainment solutions for military and civilian customers, has announced that it has signed an agreement with Etihad Airways, the national airline of the United Arab Emirates, to support local jobs and training, enabling Etihad staff to be seconded to GAL. Initially for a six-month period, the partnership will enable GAL to leverage the expertise and experience of Etihad staff from a range of functions including maintenance, operations, supply chain and commercial departments to enhance several of its major aviation projects. The deal will also extend Etihad's specialised career training and development.

The bipartisan agreement was initiated under the patronage of His Excellency Sheikh Mohammed Bin Hamad Bin Tahnoon Al Nahyan, Vice Chairman of GAL and Chairman of Abu Dhabi Airports Company, ADAC, in partnership with Tony Douglas, Chief Executive Officer of Etihad Airways.

FEDEX DONATING SUPPLIES TO HEALTHCARE WORKERS

FedEx Express has committed to donate critical medical supplies, including Personal Protective Equipment and face masks to healthcare workers and first responders working on the front lines of the Covid-19 pandemic in local communities across the Middle East, Indian Subcontinent and Africa region. The donation comes amidst continued high demand for PPE as the Covid-19 pandemic evolves.

FedEx has joined forces with the United Way of Mumbai in India, a non-profit organisation, and donated monthly medical supplies for more than 300 healthcare workers at government hospitals in Maharashtra. The supplies include PPE kits, Nitrile gloves and three-ply face masks. Similarly, FedEx is working with the SAME Foundation in South Africa and has donated three electronic beds that can be used for patients with acute respiratory issues, in addition to providing PPE kits to medical facilities across the country. In the UAE, FedEx has provided logistics support to distribute protective headbands from a grassroots community group to more than 1,100 healthcare workers across Dubai.

During Ramadan, the company also contributed to the 10 million meals campaign, by donating 4,000 meals to families and individuals affected by the pandemic in the UAE, before the campaign concluded on May 15, 2020.

During Ramadan, the company also donated 4,000 meals

The companies plan to develop the most sophisticated and advanced computing architecture ever deployed in an automobile



MERCEDES-BENZ, NVIDIA BUILDING REVOLUTIONARY IN-VEHICLE COMPUTING SYSTEM

Mercedes-Benz and NVIDIA plan to enter into a cooperation to create a revolutionary in-vehicle computing system and AI computing infrastructure. Starting in 2024, this will be rolled out across the fleet of next-generation Mercedes-Benz vehicles, enabling them with upgradable automated driving functions. Working together, the companies plan to develop the most sophisticated and advanced computing architecture ever deployed in an automobile.

The new software-defined architecture will be built on NVIDIA DRIVE platform and will be standard in Mercedes-Benz' next-generation fleet, enabling state-of-the-art automated driving functionalities. A primary feature will be the ability to automate driving of regular routes from address to address. In addition, there will be numerous future safety and convenience applications. Customers will be able to purchase and add capabilities, software applications and subscription services through over-the-air software updates during the life of the car.

Automated driving functions in future Mercedes-Benz cars will be powered by NVIDIA's next generation DRIVE platform. The computer system-on-chip, called Orin, is based on the recently announced NVIDIA Ampere supercomputing architecture. The NVIDIA DRIVE platform includes a full system software stack designed for automated driving AI applications. NVIDIA and Mercedes-Benz will jointly develop the AI and automated vehicle applications that include SAE Level 2 and 3 levels, as well as automated parking functions, up to Level 4.

CAREEM PARTNERS WITH VISA TO PROVIDE LIQUIDITY FOR DRIVERS IN 5 COUNTRIES

Careem and Visa have partnered to expand digital financial inclusion across the Middle East and North Africa region by integrating Visa credentials into the Careem Pay Super App and providing Careem captains, the term for Careem drivers, with financial payment services that aim to resolve liquidity challenges associated with cash conversion, remittances and real-time access to funds. Initially, Careem's captains in five countries will be issued with Visa card credentials that will allow them to access a variety of advanced payment solutions.

The Careem Pay Super App will be equipped with Visa's real time push payment solution Visa Direct that allows fast, safe, convenient, and real-time payments directly to eligible cards, accounts and wallets. This will enable Careem captains to instantly access earnings from their daily trips in real-time as opposed to any time lags. Careem captains will also be able to use low-cost remittance solutions to make fund transfers to bank accounts and Visa cards worldwide, providing them access to cheaper modes of remitting money.

INVESTMENT FIRM GRIP ISSUES REGION'S FIRST EVER DIGITAL SECURITIES

Dubai International Financial Centre, DIFC, has announced that investment banking and wealth management firm, GRIP, will conduct a multi-million dollar capital raise for Lead Real Estate this month, through the innovative issuance of digital securities representing investor shares. The issuance is the first major globally compliant digital securities offering in MEASA, marking a key milestone for DIFC and Dubai. GRIP is also on course to establish a private securities marketplace within the Centre, a first for the region.

The announcement reinforces DIFC's vision to drive the future of finance. The issuance also cements the DIFC's position as the financial hub in the region, thanks to its robust, yet innovative legal and regulatory framework which helps nurture innovation and adoption of technology.

DIFC's regulations, laws and structures have enabled GRIP to become the first company in the MEASA region to establish, manage and distribute an international capital raise using Digital Securities as a medium of issuance.

The offering involves a collaborative effort by reputed lawyers, service providers, technology providers and regulated firms from across the world, including UAE, the US, Japan, Hong Kong and the Cayman Islands.



MORO HUB LAUNCHES SMART CITIES COMMAND CENTRE

HE Saeed Mohammed Al Tayer, MD and CEO of Dubai Electricity and Water Authority, DEWA, has inaugurated the Smart Cities Command and Control Centre of Moro Hub, a wholly-owned subsidiary of DEWA. As a Dubai 10X enabler, Moro Hub's new centre provides services in intelligent IoT platforms, cyber security and managed services to support the Government and Enterprise customers in their digital transformation journey.

The UAE Vision 2021 and Dubai 10X initiatives have defined a leading role in the adoption of digital technologies. This has led to the UAE government increasing efforts in boosting its citizen happiness index, ensuring performance excellence to its government entities and providing citizens and residents with the best place to live.

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

The new centre will allow digital leaders to make well-informed decisions based on data-driven analysis

DIFC DATA PROTECTION LAW COVERS AI AND BLOCKCHAIN

In his capacity as the Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, has enacted the Dubai International Financial Centre, DIFC, Data Protection Law No 5 of 2020. The promulgation of the Law enables the pre-eminent international financial hub in the Middle East, Africa and South Asia region to strengthen its leadership in enhancing data protection practices. The new law came into effect from 1 July 2020. The Data Protection Law further develops the current DIFC Data Protection regime which was already one of the most advanced in the region.

The Board of Directors of the DIFC Authority has also issued new Data Protection Regulations that set out the procedures for notifications to the Commissioner of Data Protection, accountability, record keeping, fines and adequate jurisdictions for cross-border transfers of personal data.

DIFC's updated Data Protection Law and Regulations set out expectations for Controllers and Processors in the Centre regarding several key privacy and security principles. The Data Protection Law combines the best practices from a variety of current, world class data protection laws, such as the General Data Protection Regulation, the California Consumer Privacy Act and other forward-thinking, technology agnostic concepts.

The Data Protection Law combines the best practices from a variety of current, world class data protection laws



DUBAI SILICON OASIS, DUBAI MUNICIPALITY TO 3D MAP DUBAI'S ECONOMY

Dubai Silicon Oasis Authority, DSOA, the regulatory body for Dubai Silicon Oasis, DSO, signed a MoU with the Geographic Information Systems, GIS, Centre of Dubai Municipality. The parties will collaborate to enhance the geospatial infrastructure development utilising the latest technology solutions to accelerate the digital transformation and keep up with new opportunities to upgrade smart services and facilitate work procedures in various working conditions.

The MoU was signed remotely by Engineer Muammer Al Katheeri, Executive Vice President of Engineering and Smart City at DSOA, and Engineer Mariam Obaid Al Muhairi, Director of Dubai Municipality's GIS Centre.

The agreement serves as gateway to the enhancement of the mapping of Dubai's economy, in partnership with all active players in the emirate, through the unified and up-to-date baseline map from one source easily and quickly, using the latest geotechnical technologies at Dubai Municipality.



ORACLE'S ELLISON TAKES ON AWS WITH AUTONOMOUS SERVICES

Oracle's innovative efforts around Generation 2 Oracle Cloud Infrastructure announced in January this year, and Oracle Autonomous Database in 2018, are beginning to pay off. Oracle announced growth in annualised consumption revenue from Oracle Autonomous Database services in Q4 ending June 2020, was 70% YoY. The growth in annualised consumption revenue from Oracle Cloud Infrastructure services including public cloud in Q4 ending June 2020, was 140% YoY.

With the announcement of Oracle Cloud Infrastructure Generation 2 from January this year, a number of global customers have moved to this new hyper scalar platform. This includes Zoom, 8X8, McAfee, Altair, SKY, Siemens, GE, Circle K, Texas State Government, and Cern Open Lab amongst others.

Oracle also announced expansion of its hyper scalar operational activities. Today Oracle has 24 global cloud regions. the same as AWS. Within the next one year, Oracle plans to increase the number of its global cloud regions to 36, versus the planned number of 27 cloud regions announced by AWS.

Oracle also announced latest addition to its autonomous series of products, Autonomous Data Guard. Previously in 2018, Oracle had announced Autonomous Database; in 2019 Autonomous Linux; and now Autonomous Data Guard for automated data transfer and failover between primary and secondary customer sites.

MOHAMED BIN ZAYED UNIVERSITY, VIRGIN HYPERLOOP TO COLLABORATE IN AI TECHNOLOGIES

Mohamed bin Zayed University of Artificial Intelligence, MBZUAI, the world's first graduate-level, research-based artificial intelligence university, and Virgin Hyperloop have signed a MoU to initiate a collaborative approach to research and innovation in the field of AI. In a virtual ceremony, the MoU was signed by HE Dr Sultan Ahmed Al Jaber, UAE Minister of State and Chairman of the Board of Trustees at MBZUAI, and HE Sultan Bin Sulayem, Group Chairman and CEO of DP World and Chairman of Virgin Hyperloop.

The signing was done in the presence of Professor Sir Michael Brady, Interim President at MBZUAI; Dr Ling Shao, Executive Vice President and Provost at MBZUAI; Dr Behjat Al Yousuf, Executive Vice President for Outreach and Engagement at MBZUAI, and Harj Dhaliwal, Managing Director Middle East and India at Virgin Hyperloop.

Transporting passengers and goods at speeds exceeding 1,000kmph, hyperloop is a completely new form of transport



The operation is on track to reach its annual target of producing over 30 million masks

HONEYWELL, STRATA REACH IM LANDMARK FOR N95 MASKS MANUFACTURED IN UAE

Honeywell and Strata Manufacturing reached the manufacturing landmark of producing one million N95 masks in Strata's Al Ain facility. The collaboration is providing critical personal protective equipment for the UAE's front line health workers, while transforming the country into an international exporter of respirator masks to help limit the spread of Covid-19 around the world.

Since opening, the operation has been ramping up to full capacity production and is on track to reach its annual target of producing over 30 million masks. A combined Honeywell and Strata workforce of 70 has increased daily production of PPE to meet growing national requirements as well as support international needs in the future.

The collaboration between Honeywell and Mubadala is part of Mubadala's #WeAreDedicated campaign, a recently launched group-wide response to the Covid-19 pandemic and its efforts to coordinate initiatives across its business platforms and assets to support communities locally and internationally.

EMIRATES POST PARTNERS WITH LOCAL KNOWLEDGE TO OFFER DIGITAL LOCATION

Emirates Post is expanding its product offering with the introduction of a digital location management service for UAE businesses called Smart Places. In partnership with Local Knowledge, a dedicated local listings management company, the new service will provide an easy and accessible solution to business owners who seek to claim and update their business on Google Maps as well as other important digital platforms. Smart Places is an innovative digital transformation product specifically designed for bricks and mortar businesses as a we do it for you service to ensure they are discoverable on today's mobile digital mapping platforms, apps, search engines and in-vehicle navigation systems.

A study conducted by Ipsos Research showed that 54% of business references on Google Maps are for the operating hours of the business alone. Smart Places optimises business listings with up-to-date operating hours, as well as contact information, exact location, category of business, photos and other important information that ensures the business will be accurately found on Google Maps, OK Google, Apple Maps, Siri Voice Search, TomTom Maps, HERE Maps, Foursquare, Facebook, what3words and other important digital platforms in both Arabic and English.

ZAYED UNIVERSITY ACTIVATES HYBRID TEACHING WITH 50% STUDENT AND FACULTY ONSITE

The hybrid or blended education model aims to enable teaching and learning to continue both online and partially on campus, amid the Covid-19 pandemic. ZU, a national and regional leader of educational innovation, is offering online classes to students and a limited number of classes face-to-face across its campuses.

The move reflects the University's commitment to supporting the continuity of education for students, and its dedication to leveraging its robust technology infrastructure capabilities to ensure continuity of academic and educational services and readiness in reopening its campuses for the Fall semester. Furthermore, the move comes directly in response to the recent announcement made by the Ministry of Education to prioritise remote lectures, and to limit campus attendance to staff and students using laboratories, studios and research facilities.

ZU commenced all classes online on Monday, August 24, and is set to switch the courses that require physical presence to face-to-face classes starting on September 6. ZU is prioritising the health and safety of its community members, especially students, and is working relentlessly to ensure that all necessary precautionary measures to protect them from the risk of Covid-19 are in place, in line with the standards mandated by the regulatory authorities in the UAE.



RAK WASTEWATER'S TRANSFORMATION THROUGH INFOR'S ASSET MANAGEMENT

As the public utility charged with collecting and treating wastewater produced by the Emirate of Ras Al Khaimah in the UAE, RAK Wastewater Agency has its work cut out. Water management, collection and treatment is a complex and intensive task, which uses heavy infrastructure and assets, all of which need to be maintained efficiently and effectively to ensure optimal performance. In a country with limited rainfall and high demand for water, RAK Wastewater is always under pressure to treat as much wastewater as possible in the interests of sustainability.

One of the key challenges that RAK Wastewater faced was managing and keeping track of the maintenance of its assets, and particularly in ensuring quality of maintenance was high across all of its operations, including assets such as pumps, motors and pipes.

Furthermore, with so many assets to keep track of, it was difficult for the Operations and Maintenance Department to have clear oversight of exactly where it should direct its maintenance resources.

Water management is a complex and intensive task, which uses heavy infrastructure and assets

EMIRATES WATER AND ELECTRICITY ANNOUNCES PARTNERS FOR WORLD'S LARGEST SOLAR PROJECT

The Emirates Water and Electricity Company, EWEC, has announced the award for the world's largest solar power plant. The project was awarded to a consortium led by Abu Dhabi National Energy Company, TAQA, and Masdar, with partners EDF and JinkoPower, for the development of the 2 GW Al Dhafra Solar Photovoltaic Independent Power Producer project, which will be located approximately 35 kilometres from Abu Dhabi city. The project's power purchase agreement and shareholders' agreement were signed with EWEC.

The rigorous procurement process resulted in one of the most cost-competitive tariffs for solar PV energy, set at AED 4.97 fils per kWh, or \$1.35 cents per kWh, on a levelised cost of electricity basis. Upon full commercial operation, the plant is expected to reduce Abu Dhabi's CO₂ emissions by more than 2.4 million metric tonnes per year, equivalent to removing approximately 470,000 cars from the road.

The Al Dhafra Solar PV project is expected to provide approximately 160,000 households across the UAE with electricity. It will be larger than TAQA's existing 1.2 GW Noor Abu Dhabi solar plant, which is currently the world's largest operational single-project solar PV plant. Through this project, 60% will be owned by a consortium comprising TAQA and Masdar, while the remaining 40% will be owned by EDF and JinkoPower.

The Al Dhafra Solar PV project is expected to provide approximately 160,000 households across the UAE with electricity



DIGITAL DIAGNOSTICS ACQUIRES 3DERM. BECOMES LARGEST IN AI HEALTHCARE

The UAE has been dubbed a key emerging market for autonomous AI healthcare solutions by Digital Diagnostics, a global healthcare autonomous artificial intelligence company formerly known as IDx, which has acquired 3Derm Systems of Boston, USA. The acquisition makes Digital Diagnostics the sole holder of autonomous AI healthcare software tools that are De Novo authorised by the US Food and Drug Administration.

Amid global healthcare access and inequity challenges exacerbated by the Covid-19 pandemic, members of at-risk populations, including specific demographics across the UAE and wider Arabian Gulf, are delaying important specialist care. Digital Diagnostics' acquisition is an important milestone in efforts to improve the quality, affordability, and accessibility of healthcare through autonomous AI, and helping to reduce suffering through earlier diagnoses.

In autonomous AI, it is the computer, not the clinician, making the medical decisions, enabling patients to obtain diagnoses for serious conditions when and where they receive frontline medical care. The ability to receive an instantaneous diagnosis from frontline care providers has been shown to lead to better outcomes for patients, especially those from underserved populations. The acquisition makes Digital Diagnostics the global category leader in healthcare autonomous AI.



LULU PARTNERS WITH PAYBY FOR QR BASED CONTACTLESS PAYMENT AT 60+ STORES

Fintech start-up PayBy is partnering with Middle East's retail conglomerate, the LuLu Group, as it embarks on an ambitious digitalisation programme. Following a successful pilot project in Abu Dhabi, PayBy's contactless payment solutions are now operational across more than 60 LuLu hypermarkets and stores in the UAE.

To prevent the spread of coronavirus through currency or cards, the UAE Central Bank in March urged the use of contactless payment methods. In response to growing consumer demand, PayBy's QR Code-based contactless solutions are supporting UAE retail businesses as they transition to recovery in the wake of Covid-19.

When shopping in LuLu stores and hypermarkets, customers simply present the QR code in the PayBy app, let the cashier scan it and wait for the payment confirmation. After entering their PIN, TouchID or Face ID on their device, they can check the payment confirmation, the quick, contactless transaction is thus completed.

FOOD MANUFACTURER BRF CUTS 45% ENERGY ON 12,000 PCS

BRF, a global food companies, has installed a new energy management solution from the Microsoft System Centre on around 12,000 computers across the company, consequently reducing energy consumption by its computers by 45%. This technology monitors when the equipment is idle and automatically reduces energy consumption. In terms of numbers, the reduction comes to 1.6 million kwph, resulting in savings of nearly R\$720,000 a year. For comparison, this amount of energy is sufficient to supply around 850 households for a year.

The new technology can manage the entire datacentre, also diagnosing and solving problems. Besides managing the integrated IT services, the system also automates tasks and speeds up processes. To make the reduction in power consumption possible, BRF upgraded the machines to Windows 10 due to its better compatibility with the System Centre, a tool already used by the company for some time.

The operating system was also important for installing the new device, as it has facilities to automate energy consumption practices. The process was split into stages so that the computers could be upgraded with the least possible impact.

Besides managing the integrated IT services, the system also automates tasks and speeds up processes



Investors are benefiting from the weak performance of the US dollar over the past four months

DEVMARK SEES SURGE IN EUROPEAN INVESTMENT AS DOLLAR WEAKENS

Devmark, a UAE-based real-estate consultancy and advisory firm, has witnessed a renewed surge in Dubai property sales, particularly from overseas investors, who are benefiting from the weak performance of the US dollar over the past four months. As a safe-haven currency, the dollar experienced upward pressure at the beginning of the pandemic. Now that the shock and immediate uncertainty of the crisis have subsided to a degree, there have been positive flows to other currencies such as the Swiss franc, sterling and the euro, with negative outflows from the dollar.

Sean McCauley, CEO, Devmark, noted that since mid-March, investors from Switzerland, the UK, Germany, and Italy have been able to take advantage of gains made by the Swiss franc, sterling and the euro, as the US dollar weakened over the past four months. Subsequently, development projects in Dubai have, in effect, become 14.8% and 11.2% cheaper depending on whether you are buying in euros or sterling. UK investors, for example, buying in pounds could now save over AED 185,000 when buying a one-bedroom luxury apartment, at the Address Jumeirah Resort, once compared with the exchange rates at the beginning of March.

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.

CASES IN DIFC COURTS GROW 96% IN H1 2020

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.

FLYDUBAI USING 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.

Any seat cover that has reached its maximum number of cleaning cycles is taken out of service

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.

As a Dubai 10X enabler, Digital DEWA ensures a leading role in the adoption of digital technologies



CIENA REBUILDS THE EUROPE INDIA GATEWAY SUBMARINE CABLE SYSTEM FOR 5G

The Europe India Gateway submarine cable system is one of the primary data connections between India and Europe, the Middle East and Africa. The Europe India Gateway cable system is a 15,000km international fiber optic submarine system that links the United Kingdom with Gibraltar, Portugal, Monaco, France, Libya, Egypt, Saudi Arabia, Djibouti, Oman, United Arab Emirates and India. Europe India Gateway came into service in 2011.

The Europe India Gateway submarine cable system has been upgraded to accelerate and strengthen connectivity between businesses in the UK, Europe, the Middle East and India. The cable has been upgraded with Ciena's GeoMesh solution, powered by WaveLogic Aicoherent optics, which offers Europe India Gateway new levels of flexibility, the lowest cost per transported bit, and the ability to meet unpredictable traffic demands.

The upgrade adds 24.3 TBPS of information carrying capacity to the Europe India Gateway cable, with a spectral efficiency increase of 52%, in comparison to previous technology which eases data traffic congestion and supports growing bandwidth requirements.

The upgrade allows Europe India Gateway to use flexible, express wavelengths, also known as optical bypass, to reduce operational costs as well as space and power requirements through improving reliability.



YELLOW DOOR ENERGY INSTALLS 11,000+ SOLAR PANELS AT CARPORT

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.

JAPAN'S NIKKEN SEKKEI COMPLETES LIFTING OF SKY BRIDGE

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, an ultra-luxury hotel and serviced apartments, and premium office spaces, a retail podium, and a panoramic sky concourse. The Link, which will float 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.

The Link, which will float 100 metres above the ground, is a panoramic sky concourse



The facade is illuminated by 14 thousand meters of lighting calligraphy

FACADE OF THE MUSEUM OF THE FUTURE COMPRISES OF 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 facade of the museum consists of 1,024 pieces entirely manufactured by robots. The facade panels are produced using automated robotic arms. Each plate consists of four layers, and each layer has been created after following 16 process steps. The installation period of the external facade lasted for more than 18 months, and each of the panels installed separately. The facade area is 17,600 square meters. The facade, which extends over more than 17 thousand square meters, is illuminated by 14 thousand meters of lighting calligraphy. The writings are inspiring quotes of HH Sheikh Mohammed Bin Rashid Al Maktoum, the Vice-President and Prime Minister of the UAE and Ruler of Dubai in Arabic calligraphy.

JPIN VCATS. GLOBAL CIO FORUM TO FOCUS ON INDIAN-UK STARTUPS

JPIN Venture Catalysts Ltd, JPIN VCATS, the UK extension of Venture Catalysts, rated by Crunchbase as seventh most active angel and seed investor globally in 2019, has tied up with Global CIO Forum, to invite and accept CIOs and CXOs, to become part of its global investment community. JPIN VCATS is looking at building an active global community to support its strategic investment into top of the class early startups across India & the UK.

Global CIO Forum offers an active participating community of 1,500+ global CIOs and CXOs across Africa, India, Asia Pacific, Europe, Americas and Middle East, as potential investors and mentors into JPIN VCATS.

Global CIO Forum is the organiser of the Global CIO 200 roadshow, the largest global virtual event for CIOs and IT decision makers with a net audience base of 10,000+. Global CIO Forum is also the supporting partner for technology publications, Business Transformation, Enterprise Channels, The Titans, Cyber Sentinels, with a combined monthly viewership of 500,000+.

UAE'S NY KOEN BIDS FOR ISRAEL'S THIRD-LARGEST AIRLINE

UAE-based NY Koen Group have announced that they will be making a bid to purchase Israir, Israel's third-largest airline, at the upcoming auction. NY Koen Group is excited about the potential purchase of Israir and the opportunities this presents. Aero Private Jet, a subsidiary of NY Koen Group, has a great deal of experience in the field of business aviation and sees the purchase of Israir as a chance to expand their services.

Israir Airlines is the biggest tour operator and third biggest airline in Israel. The company specialises in curating packages in the Mediterranean and Europe for middle class Israelis, both individuals and groups. Israir is a one stop shop for all flights, hotel bookings, transfers and other ground services.

The airline offers highly competitive rates and places a great emphasis on offering a peerless customer service. Israir operates scheduled and chartered flights to various popular destinations across Europe – and flies over a million passengers per year on both international and domestic flights. The company has built a great reputation for itself over the years, and NY Koen Group looks forward to inheriting the Israir brand and legacy that comes with it.



DASSAULT SYSTÈMES, ADEN GROUP LAUNCH HOSPITAL DIGITAL TWIN SOLUTION

Dassault Systèmes and Aden Group have introduced a turnkey, ready-to-use infectious disease hospital solution, Akila Care. This solution can be quickly deployed and easily maintained in Arab countries severely impacted by Covid-19 and urgently in need of high quality medical facilities. This new initiative comes in light of the successful world premiere of the hospital experience set up in a few days in Wuhan, China as well as in other countries. The two companies have worked together to develop new hospital engineering, construction and operations processes by leveraging Dassault Systèmes' 3DEXPERIENCE platform and Aden Group's Akila Care smart and connected hospital concept.

The solution relies on a virtual collaborative environment for the design, simulation and development of hospitals that can be built and made operational within 150 days and remain operational for many years, as well as for optimising their operations and maintenance throughout their entire lifecycle. As part of the collaboration, the two companies have assembled a consortium of companies specialised in medical equipment, engineering and construction to offer the solution to countries needing it most. The hospital solution provides a virtual collaborative environment in which employees and suppliers are invited to use a virtual twin of a hospital to optimise space planning.

The solution can be built and made operational within 150 days

ORACLE LAUNCHES FIRST OF TWO CLOUD REGIONS IN UAE

Oracle has announced availability of the first of two planned second-generation cloud regions in UAE. The addition of the Dubai Cloud region marks the availability of 26 Oracle Cloud Regions worldwide. The opening is part of Oracle's plan to have 36 Cloud regions by July 2021. Located in Dubai, the new Cloud region will offer all Oracle Cloud services, including Oracle Autonomous Database and Oracle Cloud Applications.

Oracle opened eight Cloud Regions in 2020 and currently operates 26 regions globally – 20 commercial and six government and multiple dedicated regions for US intelligence services – the fastest expansion by any major cloud provider. To help customers build true business continuity and disaster protection while meeting in-country data residence requirements, Oracle plans to establish at least two regions in almost every country where it operates.

The US, Canada, EU, South Korea, Japan, India and Australia already have two cloud Regions. Upcoming Cloud Regions include second regions in the UK, Brazil, UAE, Saudi Arabia; additional EU regions in Italy, Sweden, and France; as well as new regions in Chile, Singapore, South Africa, and Israel.

Oracle has a dual region strategy that enables customers to deploy resilient applications in multiple geographies for disaster recovery and compliance requirements – without having sensitive data leave the country.

Oracle opened eight Cloud Regions in 2020 and currently operates 26 regions globally



STRATA DEPLOYS 4IR TECHNOLOGIES, DIVERSIFIES PORTFOLIO

Strata Manufacturing has leveraged Fourth Industrial Revolution, 4IR, technology to strengthen core manufacturing capabilities, diversify product portfolio and pivot into new areas of manufacturing. Speaking at this year's Global Aerospace Summit, Ismail Ali Abdulla, CEO of Strata, highlighted how the Al Ain-based company is embracing digital transformation through investments in R&D and cutting-edge technologies, and building knowledge and expertise in collaboration with local universities, technology partners and OEM customers.

As a result, Strata has successfully adopted and deployed smart and additive manufacturing technologies, including robotic and automated assembly of aircraft structures, advanced thermography inspection techniques, and optimised processing and machining of composite parts.

According to Abdulla, the technology investment has not come at a human cost, with Strata's implementation and adoption of 4IR solutions simultaneously boosting employee productivity and optimising manufacturing operations. Throughout its first decade of operations, Strata has enhanced its homegrown capabilities in manufacturing composite aero-structures components to become an increasingly competitive player in the global aerospace industry and supply chain.



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.

EMIRATES GLOBAL ALUMINIUM MAKES EMPLOYEE TRAINING VIRTUAL

Emirates Global Aluminium, EGA, has successfully shifted employee learning online to support talent development during Covid-19, with over 40,000 uses of a specially-developed virtual learning platform since February. At the start of Covid-19, EGA moved workshops and learning circles entirely online in just five weeks, launching a new virtual learning platform called My Learning.

EGA also trained its instructors and facilitators to deliver courses online rather than face-to-face. My Learning provides access to EGA's entire range of courses and modules, covering core skills related to safety and compliance, management and leadership skills, and technical training amongst many other development areas.

EGA also developed new training content to empower its employees with core skills required during the pandemic including Covid-19 prevention, leading virtually, virtual accountability, emotional resilience, and fostering positive mind-sets.

EGA employees have virtual access to over 2,500 certified courses from the Top 190 international universities



L3Harris C4I systems offer a cutting-edge, continuous common operating picture for situational awareness

BAHRAIN DEFENCE FORCES SELECTS L3HARRIS C4I FOR BATTLEFIELD MANAGEMENT

Bahrain Defence Forces has selected L3Harris Technologies to provide a C4I system as part of the country's effort to implement enhanced battlefield management and integrate ISR solutions across its ground, air and naval forces. The L3Harris C4I system will provide the Bahrain Defence Forces with initial operational capabilities and will integrate its Falcon III radios, delivering network-centric communications for superior command and control. The Falcon III family of radios have been proven in the field and trusted by more than 700,000 warfighters worldwide.

L3Harris C4I systems offer military customers a cutting-edge, continuous common operating picture for situational awareness, fast reaction and battlefield management. Through a combination of sophisticated technology and high-value systems integration services, users can effectively track hostile and blue forces, develop and execute tactical operations and integrate personnel, intelligence, local weather, planning and other data into battlefield operations.

INTERNATIONAL FREE ZONE COMPANIES CAN NOW OPERATE FROM DSO

Dubai Silicon Oasis Authority, DSOA, the regulatory body for Dubai Silicon Oasis, the integrated free zone technology park, has signed an agreement with International Free Zone Authority, IFZA. Under this agreement, new and existing IFZA companies can work from DSO, boosting the flexibility of doing business in the UAE. This agreement provides entrepreneurs and startups with opportunities to expand their businesses and cooperate with hundreds of technological companies, experts and startups based in Dubai Digital Park, Dubai Technology Entrepreneur Campus, and DSOA headquarters.

Dr Mohammed Al Zarooni, Vice Chairman and CEO of DSOA, and Martin Pedersen, Chairman of IFZA signed the agreement in the presence of senior representatives from both parties. As an integrated free zone technology park, Dubai Silicon Oasis serves as an open platform for conducting businesses and forging strategic partnerships with leading technological and advanced companies based in DSO.

The agreement between the Dubai Silicon Oasis Authority and International Free Zone Authority, is a gateway for companies from different industries registered with IFZA to work from DSO and benefit from the advanced infrastructure, modern facilities, and the countless opportunities it provides to the business sectors locally, regionally and globally.

SAUDI ARABIA, BAHRAIN NON-OIL TRADE JUMPS 43% TO \$688M YOY

Non-oil trade between Saudi Arabia and Bahrain increased 43% to \$688.4 million during the third quarter of 2020 compared to \$481 million during Q3 of 2019. The surge in trade between both countries comes following the ease of restrictions on cargo transit over the King Fahd Causeway back in August. Bi-lateral commerce between the two nations surged 12% past the \$2 billion mark during the first three quarters of 2020 to record a substantial year-on-year increase from the 2019 figure of \$1.93 billion.

Saudi Arabia is one of Bahrain's key trading partners, with majority of imports and exports flowing via the King Fahd Causeway, a 25 kilometre bridge connecting both kingdoms by road.

It was also recently announced that Bahrain Customs has installed high-tech artificial intelligence scanners at the King Fahd Causeway, automating data collection and allowing shipment inspections to take place before reaching the border. With the lowest manufacturing costs in the region, Bahrain is fast becoming the manufacturing and logistics hub of choice for many global manufacturers including Arla, Reckitt Benckiser, Mondelez and Olayan Kimberley-Clark.



RIYADH AIRPORTS COMPANY REPORTS GENERAL AIR FREIGHT REACHED 60M KG IN Q3 2020

Riyadh Airports Company, RAC, has reported that the Cargo Village has significantly contributed to increasing the efficiency of air cargo traffic in Saudi Arabia. Located at King Khalid International Airport, KKIA, across an area of 275,000 m2, the facility has also contributed to developing the freight industry in general, since its establishment in January 2020. Reports demonstrate that the total number of air cargo flights had reached 2,673 by the end of September 2020.

Furthermore, the Cargo Village at Riyadh Airport stands as the largest in terms of air cargo transport in Saudi Arabia, with the number of destinations exceeding 50 globally. Reports have illustrated that the total weight of express air cargo shipments amounted to 521,103 kg, the total weight of the number of shipments received weighed in at 300,087 kg, and the total weight of express cargo reached 821,190 Kg by the end of September 2020.

The total weight of the shipped general cargo amounted to 13,905,913 kg, while the total weight of the general cargo received reached 46,202,845 kg. As such, the weight of the general cargo totalled 60,108,758 kg by the end of Q3 2020. RAC highlighted that it is working closely with all stakeholders, with the support of the General Authority of Civil Aviation, to develop the capabilities of the Cargo Village.

The total number of air cargo flights had reached 2,673 by the end of September 2020



Modernizes your approach to secure access

RSA SecurID Suite enables organizations of all sizes to mitigate identity risk and maintain compliance without impeding user productivity. It ensures users have appropriate access and confirms they are who they say they are with a modern, convenient user experience. In addition, RSA SecurID Suite provides unified visibility and control across organizations' many islands of identity.

For more info, contact your authorized distributor,
Mindware FZ LLC at rsa@mindware.net | www.mindware.net | www.rsa.com

HANDS-ON GUIDE

REBUILDING THE INNER VALUE SYSTEM INSIDE THE ORGANISATION

The pandemic has created stress and upheaval inside organizations, which C-level executives now need to address. A hands-on guide by Ektaa Sibal.



HANDS-ON GUIDE



Whenever there have been great disruptions and changes, it is most evident to note that it has yielded great opportunities. While we are living in unprecedented times and swimming in uncharted waters, it is time that we look at re-building, re- focusing and re-stabilising our lives both personally and professionally not only to go through the current times but to proactively prepare for the post-pandemic world.

As a leader, it is vital to have a provident approach rather than a wait and see attitude. This is the period to reassess practices and operations while leading the business into the post-pandemic era in an efficient and robust manner by taking a range of measures.

Looking at the brighter side, business leaders have an opportunity to take control of the upheaval and create prospects to grow and fortify the business and the relationships.

As a result of the pandemic, many organisations have recognised that working remotely has its own benefits, thus some of the global workforce may never return to the office. According to the PwC US Pulse Survey, 54%

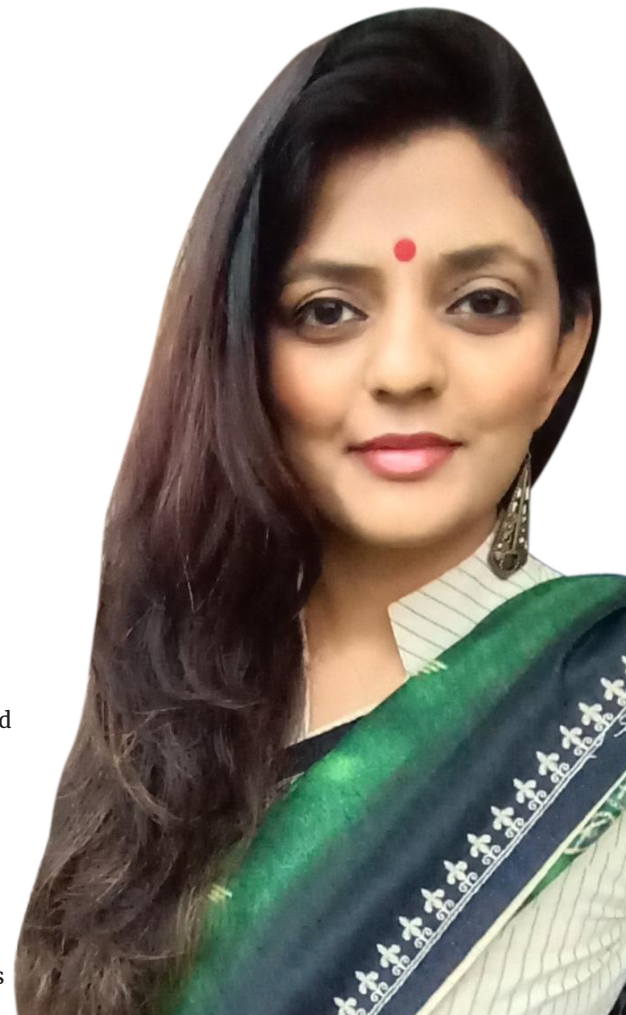
of CFOs pointed out that their companies plan to make remote work a permanent option, which means that managers may soon have to figure out the best way to manage teams that are partially remote.

Let us look at some of the ways by which leaders and C-level executives of today can ensure creating a workforce, which not only manages the current disruption but is prepared for any kind of instability in the future.

#1 WELL-BEING IS A PRIORITY

Wellness has been a growing concern for many organisations even before the pandemic hit us. However, it is become even more crucial now and will remain so, as people across the world are grappling with anxiety, trauma and burnout.

The Deloitte 2020 Global Human Capital Trends report found wellbeing was the top-rated trend for importance, with 80% of respondents saying that wellbeing is important for their organisation's success. This brings home the fact that creating a wellness culture is extremely vital to lead the organisation and its people to the post pandemic era in a proficient and robust manner.



EKTAA 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.

HANDS-ON GUIDE



Deloitte
2020 Global
Human
Capital
Trends
found
wellbeing
was the
top-trend in
importance

Building a wellness culture is all about creating a way of life by providing the workforce with the right prospects of bringing wellness in their lives and thus ensuring a healthy, productive and effective workforce. Business leaders and C-level executives should begin the process of building a wellness culture by encouraging the workforce to participate in virtual meditation sessions, healthy eating classes, yoga sessions, mental health topics, and online counselling.

#2 FOSTER TEAM BELONGINGNESS

Along with imbibing wellness culture in the organisation, building a culture of team harmony and fostering a sense of connection is even more vital with remote working taking precedence over the traditional way of working in office.

As a leader, it is important to set the pace with clarity and direction for the workforce.

Following are some of the actions that can help in nurturing the teams and create a sense of connection and belongingness.

SHOWING INTENSITY AND FAIRNESS

Creating strong channels of communication and being open to feedback from all levels will show signs of fairness and the intensity to build a connected culture while working virtually.

BEING OPEN TO INNOVATION

What worked earlier may not work anymore, whether it is with technology or with people; so, leaders should be receptive towards transformation at all levels.

CELEBRATING VICTORIES

We humans always desire to be successful; a sense of progress is what keeps us going, so rejoicing small successes can help in achieving it. Even in the most unpredictable times, creating a culture of celebrating performance is vital.

CONNECTEDNESS

It is essential to keep in mind that the leader's job is to ensure consistency in all the measures or steps that they to create the sense of connectedness as that will ensure in enhancing the performance.

#3 MANAGE FUTURE LEADERSHIP CHALLENGES

While everything has been thrown out of balance, it is essential for the leaders and C level Executives to foresee what the future holds for them, their organisation and their workforce.

Following are some of the strategies that Leaders can be aware of to keep themselves aligned in the direction of managing the challenges of the future-

SELF-AWARE

As leaders, the skill to lead and being self-aware of your own emotions, thoughts and mindset is very crucial. To be aware of how you act, how you talk, how you set the tone – all of it creates an impact on the culture of the organisation

MINDSET BUILDING

Leaders of the future should aim at building a mindset amongst the workforce that embraces change, promotes strengthening of self and within the team and encourages social wellbeing.

CREATE AGILITY

Researchers have long known that the best way to enhance or develop competencies is to put people in real life situation or crisis and learn from it on how they navigate through a crisis. The current situation has created an opportunity for all of us to become mentally agile – where we grasped the most complex issue and transformed our personal and professional lives.

RESULTS AGILE

Where we were able to deliver results against one of the toughest challenges. These learnings can become opportunities that would set the pace for the post pandemic world and leaders can leverage on the experiences to develop competencies of their workforce.

#4 CULTURE OF RESILIENCE, BUILD ON ADVERSITY QUOTIENT

C-level executives and the leaders are in a time capsule where the need to prepare their team to be equipped, empowered and prepared in the most proactive manner is extremely vital for the post-pandemic world. Mental health is what matters most at this time and in the times to come.

To be ready for any adversity, it calls for us to create inner strength in each member of the team so that we can build resilience not just to cope up with the current situation but be ready for whatever comes in front of us.

Leaders must focus on



building wellness culture in the organisation by incorporating regular talks on mental wellbeing, mind strengthening, activities that incorporate Meditation as a practice and much more. Such actions will accentuate the adversity quotient of individuals and enhance the spiritual quotient of leaders which will build resilience.

To conclude, in order to establish a pandemic-ready business continuity model, C-level executives need to focus on two key building blocks: the technology core and the organisational culture, with the former complementing the latter. A pragmatic and a proactive outlook of leadership through transformative times will be especially relevant. ■

KEY TAKEAWAYS

- Business leaders have an opportunity to control the upheaval
- What worked earlier may not work anymore
- Building a wellness culture is all about creating a way of life
- We humans desire to be successful and sense of progress is what keeps us going
- Mental health is what matters most at this time and in times to come
- To be ready for any adversity calls for us to create inner strength

CONSUMERS ARE SHOPPING MORE ONLINE THAN BEFORE



73% of UAE consumers
say they are shopping more online since the
onset of the COVID-19 pandemic

54%

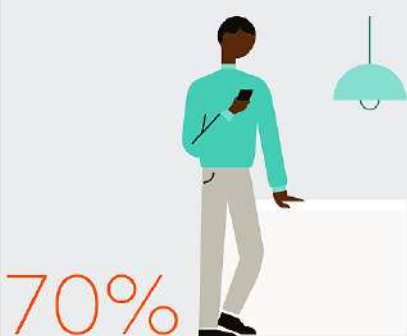
of consumers are spending more
money on virtual experiences



Mastercard Online survey of 1,000 respondents each from South Africa, Nigeria, Kenya, UAE, Saudi Arabia, Egypt; 500 respondents from Ghana, Cote D'Ivoire and Tanzania.

CONSUMERS ARE SHOPPING MORE ONLINE THAN BEFORE

LEARNING NEW ONLINE SKILLS



70%
are starting to bank online



67%
are learning how to cook
through online tutorials



26%
are learning how to dance
online

THE MOST POPULAR ONLINE PRODUCTS



73%
of consumers purchased
more groceries



66%
of consumers purchased
more clothing



60%
of consumers purchased more
health products

CONSUMERS DISCOVERED NEW SELLERS



72%
Facebook



56%
Instagram

Mastercard Online survey of 1,000 respondents each from South Africa, Nigeria, Kenya, UAE, Saudi Arabia, Egypt; 500 respondents from Ghana, Cote D'Ivoire and Tanzania.

GCF UNITE 2020

Virtual Summit

"A New Normal of Technology,
Business & Networking Events"



90 DAYS MILESTONES

62+
SESSIONS

6000+
C-SUITE ATTENDEES FROM
32 COUNTRIES

100+
INTERNATIONAL AND
TOP INDUSTRY LEADERS.

PARTICIPATION
OF OVER
31+
COUNTRIES



89%
ENGAGED AUDIENCE

OVER
55
SATISFIED PARTNERS
AND SPONSORS

TECH LEADERS | CIOs | IT DIRECTORS | INNOVATORS | EDUCATORS
VENDORS | ACADEMICIANS AND INVESTORS

BROUGHT TO YOU BY

BUSINESS
TRANSFORMATION

Enterprise
CHANNELS MEA

CYBER SENTINELS

THE TITANS

ORGANIZED BY

GEC
MEDIA
GROUP

GLOBAL
CIO
FORUM

FOLLOW US:



Global CIO Forum



Global CIO Forum



www.globalcioforum.com/unitewebsummit/