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FEBRUARY 2022 | biznesstransform.com

TRANSFORMATION

THE CHANGE TO FUTURISTIC BUSINESS



RAPTEE ENERGY

BUILDING SUSTAINABLE INTELLIGENT ELECTRIC MOTORCYCLES

Raptee is building electric motorcycles with cloud connectivity, AI and ML data loops, electric power train, vehicle control unit.



DINESH ARJUN
CEO and Co-Founder
Raptee Motors

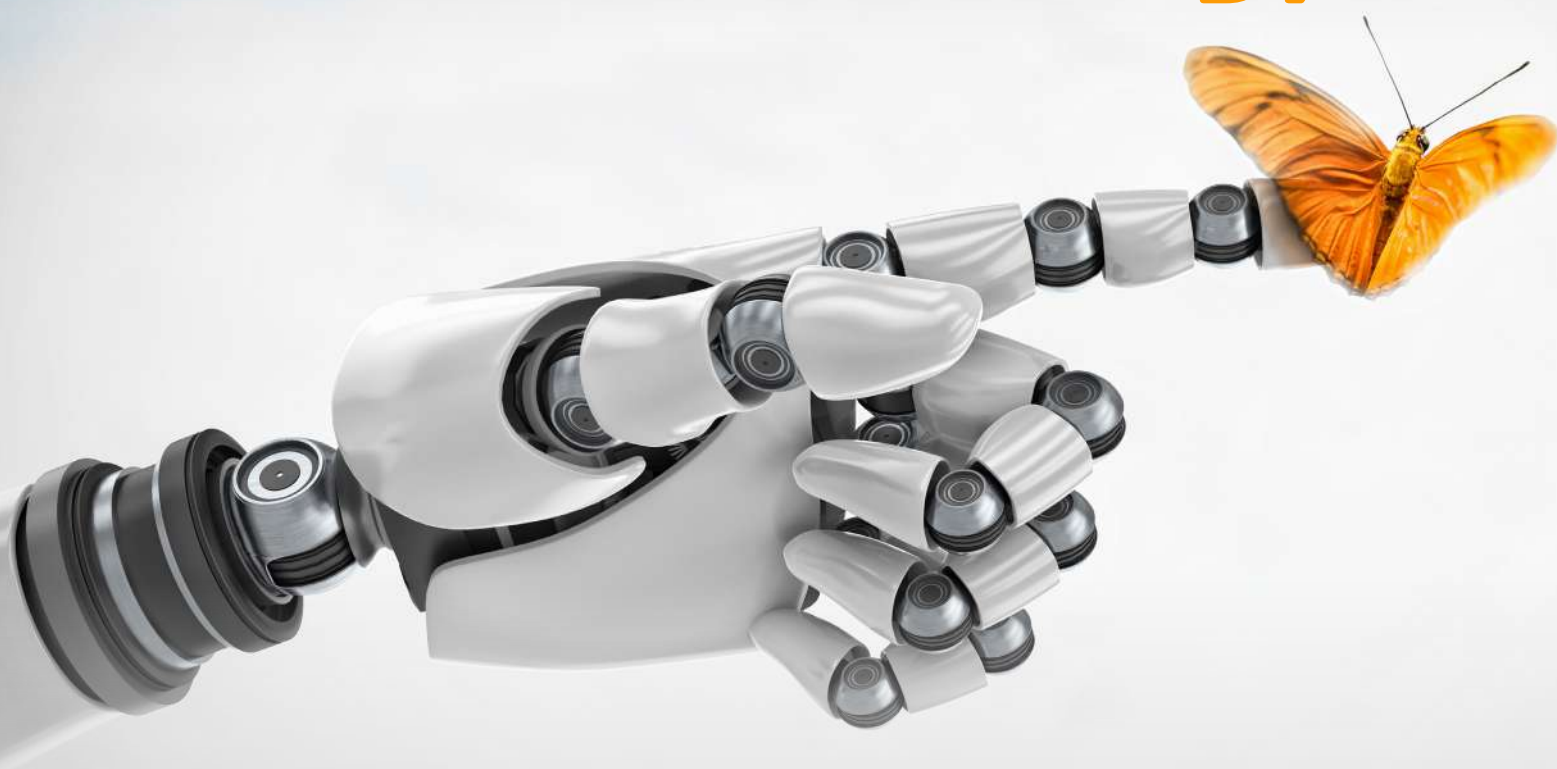


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March 17, 2022

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E-MOTORCYCLES NOT HEARD OFF, BUT COMING SOON

We are seeing sustainability efforts to switch to electricity surge inside the automobile industry, with almost all major OEMs advancing on this journey. But not so much in the switch from internal combustion engine to electric motorcycles.

According to Raptee Energy's Dinesh Arjun, India sold 21 million two-wheeler vehicles in 2018-2019 and over 65% of these were motorcycles. Yet there is not a single motorcycle in the market that can replace the internal combustion engine counterpart. However, in the future, it is widely expected that more than 80% of all two wheelers sold globally by 2030 will be electric.

Raptee is building the first ever high voltage-based, software driven electric motorcycle that operates on a patented 240V drivetrain, in contrast to the 48V systems that are prevalent in the current EV industry.

One of the biggest barriers for adoption of electric motorcycles around the world is the charging infrastructure. Raptee motorcycles use the Combined Charging System CCS2 standard for charging, which is the most widely used standard of charging globally.

This makes us the first and only electric motorcycle to be able to leverage existing public charging infrastructure that is already in place for other electric four-wheelers, points out Arjun.

Read all about Raptee Energy's proprietary hardware and software application stack, that manages the vehicles drive characteristics, in the pages ahead.

Moving on, we look at how Abu Dhabi based ASPIRE is driving innovation in the unmanned maritime vehicle space and convergence with other technologies, under the challenges of GPS and GNSS denied coverage.

The MBZIRC Maritime Grand Challenge asks a group of robots to work in a collaborative manner in a search and rescue operation, with minimal intervention. Without maritime security, the open seas would look more like the Wild West, says Dr Arthur Morrish, Chief Executive Officer, ASPIRE.

The MBZIRC Maritime Grand Challenge is focused on search and identify in the civilian arena. The Challenge requires unmanned aerial and surface vehicles, to perform complex navigation tasks. The solutions developed will be used for autonomous identification and low-level interception.

The Challenge will test readiness of technologies still in the research phase within a real-world situation, such as autonomy, advanced robotics systems, Global Navigation Satellite System-denied, edge processing as they come together.

Robotics-based industries will play a key role in the future knowledge-based economy of the UAE. This is a very complex challenge and solutions created will need to be sophisticated to complete it. Whilst individual tasks have been done in the lab, the way we are bringing it together is a first. These solutions will not be built overnight, points out Morrish.

As we enter the second month of the year, the months ahead look packed with positive business.

Wishing you good returns and let technology be on your side.

Arun Shankar
arun@gecmmediagroup.com



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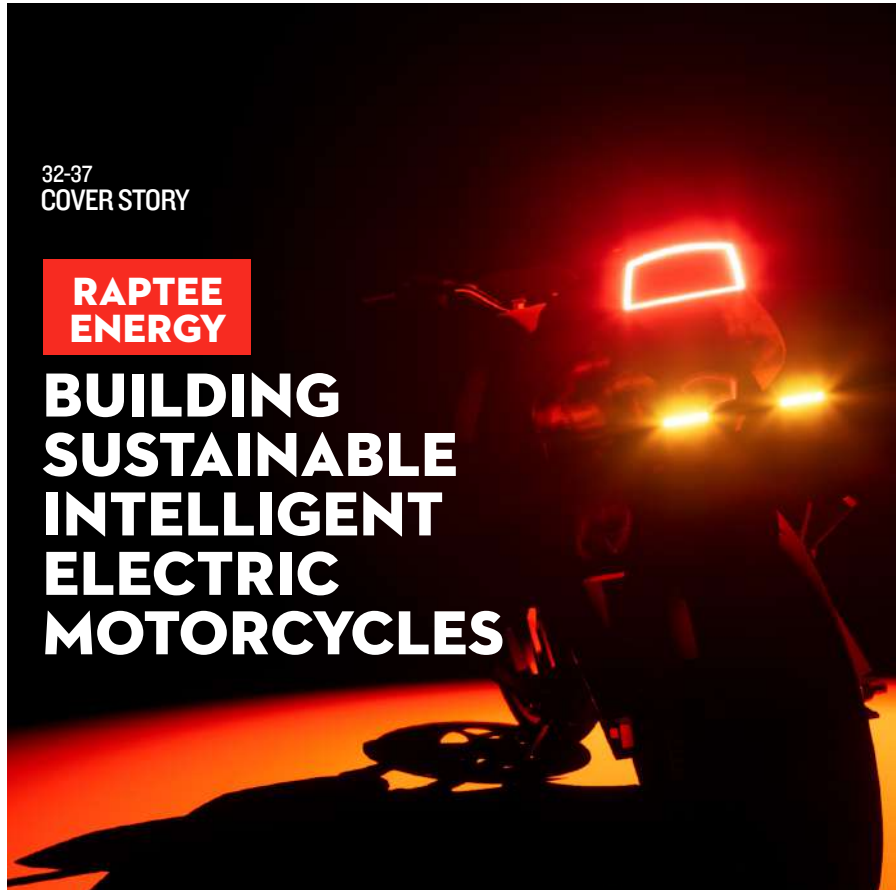
OPINION
Modern business challenges
require modern metrics



**TRANSFORMATION
CHAMPIONS**
Can robots collaborate for a
purpose without intervention



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Emerging value system for
emerging technology businesses



INDUSTRY COMMENTS
Finding the right problem to solve
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MOVING FROM SMART MACHINES TO SMART FACTORIES

As machines become smarter, manufacturing execution systems unite machines with connected workers, changing smart machines into a smart factory.

The last 18 months have been challenging for all global business, but the manufacturing sector in particular has found itself at the coalface of change. As the pandemic disrupted supply chains globally, plant owners were forced to respond to rapidly changing demand with newfound nimbleness, speed and agility.

With these lessons in hand, today's emerging business imperatives for the manufacturing industry include flexibility, supply chain resilience, increased productivity, and sustainability. The optimisation and integration of both business planning and manufacturing execution into a single digital system represents the next step gain for manufacturers for growth and profitability.

Put simply, those manufacturing systems that enable a demand-driven and dynamically optimised value chain will survive – and thrive – into the next decade and beyond.

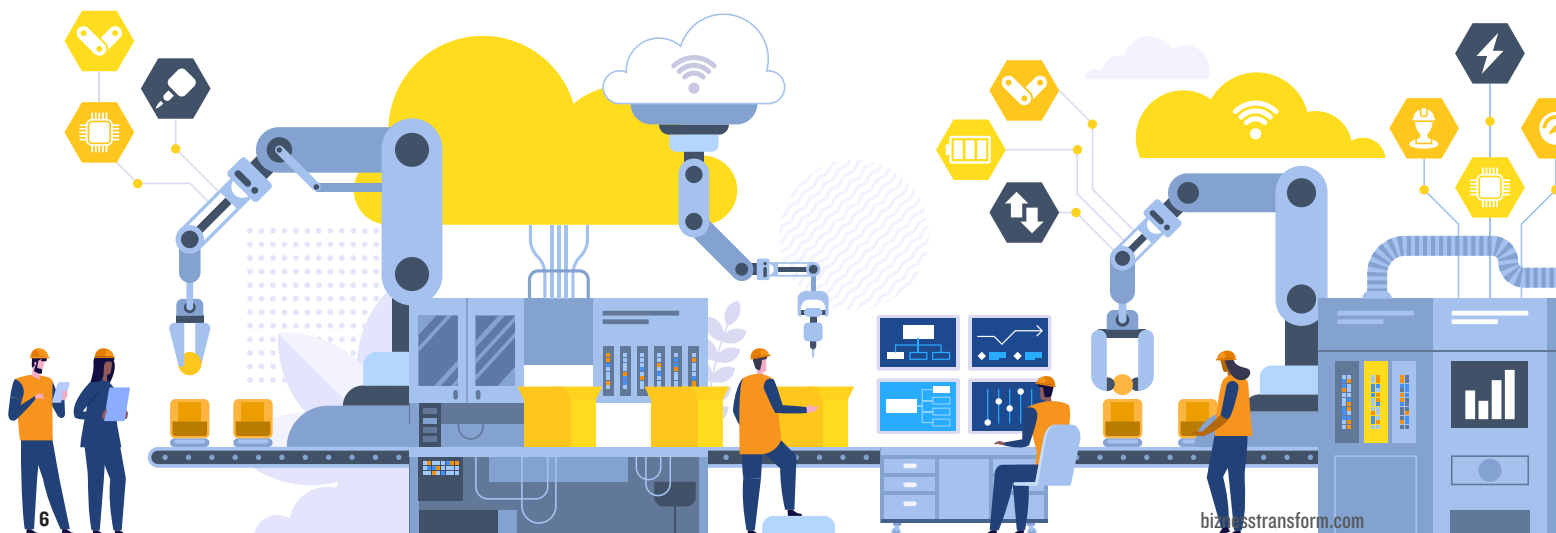
GROWING DEMANDS

In the coming years, plants and factories will face more stringent regulatory and compliance requirements, as well as growing public and governmental pressure to be sustainable and energy efficient.

Such demands also dovetail with global trends towards adopting new processes for circularity, carbon reduction and waste reduction. It is not enough for today's ageing systems to be fit for an Industry 4.0 age – they must be Industry 5.0-ready.

Amid this age of rapid digitalisation, many plants have embarked on transformational activities that align manufacturing systems to provide both operational and business improvements. Digital technologies are at the heart of these changes given their ability to drive exponential productivity and sustainability benefits across the value chain.

According to the World Economic Forum, the value of digital transformations in the Fourth Industrial Revolution is estimated at \$100 trillion in the next 10 years. The manufacturing sector, which has long been a driver of global prosperity and economic growth, is key to this transformation.





SREE HAMEED,
Consumer Products
Industry Strategist, AVEVA.

KEY TAKEAWAYS

- Those manufacturing systems that enable a demand-driven and dynamically optimised value chain will survive.
- Technological advances in big data and predictive analytics are enabling manufacturers to empower operators to make sense of operational data.
- Detailed production history offers payback opportunities by providing optimisation insights and facilitation of continuous improvement.

AUTOMATION AND BEYOND

Globally, manufacturing companies have generally kick-started digital transformation with plant and machine automation to minimise manual operations and maximise physical throughput. But more advanced technology, such as manufacturing execution systems goes above and beyond the reduction of manual processes to transform core application functionality and business performance.

Technological advances in big data and predictive analytics, business process management, mobile applications, and augmented reality are enabling manufacturers to empower operators to make sense of operational data.

Detailed production history data offers payback opportunities by providing optimisation insights and facilitation of continuous improvement. Visibility into operations and resource status enables better decision-making and collaboration between plant and enterprise functions.

What is more, newer platform and integration technologies such as cloud, IoT, IIoT, and smart and edge devices are driving down the cost of digital transformation in the manufacturing sector.

SMART FACTORIES

Concepts like the digital twin and the digital transformation of work are increasingly becoming the tools to improve operational efficiency and drive the needed business outcomes at manufacturers' plants.

MES continues to play a central role here. As machines become smarter, MES unites those machines with connected workers and other connected assets – changing this collection of smart machines into a smart factory.



The value of digital transformations in the Fourth Industrial Revolution is estimated at

\$100 trillion in the next 10 years.



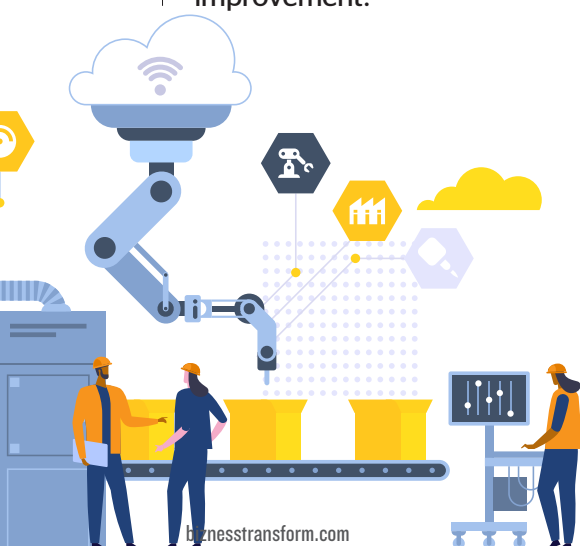
The ROI on MES investments can be profound and transformative – led by improvements to operational efficiency, quality and compliance.

Operational efficiency gains can be seen in increased asset performance and plant throughput, faster product changeover, and increased productivity.

Meanwhile quality and compliance improvements are delivered through product and process specifications, reduced waste and rework, detailed traceability, indications and management of recalls.

These types of manufacturing gains can be seen across the full gamut of global industries, from chemicals, pharmaceuticals and mining to agriculture and food and beverage.

The case for digitalisation within the manufacturing sector is clear. Driven by the unrelenting and growing need for agility and resilience, manufacturers will be able to empower their workforce through digital transformation and build the smart factories of the future, unlocking value benefits for all stakeholders along the way. ■



MODERN BUSINESS CHALLENGES REQUIRE MODERN METRICS

With the right information regional innovators can rise from the pandemic stronger than before, becoming more resilient when the next crisis comes along.

As the region continues its return to economic stability, the employee experience will play a larger part in corporate strategy. Mobile, virtual agents, live chat, and social media platforms will all need to be used to ensure that employees can connect with customers however and whenever customers want to connect. Chatbots will play an invaluable role in preserving human

ingenuity for the issues that require it, thereby enhancing both customer and employee experiences.

When workflows are digitised to this extent, it becomes easier to track every element of the experience. What were customers doing just prior to a sale? What did they do afterwards? How often are they using the product or service? Capturing this information can allow digital businesses to derive other metrics, such as the probability of subscription renewals.

Modern business challenges require modern metrics. With the right information at their fingertips, regional innovators can rise from the pandemic ashes stronger than ever. Not only will they be more resilient when the next crisis comes along, but they will thrive in the interim through digital operating models that connect people, data, and processes together in an experience ecosystem powered by real-time insights.

The experience economy was not created by invention. It emerged as a response to circumstances. A more demanding consumer base of digital natives; a





MARK ACKERMAN,
Area VP, Middle East and
Africa, ServiceNow.

KEY TAKEAWAYS

- All industries will see a change in standard metrics.
- Emirates Flight Catering created an online ecommerce portal to deliver its food to ground-based consumers.
- Success in the next phase of the digital journey will require greater business agility.

workforce comprised of those same consumers, who expect flexibility and empowerment; and a pandemic that dialled these factors up to unprecedented intensity. But make no mistake, regional businesses can meet these challenges by becoming more digital and allowing data to guide them to better experiences and more beneficial outcomes.

Across the region, the pandemic forced digital experiments and feasibility studies to be quick-marched into live service. Beyond the remote-work tools and other collaboration platforms used for business continuity, enterprises made lemonade out of COVID's lemons, taking the necessity of cloud migration and turning it into a series of positives. They streamlined operations, they reinvented business models, and they produced rich new digital experiences for customers and employees.

As the pandemic took hold, examples of hard-hit industries reinventing themselves permeated the region. Emirates Flight Catering, faced with an idle workforce and possible layoffs, created an online ecommerce portal to deliver its food to ground-based consumers' doors. The new brand, called FoodCraft, kept employees employed and allowed Emirates Flight Catering to wait out the economic storm.

Success in the next phase of the digital journey will require greater business agility. New digital operating models require new metrics that capture events such as renewals, customer-engagement outcomes, and adoption. Our ability to succeed will depend on three factors: understanding the customer, making life convenient for them, and making them feel like we understand them as an individual.

In the BFSI sector, institutions are in possession of vast stores of historical, personal, and



The experience economy was not created by invention

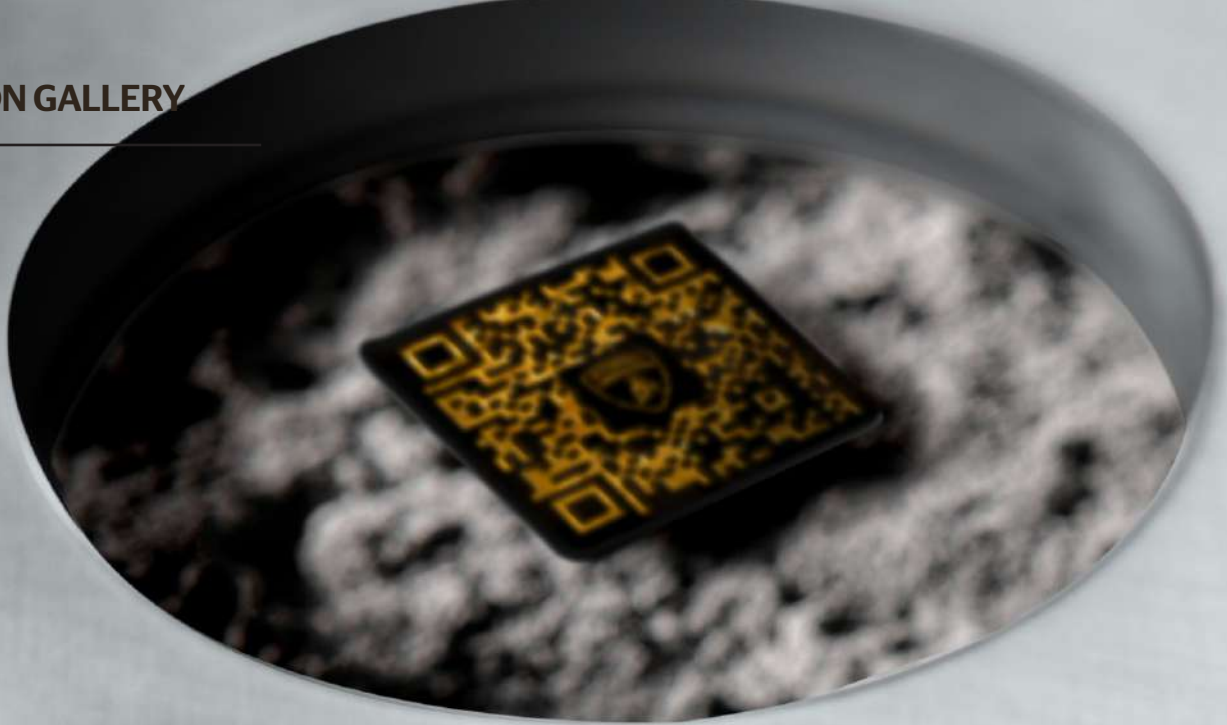


transactional information they can use to understand behaviour and predict the volumes and outcomes of future transactions. They have the scale to build service models that automate the mundane and free up employees to take care of more complex customer queries.

And they have the means to deliver these services through multiple channels — social, voice, app, and more. This means more convenience for customers. The information can also be used to personalise experiences, which will allow tellers and investment advisors to suggest other products that are relevant and useful. This further enhances the experience for the customer and builds brand loyalty.

All industries will see a change in standard metrics. Information about new customers, their engagements and their transactions should be unified across touchpoints and channels — instore, app, social, and the rest. A sale is revenue, no matter where it took place or how.

And to individualise the customer experience and keep it consistent, all non-sale engagements need to be captured, even and perhaps especially if they did not lead to a purchase. Monthly active users on apps, engagement scores from surveys, renewal rates, adoption rates, and gross and net retention rates — these are the lines on today's scorecards. ■



MATERIAL
3D PRINTED CARBON FIBER

WEIGHT
3.2 GRAMS

TESTED BY
EUROPEAN SPACE AGENCY

LOCATION
INTERNATIONAL SPACE STATION

IN OUTER SPACE
FEBRUARY 2014

SPACE STATION
2020 - AUGUST 2020
ARTIST
...
CREATED IN
2022
NUMBER AND EDITION
NUMBER 1 OF 5

LAMBORGHINI ANNOUNCES 5 SPACE KEY'S WITH NON- FUNGIBLE TOKENS

Automobili Lamborghini announced its first non-fungible token project. The Lamborghini Space Key has been revealed and will soon be auctioned. Limited to five units, is a piece of advanced carbon fibre composite that Lamborghini sent to the International Space Station in 2019. After the return from space, the carbon fibre composite is now part of this Space Key. Each of the five Space Keys is linked to an exclusive digital artwork by an artist. Lamborghini has entered into the non-fungible token world in partnership with NFT PRO. Non-fungible tokens are unique identifiers recorded on a distributed ledger like Blockchain and tied to a digital asset such as pictures.



RED BULL RACING SWITCHES TO POLY STUDIO X30, X50 VIDEO BARS

Poly is partnering with Formula One World Championship winning team Red Bull Racing, in a multi-year partnership as the team gears up for the 2022 season. As the official headsets and video conferencing hardware partner for Red Bull Racing, Poly's pro-grade gear will support the team by providing clear and constant communication. Red Bull Racing will work with Poly Studio X30 and X50 video bars as well as Voyager 4320 headsets and CCX 500 phones.

Some wait
for Friday to
end!

Some wait
for Monday
to Begin!



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FRIDAY, 28 JANUARY 2022
03:00 PM - 04:00 PM (IST)

LIVE Webinar on
Geospatial Technology
The New Business Driver

MODERATOR
Shubhendu Parth
Editor,
Business Transformation Asia

SPEAKERS

Lt. Gen. AK Bhatt (Retd)
Director General,
Indian Space Association (ISpA)

Barry Nagel
CTO, UP42

Agendra Kumar
Managing Director, Esri India

Dr Subrata Nityaranjan Das
Scientist/Engineer 'G', ISRO

AM Parial
Former Vice-Chairman,
Chhattisgarh Infotech
Promotion Society (CHIPS)

Business Transformation Asia hosted a virtual summit on Geospatial Technology: The New Business Driver on 28 January 2022.

Business Transformation Asia hosts virtual summit on geospatial technologies

GEC Media Group and Business Transformation Asia hosted a virtual summit on Geospatial Technology: The New Business Driver. The event deliberated on the impact of the policy changes and the new guidelines for the Geospatial sector in India, the new opportunities, and how businesses can benefit from geospatial data and analytics.

In February 2021, the Ministry of Science and Technology in India had released new guidelines for the sector with the intent to deregulate the existing protocols and liberalises the sector and make it more competitive by allowing private sector participation. The new policy means that companies can now acquire and use locational data and geospatial data services, including maps, without any license or approval.

The virtual summit was joined by experts including Lt General AK Bhatt Retd, Director General, Indian Space Association; Dr Subrata Nityaranjan Das, Scientist-Engineer G, ISRO; Agendra Kumar, Managing Director, Esri India; AM Parial, Former Vice-Chairman, CHiPS; Barry Nagel, CTO, UP42. It was moderated by Shubhendu Parth, Editor, Business Transformation Asia.

Speaking at the event, Lt General AK Bhatt talked about the change in policy for the space sector and said, "Space which has always been the domain of government was now being opened to the entire private sector."

Dr Subrata Nityaranjan Das, spoke about the space-based remote sensing policy of India and said, "It is one of the affordable techniques for carrying out the development activities within the government or in the private sector."

AM Parial said, "There has been use of geospatial data at CHiPS, the Naya Raipur Smart City project, and the power sector. Basically, as a practitioner and user of such kind of technology, these are really path-breaking, and it was long-awaited."

Barry Nagel, talked about the steps taken by India to unlock the space sector and democratise geospatial technology and said, "Governmental organisations rely more on and more earth observation technology."

Agendra Kumar, talked about the different government agencies and the private sector organisations in term of driving innovation and using geospatial technology. "The value of data is not that easy to calculate. Often the value derived out of geospatial data is anonymous, but it may not be in terms of direct rupees or dollars."

The virtual summit was attended by business and IT decision-makers and solution providers from across the sector, policymakers from the central and state governments, start-ups, researchers and academia.

OPSWAT, ondeso, EMT held a virtual summit titled, Protect Your Critical Infrastructure on 26th January 2022.

OPSWAT OT & Industrial Cybersecurity
Addressing key challenges for IT & OT Convergence

- Increased demand for OT/ICS connectivity exposes operational assets to targeted cyber-attacks
- Critical Infrastructure continue to be high value targets due to downtime sensitivity
- Organizations facing strict OT/ICS compliance requirements (NERC-CIP, NIST 800-82)

01. Increased OT/ICS exposure

- Highly targeted due to business impact
- Increased regulatory demands

02. Firewall challenges

- Prone to misconfigurations
- Exposes security vulnerabilities
- High operation costs (\$1000+ monthly)

03. OT Security offering gaps

- Either - OT vendors, offering specific use cases (e.g. asset visibility)
- Or - "Full-stack" IT security vendors, rebranding solutions as OT

Avoiding Vulnerabilities, Improving Reliability and Quality
ondeso

PATCH MANAGEMENT

SOFTWARE DEPLOYMENT

BACKUP / RESTORE

OPSWAT, ondeso, present solutions to protect critical infrastructure

OPSWAT, ondeso and EMT in association with the Global CIO Forum organised a virtual summit on the Protect Your Critical Infrastructure webinar on 26th January 2022. The conference focused on critical infrastructure that are vital to a company or country and their incapacity would have a disastrous impact.

In the IT World, critical infrastructure is always referred to as operational technology and is the practice of using hardware and software to control industrial equipment.

For the past couple of years, threat actors have targeted organisations in energy, oil and gas and utility sectors. Cyberattacks on critical infrastructure have become increasingly complex and disruptive, causing systems to shut down.

ICS environments can also serve as a gateway into enterprise and government which frequently maintain sensitive data, as well as classified security information. Simply put, it is because of such high stakes that critical infrastructure organizations needs an abundance of qualified, highly skilled cybersecurity professionals to help identify, mitigate, and remediate threats of all types.

Critical infrastructure security is highly important in protecting systems and services that are essential to society and the economy.

Use Case OT/ICS data replication
Secure and reliable real-time access and replication of OT/ICS data

Benefits

- Enable real-time visibility of OT/ICS operations
- Full Industrial support – Modbus, Historian/SQL DB replications
- Secure export of alerts (e.g. emails, files, syslog)
- Overcome reliability & cost issues of Data Diodes

Sample Applications:

- Industrial Automation Channels & OEMs
- Energy, Oil & Gas
- Utilities, Water/Wastewater
- Industrial, Manufacturing
- Others: Data centers, Site Substations

Nandini Sapru, Vice President of Sales, EMT welcomed all the speakers and attendees. "It is what makes a company's data or network so critical, that in case of a calamity a lot of people and a lot of data and a lot of situations would be affected."

Fawad Laiq, Senior Technical Manager, emt Distribution briefed the challenges faced in OT Networks and said, "Many of the OT Networks have a lot of legacy systems. Their updates, patching and management is not that easy because of the restrictions including physical and even the logical restriction which we have in a place."

Oren Dvoskin, Vice-President of OT and Industry Marketing, OPSWAT talked about 2020-2021 OT ICS Security trends and OPSWAT OT, Industrial Cybersecurity, OPSWAT Netwall, and Unidirectional file transfers.

Vincent Turmel, Senior Director of OT Product Sales Engineering, OPSWAT highlighted few essential points including Unidirectional file transfers, OT ICS data replication, Data Centre Security, case study on electricity distribution and OPC UA Replication.

Peter Lukesch, COO, ondeso also highlighted the hidden potential of strategic IT Management in industrial environments, avoiding vulnerabilities, improving reliability and quality, major errors of operational technology and information technology solutions.

Arun Shankar, Editor, GEC Media Group conducted a question-and-answer session with Oren Dvoskin, Vincent Turmel, Nandini Sapru, and Peter Lukesch.

The event was concluded with an amazing quiz with the attendees and Megha Arora as the winner won an iPhone 13.



Acme Intralog posts 35% YoY growth as demand for automated warehousing solutions grows

Regional demand for local expertise in automated flexible and modular warehousing solutions has boosted business growth for Acme Intralog, with the company recording a 35% growth over the previous year. In 2022, the company plans to move part of their retail operations to Dubai Investment Park, expand their existing production facility in JAFZA, introduce more product lines for carton and tote solutions and implement a new SAP system to improve working processes and efficiency.

Further achievements in 2021 include providing automation solutions for the largest regional fashion retailer for their distribution centre in Saudi Arabia and implementing a high-speed robotic palletisation system for one of the biggest dairy product manufacturers in Saudi Arabia.

Acme has also increased investment in the company's in-house research and development and manufacturing departments. This has led to the expansion of product range by Acme, like High-Density Pallet Storage System, Radio Shuttle and Pallet Quality Check Stations.

Dubai Airports CEO Paul Griffiths tells CNN: Visitors are exceeding pre-covid Levels

In an interview with CNN's Richard Quest, the Chief Executive of Dubai Airports, Paul Griffiths, discussed the ongoing recovery of the aviation industry and how Dubai Airport is currently experiencing pre-Covid numbers.

Speaking on Quest Means Business live from Expo 2020 Dubai, Griffiths also predicted that Covid testing at airports will end in the near future.

Speaking on the current testing policies and the failure to have a common policy by regulators, Paul Griffiths, Chief Executive of Dubai Airports said, "I think the thing is, once the testing regime becomes history, which I think it will do shortly, what we believe is going to happen is there will be a very strong recovery. And we need governments to stop interfering with the common-sense health regulations that are now emerging in the wake of the response to the latest strains of the virus."

On the recovery of the aviation industry and how Dubai is handling the next stage of the pandemic, "I think the pessimism of the uncertainty that we've been facing has to give way to the opportunistic, and optimism of recovery that we're going to follow, and the good thing is, we never really shut anything



PAUL GRIFFITHS,
Chief Executive
of Dubai Airports.

down. We put things into hibernation, but we maintained a full state of readiness in order to be able to springboard back into the real world when traffic starts to recover. And we've seen that, we've seen 40% growth over a six-week period just before the Christmas peak... On a point-to-point basis, visitors to Dubai through the airport at 111% of what they were pre-Covid," he added.

Source: CNN's Quest Means Business



Emirates CEO tells CNN's Richard Quest: UAE can sustain multiple airlines

In an exclusive interview with CNN's Richard Quest, His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Civil Aviation Authority, Chairman of Dubai Airports and Chairman and Chief Executive of Emirates Airline and Group; spoke on the group's post-pandemic strategy and the possibility of airline mergers.

Speaking on Quest Means Business from the Emirates Pavilion at Expo 2020 Dubai, Al Maktoum also shared his views on Dubai's recovery post-pandemic, telling CNN, "We are in a world that we have to change all the time to something, which will be better for tomorrow."

I spoke to the Emirates Group CEO Sheikh Ahmed bin Saeed Al Maktoum. It was an exclusive interview here at Expo, and Sheikh Ahmed who is one of the leading people in the country, he began his aviation career in 1985 as President of Dubai Department of Civil Aviation. He then moved on and launched Emirates Airline with two aircraft and two destinations. Emirates since then is the world's largest fleet of both 777s and Airbus A380 and indeed, as you'll know, recently received its last A380 in December. It's been profitable for the last 30 years.

AL MAKTOUM: If we think about the two years, we've been in the pandemic now, things are looking much better. It took us two years. Because first of all, at the start with the vaccine, vaccinating most of the population, more than 92% of the UAE population, over

22 million people, we are talking about the company we have also more than 90+% of the total staff of the company who have been vaccinated. We have also to think that we have to take care of ourselves, and also the people around us, our family, and we have to follow the rules.

QUEST: As the Chair, the man in charge, how do you see Emirates post-pandemic being different to the airline pre-pandemic? Strategically, how would you see it differently?

AL MAKTOUM: Look, we always take it, if we did it before the pandemic, what is the reason we cannot do it after the pandemic? We have to be fast.

QUEST: Why don't you just merge Emirates and Etihad? Now, the two CEOs, Tony Douglas and Sir Tim, both say it is above their pay grade. But that is your pay grade.

AL MAKTOUM: Yes, but also when we talk, I mean, if you're thinking about, let's say you're talking about the UAE and you want to merge the two, how many airlines around the world exists in one country?

QUEST: I take your point.

AL MAKTOUM: You see. Let us look if you want to — I'll give an example. Let's talk about the U.K., let's talk about Australia, let's talk about China — would you think that let's just get rid, get all the airline as one, and then what are we talking about? You're talking about competition. Competition is healthy, it's good.



PETRONAS fluid solutions help Mercedes-AMG PETRONAS win World Constructors' Championship

The Mercedes-AMG PETRONAS Formula One -F1 Team has carved a new milestone in the history of motorsports by winning its 8th consecutive FIA Formula One World Constructors' Championship. Powered by PETRONAS' Fluid Technology Solutions, the Silver Arrows holds a 100% winning record in the turbo-hybrid era, having secured all eight World Constructors' Championship titles since 2014.

As Title and Technical Partner, PETRONAS co-engineers its Fluid Technology Solutions together with the Mercedes-AMG PETRONAS Formula One Team and the Mercedes-AMG High Performance Powertrains to ensure that the fluid formulations are tailor-made for the Mercedes power unit. This gives the team the best possible performance, reliability and efficiency – especially in such a close an edge on track.

With proven success on the track, the same expertise has been used to optimise the PETRONAS Syntium range of lubricants and has led to the development of the PETRONAS Syntium with CoolTech technology for the everyday vehicle.

South Korea based Doosan Robotics crosses sales of 1,000 collaborative robots

Doosan Robotics announced it has become South Korea's first to achieve an annual sales record of 1,000 units for collaborative robots. Established in 2015, Doosan Robotics has manufactured cobots using proprietary technology and has maintained the position of number one market share holder in Korea since 2018.

Doosan Robotics has also performed remarkably in global markets, becoming the first Korean company to be named as one of the world's top five cobot manufacturers. The company's global performance now account for 70% of its total sales, with demand continuing to increase from markets including North America and Western Europe. The company plans to establish subsidiaries in these regions to further accelerate growth.

The company also announced it has successfully raised an investment worth \$33.7 Million from Praxis Capital Partners and Korea Investment Partners, with investors valuing highly of the company's achievements and competitiveness. Funds will be used to expand the global sales base and strengthen research and development to attract additional partnerships both global and domestic. The company also plans to pursue an



Doosan Robotics also performed in global markets, becoming the first Korean company to be named as one of the world's top five cobot manufacturers



Initial Public Offering with the ambition to become a global market leader of cobots in the manufacturing and service fields.



The six women entrepreneurs selected in the semi-finals presented their business concepts before a live panel of industry luminaries for \$100,000 in cash prizes

Neha Jain, Myra Arshad, Farah Emar, winners of TiE Women Global Pitch Competition 2021

TiE Women, a global initiative by The Indus Entrepreneurs – TiE dedicated to helping women across the globe reach their full potential by empowering them with the necessary support to build their leadership skills and grow their businesses, announced the winners of the second edition of the global pitch competition.

The program culminating in a pitch competition at the TiE Women Global Finals was held at Gitex Global 2021 under Gitex Future Stars, a show driven to fuel the highspeed expansion of the region's start-up ecosystem and to highlight the best concepts aimed to ignite positive change in business and society.

The six women entrepreneurs selected in the semi-finals presented their business concepts before a live panel of industry luminaries for \$100,000 in cash prizes and in-kind support to scale their business.

Winner. Neha Jain, Founder and CEO of Zerocircle – awarded USD 75,000. Zerocircle aims to leverage technology to produce sustainable packaging materials and help companies march towards a carbon-neutral future

1st Runner Up. Myra Arshad, Co-founder and CEO of ALT TEX was awarded USD 15,000. The Toronto based start-up focuses on creating a sustainable polyester alternative to make fashion more sustainable and ethical.

2nd Runner Up. Farah Emar, Co-founder and CEO of FreshSource was awarded USD 10,000. FreshSource aims to connect farms to businesses providing last-mile solutions.

According to a recently released Global Entrepreneurship Monitor report, there has been progress in the number of established businesses owned by women worldwide, but still, the number lags that of men. Worldwide, 6.2% of women-owned established businesses, compared to 9.5% of men. With initiatives that aim to empower women entrepreneurs such as TiE Women, the industry believes women-led businesses will have the same access to capital, and these trailblazing entrepreneurs will be able to create alternate paths to success for themselves in the longer run.

The competition for the coveted title received applications from more than 100 start-ups from across the MENA region, including UAE, Egypt, Bahrain, Jordan, Lebanon, Oman and Saudi Arabia. Forty well-deserving start-ups were shortlisted from 30 countries spanning industries such as Life Sciences and Healthcare; Fintech; Healthtech; Retail and eCommerce; Arts; Leisure; Sports; Hospitality; Technology; Media and Telecommunications; Consumer Products; Enterprise Technology; Environment; Agritech; Legaltech; and EdTech.

According to a recent survey conducted by VWS on gender inequality, nearly half of female founders interviewed said they have had to face gender bias during fundraising, with over half reporting difficulties in finding a mentor.



DISRUPTIVE

Preimo Urban Mobility has developed a user-friendly online booking platform allowing clients flexibility in booking



Elite luxury chauffeur service Primo Urban Mobility launches online booking platform

Preimo Urban Mobility, which was established in 2018 as Mojay Lifestyle Limousine, is a luxury chauffeur service has relaunched with the aim to provide comfort and safety through innovative technology. The company has successfully completed 20,000 trips and delivered to an elite clientele of world leaders, business executives, government officials, 5-star hotels, aviation sectors and other a-list travellers.

Ensuring a world class chauffeur service, Primo Urban Mobility's vehicles are an epitome of luxury with spacious interior design including rich leather seats, complimentary Wi-Fi, wireless charging and premium bottled water. Keeping innovation and adaptability at the forefront each vehicle has advanced safety features including motion sensor door handles and touch screens alongside experienced chauffeurs that are fully vaccinated.

With technology being the core of the relaunch, Primo Urban Mobility has developed a new user-friendly online booking platform allowing clients efficiency and flexibility in booking, managing, and rescheduling trips at their fingertips.

The Board of Directors Dubai Chambers approves organisation's strategy for next three years

The Board of Directors of Dubai Chambers has approved the organisation's strategy for the next three years, which is based on four main pillars, namely improving the business environment in Dubai, attracting foreign investments and international companies to the emirate, supporting member companies with global expansion and growing Dubai's digital economy.

The priorities listed under the newly adopted strategy, were announced during the board's first official meeting in 2022, which was hosted at Dubai Chambers' headquarters and chaired by HE Abdul Aziz Al Ghurair, Chairman of Dubai Chambers.

During the meeting, the board approved the organisation's 2022 budget and established new committees that will be tasked with overseeing matters related to investment, auditing, risks, nominations and remunerations.

Board members discussed potential plans to be implemented under the new strategy, which are aligned with Dubai's strategic vision and support plans announced by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai to boost Dubai's trade to AED 2 Trillion in five years.

The Chairman and members of the board congratulated His Highness Sheikh Mohammed on the 16th anniversary of his ascension to power, and expressed their gratitude for his wise leadership, which has put Dubai and the UAE on a stable path of prosperity and progress.





H E FAISAL AL BANNAI,
Secretary-General of the Advanced
Technology Research Council.

Advanced Technology Research Council announces VentureOne as new commercialisation arm

Abu Dhabi's Advanced Technology Research Council, the overarching entity mandated to shape Abu Dhabi's advanced technology research and development ecosystem, announced the launch of VentureOne, a new commercialisation arm to bring innovative research solutions to market at speed, and monetise all IP being generated at TII's centres and beyond. Three specialised advanced technology research centres – in Propulsion, Alternative Energy, and Biotechnology, were also launched to coincide with ATRC's one-year anniversary celebrations, bringing the total number of deep-tech research entities within its umbrella to 10.

VentureOne is to help facilitate IP creation, strengthen the start-up ecosystem, and boost the market viability of the research breakthroughs to ensure that they go mainstream and impact the widest cross-section of the global population.

The three new research centres are set to add value in deepening the thriving advanced technology ecosystem already in place in Abu Dhabi while strengthening its credibility as a preferred research and development hub that attracts global experts and nurtures local STEM talent to carry out ground-breaking research and shape transformative outcomes.

With aerospace and space becoming key national priorities for the UAE, the Propulsion Research Centre is engaged in technologies that enable aerial vehicles to increase performance with regard to speed and range, fuel efficiency, emissions, noise, landing field length and handling. Distributed propulsion technologies hold the potential to achieve future environmental targets.

Meanwhile, as the impact of climate change reaches critical levels and given the mounting imperative environment, sustainability and energy have assumed in our lives today, the Alternative Energy Research Centre is focused on enabling water security and ensuring improved and varied tech applications.

Based on the experiences of the last two years, the Biotechnology Research Centre is engaged in strengthening the UAE's research and development capabilities in genetic engineering, biomaterials, and autonomous devices, to name a few core areas. The breakthrough solutions the Centre is working on will add immense value in the food and

In the past 12 months, TII's research centres have signed 65 global partnership agreements with 37 universities, research centres, and industry stakeholders around the world. In addition, TII's research centres have welcomed on board 101 UAE nationals as associate researchers and scientists – surpassing its target for 2021. TII has also developed over 200 publications to its credit and filed 5 patents. TII today boasts 34 globally renowned expert Advisors on its Scientific Advisory Boards at its research centres.



KIZAD Polymers Park enables companies to enter foreign markets and has the potential to produce up to approximately 400,000 tonnes of plastic products annually

95 polymer factories inside AD Ports Group's Industrial Cities and Free Zone

AD Ports Group announced that its Industrial Cities and Free Zone Cluster is now home to 95 companies in the polymers sector occupying a land area of 3,454,457 sqm. AD Ports Group also witnessed an increasing interest from polymer sector in its Industrial Cities and Free Zone Cluster, which is spread across 550 sq km of industrial and commercial land, and is home to over 1,500 local, regional, and international companies.

Based on a Statistics Centre of Abu Dhabi survey, the total investment in the Cluster is estimated at more than AED 140 Billion. Today Zones Corp and KIZAD serve as the regional base for some of the best known companies of varying scale in the plastics and polymer sector.

According to a report by Fortune Business Insights, the global polymer market is expected to grow from \$439.28 Billion in 2021 to \$616.82 Billion by 2028, at a combined annual growth rate of 5 per cent between 2021 and 2028, due to its multitude of applications across FMCG, food, beverages, pharmaceuticals, agriculture, and more.

Abu Dhabi Ports and China's Shandong Port to establish Tyre Hub at KIZAD

AD Ports Group, the region's premier facilitator of logistics, industry, and trade, has signed an agreement with China-based Shandong Port Group, to establish a Tyre Hub at KIZAD for the storage and distribution of tyres.

The agreement between AD Ports Group and Shandong Port Group comes as UAE's efforts gain momentum on the country's 50th anniversary to drive economic diversification, attracts foreign direct investment, and consolidate Abu Dhabi's position as a leading trade, logistics, and manufacturing base, in line with the nation's industrialisation strategy.

The Tyre Hub leverages the strength of AD Ports Group as a key enabler of trade and logistics by offering Shandong Port Group integrated services from its clusters. AD Ports Group will provide space for an upcoming 150,000 sqm facility in KIZAD under its Industrial Cities and Free Zone Cluster. This will include warehouse management,



logistics, distribution, and re-export services offered by MICCO under the AD Ports Group's Logistics Cluster, and SAFEEN Feeders, under the Maritime Cluster.

AD Ports Group and SPG signed two agreements in the presence of Captain Mohamed Juma Al Shamisi, Managing Director and Group CEO, AD Ports Group and Li Fengli, GM of Shandong Port Group.

The agreement for the establishment of the tyre storage and distribution hub was signed by Abdullah Al Hameli, Head of Industrial Cities and Free Zone Cluster, and Zhang Quancheng, Chairman of Shandong Port Overseas Development Group.

Tata Communications, Zain Saudi Arabia will offer IoT, 5G, Low Range Wide Area Network



Tata Communications and Zain KSA announced they have entered a strategic engagement to fuel digital transformation journeys of enterprises and government organisations in the Saudi Arabia. With this collaboration the combined ecosystems will deliver solutions and platforms to remodel cities with smart street lighting, smart waste management, connected workplace, healthcare and connected cars.

The flagship project where Tata Communications and Zain KSA are working together to bring smart street lighting solution for one of the key cities in Saudi Arabia. Tata Communications IoT ecosystem will serve as one-stop-shop to provide the hardware, platform, application and insights while Zain KSA will expand the footprint with its business-to-business offerings through joint projects related to software-defined wide area network and global contact centres, as well as the application of smart transport and Internet of Things solutions enabling smart waste handling, smart metering and other smart city use cases, to name a few.

The Tata Communications and Zain KSA strategic engagement will serve Saudi's enterprises and government institutions with advanced technologies such as IoT, 5G, Low Range Wide Area Network, Managed Security Services, SDWAN and many others. It will also support environmental sustainability measures and digital transformation of the region.

Saudi Railway partners with Uber to facilitate onward transportation from Riyadh's stations

The Saudi Railway Company, in partnership with Uber, has announced the launch of a new service to facilitate the transportation of clients from SAR stations to their final desired destinations.

Under the partnership agreement, which has been agreed for an initial two years, the new service will cover stations in Riyadh on the North Train line and Qassim, and for the Eastern Train, Riyadh, Hofuf, and Dammam. The second phase of the agreement is expected to cover the stations of Al Majmaah, Hail, Al Jawf, Qurayyat and Abqaiq.

The service will enable SAR clients to use the Uber app on their phones to book directly before reaching their destination stations in order to enable them to arrive safely, quickly and comfortably at their final destinations.

The service provided by SAR and Uber will boost the level of transportation for SAR passengers saving them time and effort. According to the agreement, three sites will be allocated for the transportation of passengers using Uber, in the arrival area of the stations. All are equipped with systems to guide passengers the moment they arrive at their designated reception sites.

At the same time, SAR will work with Uber jointly with the aim of strengthening their existing partnership within SAR stations as well as on trains and via the website, in order to improve the client experience and encourage them to make advance transportation reservations.



SAR will work with Uber with the aim of strengthening their existing partnership within SAR stations as well as on trains and via the website



Self-driving App ekar enters Saudi Arabia through partnership with largest car rental companies

ekar, the Middle East's first and largest personal mobility company, has activated car subscription within its Self-drive Super App across Saudi Arabia in partnership with some of the largest car rental companies in the Kingdom. ekar's subscription leasing is the perfect solution for customers wanting the convenience of having a personal car without the costly commitment of owning a car.

ekar demonstrated explosive growth in the UAE subscription leasing space and quickly became the market leader by car menu size and total rental counts since its launch in early 2021. ekar is now poised to bring its subscription leasing expertise to Saudi Arabia and target a \$2.5 Billion car rental and leasing market, as anticipated for 2026 by Mordor Intelligence.

ekar Saudi Arabia carsharing experienced a spike in demand for longer-term bookings during the pandemic, especially with female drivers who choose ekar as their 'first car solution'. Launching subscription leasing is a perfect solution for our 100,000 users in the Kingdom. The marketplace is nascent in Saudi Arabia, and the combination of subscription leasing with carsharing will make ekar the only App in the market that offers the entire vertical of self-drive from per minute carsharing to multiple months subscriptions.

ekar is partnered with some of the world's largest car rental companies and connects fleets to renters. The integration with CarPro, the world's largest ERP software in the car rental industry, allows ekar to ensure that the availability of any car is only a click away, avoiding painful declines due to car shortages in the rental car space. In a world with car shortages, optimising fleets is the key to success, and ekar Mobility OS allows a seamless subscription leasing experience with guaranteed car availability.

Subscription cars are door-delivered, vehicles come with the convenience of insurance, maintenance, roadside assistance and the vehicles can be switched, traded up, or returned at any time.

ekar was recognised as the highest utilised free-floating carsharing service globally in 2019, has serviced more than 250,000 customers, and booked an impressive 1.5 Million trips in the UAE and Saudi Arabia. ekar is now taking on the global automotive subscription services market, which is set to surpass USD 40 Billion by 2026, according to a research report by Global Market Insights, Inc. and is launching in Thailand, Malaysia, Turkey, and Egypt over the next 12 months.

ekar demonstrated explosive growth in the UAE subscription leasing space and quickly became the market leader by car menu size and total rental counts

Oracle Consulting implements Oracle Fusion Cloud EPM for Qatar Airways



Oracle announced that Qatar Airways has implemented Oracle Fusion Cloud Enterprise Performance Management as the multiple award-winning airline transitions through the pandemic and embarks on a major global expansion. With Oracle Cloud EPM, Qatar Airways financial teams gain the transparency and flexibility needed for more accurate planning, budgeting, and forecasting. The improved processes are helping the airline increase agility, improve insights and enhance business decision-making across the organisation.

As one of the world's fastest-growing airlines Qatar Airways serves over 140 destinations, operating a fleet of more than 200 aircraft from its global hub at Hamad International Airport in Doha, and employing more than 40,000 people. As the airline embarked on a major global expansion in the last decade, its existing systems and manual processes could not scale to keep pace with the company's growth.

The airline needed to automate and streamline its financial and planning processes to control and manage resources and investments, improve reporting capabilities, and align the organisation behind its ambitious expansion plans more effectively. As the commercial aviation sector recovers from the pandemic in the second half of 2021, Qatar Airways is quickly returning to its pre-pandemic network of 180 destinations and resuming its expansion program.

Windward's vessel screening and tracking to provide compliance to Al Fardan Exchange

Al Fardan Exchange, one of the UAE's leading financial services providers, has recently announced a corporate partnership with leading predictive intelligence company, Winward, offering support to Al Fardan Exchange's Compliance team through the monitoring of maritime vessels and mitigation of sanction related risks.

Windward's Predictive Intelligence is powered by MAIA – an artificial intelligence solution based on 300 behavioural analytics models and over 10 billion data points. The company's proprietary platform provides banks and other financial institutions with a 360° solution that supports sanction risk management strategies. As more demanding regulations target the broader maritime ecosystem, financial institutions are now required to enhance the evaluation of the customers whom we conduct business with.

The vessel Screening and tracking solution of Windward will enable the compliance team of artificial intelligence Fardan Exchange to conduct enhanced due diligence on transactions related to trade and shipment via sea which would greatly help artificial intelligence Fardan Exchange to mitigate risks associated with Trade-based Money Laundering and Global Sanctions.

(Left to right) Chris McLeese, Commercial Director of Windward and Hasan Fardan Al Fardan, CEO of Al Fardan Exchange.



Windward's Predictive Intelligence is powered by an artificial intelligence solution based on 300 behavioural analytics models and over 10 billion data points



To ensure student privacy, school and classroom vaccination insights will appear as anonymised percentages and numbers

Abu Dhabi Department of Education integrates Blue School initiative into Alhosn App

Abu Dhabi Department of Education and Knowledge and Alhosn National Health System have announced the emirate's pioneering Abu Dhabi Blue School initiative has been integrated into the Alhosn App.

The initiative's integration into the official Covid-19 testing channel for health authorities in the UAE reflects ADEK's commitment to collaborate with all partners and government stakeholders to foster transparency, encourage optimal vaccination rates, and ensure the health and safety of the Abu Dhabi school community.

As of December 30, Abu Dhabi parents can update their Alhosn App through the AppStore and Google Play, add their children to their personal accounts, and access updated school information through the Abu Dhabi Blue Schools feature. To ensure student privacy, school and classroom vaccination insights will appear as anonymised percentages and numbers.

With the launch of the Abu Dhabi Blue Schools feature on the Alhosn App, school's vaccination numbers and percentages for in-class students will be updated every fortnight.

Launched in October 2021, the Abu Dhabi Blue Schools initiative encourages immunisation of all students to increase protection against Covid-19 and its variants. The initiative offers Abu Dhabi schools a clear roadmap to normalcy by providing customised privileges based on student vaccination rates.

Schneider Electric, Airlink International run logistics centre with 2,088 MWh solar rooftop

Schneider Electric and Airlink International UAE have transformed the Jebel Ali Logistics Centre into one of the most sustainable distribution hubs in the country thanks to a solar rooftop solution that will cover up to 90% of the site's energy needs. The solar plant, which is owned by Airlink International UAE and is operated and maintained by Siraj Power, will generate 2,088 MWh in the first year thanks to the 2,000 solar panels installed on the site's rooftop and offset nearly 1,500 metric tons of carbon dioxide emissions.

The solution includes 16 Schneider Electric solar inverters to convert the variable direct current output of the photovoltaic solar panels into alternating current that can be used by the logistics centre's grid.

The move to transition the site to renewable energy is part of Schneider Electric's and Airlink International UAE's



sustainability commitments, which includes the goal of reducing carbon dioxide emissions from Schneider Electric's suppliers' operations by 50%. The energy produced by the solar panels will be sufficient to power more than two hundred houses.



(Left to right) Aiedh M Al-Zahrani, Chief Operating Officer, ANB and Ali Al Shami, Country Manager, Saudi Arabia and Bahrain, Red Hat.

ANB has Red Hat OpenShift deployed on its private cloud infrastructure with several microservices-based applications running in production



Arab National Bank using Red Hat's OpenShift and Enterprise Linux to boost transformation

Red Hat, announced that Arab National Bank, a leading banking institution in Saudi Arabia, is speeding its transformation in key areas including digital banking, open finance and customer engagement with agile delivery and modern apps built on a foundation of open hybrid cloud technologies, including Red Hat OpenShift and Red Hat Enterprise Linux.

Digital transformation represents a major driver of ANB's forward-looking strategy to compete in Saudi Arabia's banking industry and enrich customer experiences with innovative technologies and platforms based on artificial intelligence. As part of its strategy to deliver this value to customers through flexible, innovative solutions, ANB is looking to create, manage and expand connections with ecosystem partners more securely and efficiently.

By building cloud-native applications and Banking-as-a-Service offerings using APIs and a microservices integration layer on its Red Hat-based platform, ANB can deliver these differentiated and connected customer experiences faster and with greater scalability based on open finance standards.

Red Hat's open hybrid cloud platforms work across IT environments from on-premises data centres to multi-cloud environments, giving ANB a consistent foundation for both existing and cloud-native applications. ANB has Red Hat OpenShift deployed on its private cloud infrastructure with several microservices-based applications running in

production and the ability to expand and scale across one or more public clouds as its needs evolve.

For ANB, security is paramount as they embrace cloud-native apps. Red Hat OpenShift offers built-in container isolation features and other security capabilities like runtime observability, authentication, authorization, and encryption, and using Red Hat Enterprise Linux across its environment enables ANB to benefit from the innovation, security capabilities and consistency the industry's leading enterprise Linux platform is known for. ANB is also using Red Hat JBoss Enterprise Application Platform, to host next-generation Java and Jakarta EE applications across its hybrid environment.

Red Hat OpenShift, the industry's leading enterprise Kubernetes platform, provides a common layer abstracted from underlying infrastructure to give both developers and operations teams consistency in how applications are packaged, deployed and managed. With OpenShift's full-stack automated operations, consistent experience across all environments and self-service provisioning for developers, ANB anticipates its teams will be able to use agile development methods such as continuous deployment and DevOps to work together more efficiently to move ideas from development to production, contributing to a culture of innovation and speeding up time to market of new digital BaaS offerings for its customers.

Kuwait Gulf Oil Company implements Oracle Fusion Cloud automating 60 core processes

Oracle announced that Kuwait Gulf Oil Company is the first Oil Company in Kuwait to implement Oracle Fusion Cloud Applications Suite to fully automate core business processes across financial services, human resources and Enterprise Resource Planning to help achieve its mission of becoming one of the most technologically advanced oil and gas companies in the Middle East region and globally.

Kuwait Gulf Oil Company was established on 10th February 2002, as a wholly owned subsidiary of the Kuwait Petroleum Corporation for upstream oil and gas operations. KGOC represents the interest of the State of Kuwait in the Partitioned Zone. The PZ lies alongside the border between the State of Kuwait and the Kingdom of Saudi Arabia. The natural resources in the PZ are shared equally by the State of Kuwait and the Kingdom of Saudi Arabia.

Under this digital initiative, KGOC has implemented Oracle Fusion Cloud Enterprise Resource Planning ERP, Oracle Fusion Cloud Human Capital Management HCM and Oracle Fusion Cloud Self-Service. The implementation is helping KGOC streamline key finance processes to ensure better budgetary control, sharpen forecasts and automate routine tasks including contract management, renewals and supplier invoicing to avoid overspending.

KGOC has automated the core HR function that now enables employees to complete everyday tasks including leave requests, pay slips, goal setting etc. through self-service applications. This automation now allows the HR teams to focus on creating better employee productivity and welfare programs. The fusion cloud application implementation is now also providing KGOC teams a consistent experience across all devices in addition to mobility services, enabling a centralized data source for FS and HR data to improve decision-making.

Oracle Fusion Cloud Applications implementation in KGOC has also ensured business continuity for FS and HR activities and avoided business interruptions during Covid – 19 pandemic and lockdown.

KGOC's management can now also access a customised dashboard from any location to get a real time view of their business unit's spend, contract status, renewals and other financial details. Furthermore, KGOC has also automated its payroll module for swift monthly payroll reconciliation besides also introducing a supplier portal, which gives KGOC' suppliers the ability to directly access information and view their invoices.

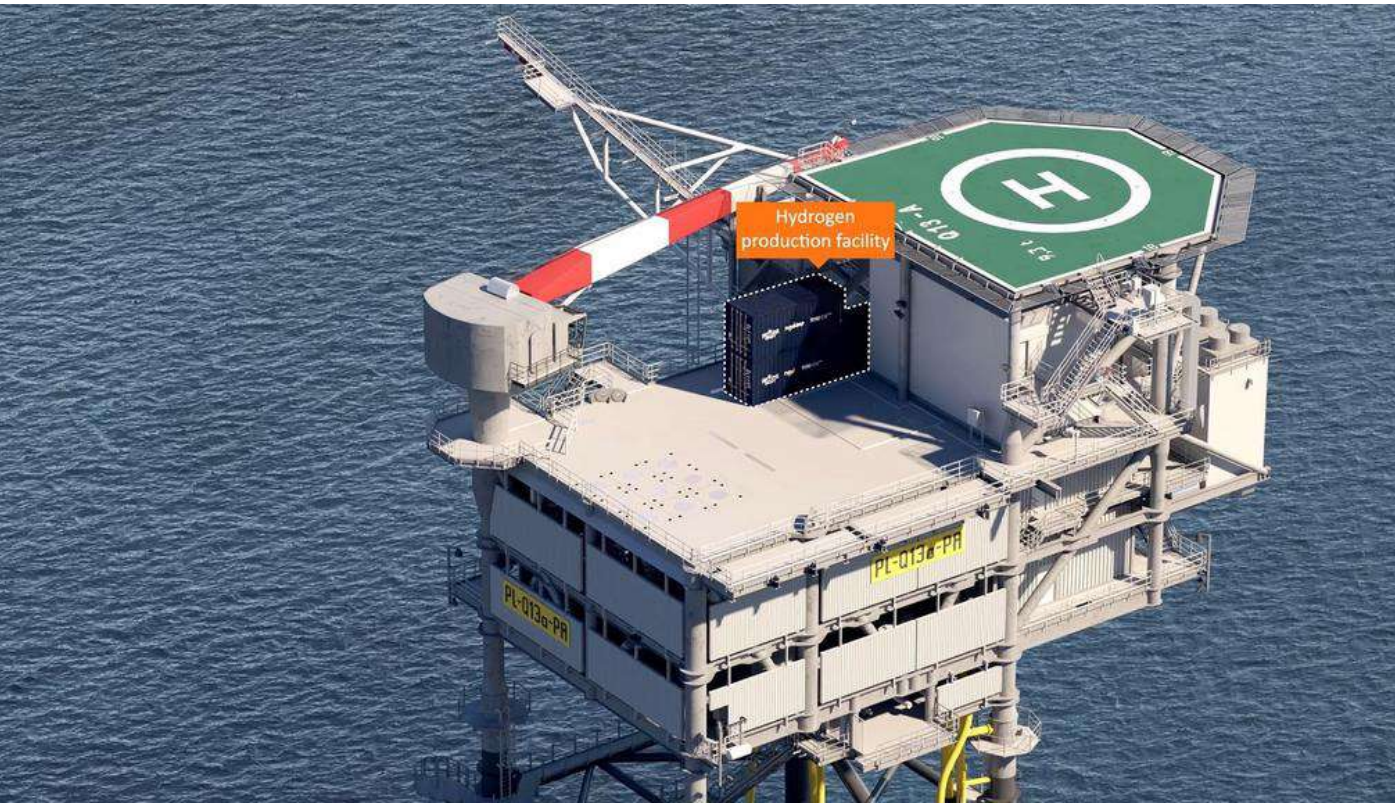
The implementation of this digital project has been completed by Oracle Consulting Services. Kuwait Gulf Oil Company has received the Best Product Execution award in the Middle East from Oracle Consulting Services.



LEOPOLDO BOADO,
Senior Vice President Business
Applications, ECEMEA, Oracle.

*Oracle Fusion
Cloud Applications
implementation
in KGOC has
also ensured
business continuity
for FS and HR
activities and
avoided business
interruptions
during pandemic
and lockdown*





Emerson's control systems supporting Neptune Energy's green hydrogen production

Emerson is helping accelerate technology development for large-scale offshore green hydrogen production. The company is developing software and systems to enable safe and efficient operation of the world's first offshore green hydrogen production process on an operational gas platform.

The PosHYdon project is a pilot that aims to validate the integration of offshore wind power and offshore natural gas and hydrogen production at sea—generating renewable fuels by harnessing a green energy source. The Neptune Energy-operated platform Q13a-A in the Dutch North Sea will host the project, which will provide insight into electrolyser efficiency from a variable power supply and the cost of installing and maintaining a green hydrogen production plant on an offshore platform.

Green electricity will be used to simulate the fluctuating supply from wind turbines and power the production process, which will convert seawater into demineralised water and then safely produce hydrogen via electrolysis. The hydrogen is then blended with the natural gas and transported to the coast, via the existing gas pipeline, and fed into the national gas grid. The 1 MW electrolyser is expected to produce up to three tons of hydrogen per week.

Emerson's DeltaV—distributed control system, DeltaV safety instrumented system and DeltaV Live operator interface software will manage the desalination and electrolyser units, gas blending and balance of plant equipment. By meeting the unique application challenges, including variable desalinated water feedstock and power supply, DeltaV software and systems will provide enhanced safety, process uptime and operational efficiency. The solution will ensure the existing natural gas operations remain unaffected and blended gas meets its required specification. Integration with the existing offshore systems and communication with onshore operations will maximise process visibility and prevent unforeseen issues.

PosHYdon is being developed by consortium partners Nexstep, TNO, Neptune Energy, Gasunie, Noordgastransport, NOGAT, DEME Offshore, TAQA, Eneco, NelHydrogen, InVesta, Hatlenboer, Iv-Offshore and Energy and Emerson. The project has been awarded a €3.6 Million grant from The Netherlands Enterprise Agency under the agency's Demonstration Energy and Climate Innovation scheme, which invests in renewable energy developments, including hydrogen pilots.

CYBER SENTINELS

PRESENTS

GCC
SECURITY
SYMPOSIUM
AND CISO AWARDS 2022

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NOT COMPLETE
WITHOUT U!

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2022 | ARAB
EMIRATES

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BUSINESS
TRANSFORMATION



**RAPTEE
ENERGY**

**BUILDING
SUSTAINABLE,**
intelligent,
ELECTRIC MOTORCYCLES

Raptee is building innovation into its planned electric motorcycle production with a proprietary vehicle control unit, cloud connectivity, AI and ML data loops, electric power train.

BY ARUN SHANKAR

Raptee Energy is an early-stage e-mobility start-up working on powertrain solutions primarily for next generation commuter motorcycles. Raptee is building the first ever high voltage, software driven electric motorcycle that will supersede its petrol-powered counterpart in terms of performance, reliability, comfort and most of all cost of ownership.

“Commuters of the modern day need more than just a vehicle that runs on electricity that replaces fuel consumption. We see e-motorcycles not as a direct replacement of fuel engine vehicles but as an evolution towards a better commuting experience,” says Dinesh Arjun, Co-Founder and CEO, Raptee Energy.

Raptee has built a power unit that will help deliver the performance of a high-powered motorcycle, with a top speed of 135 kmph and a range of 150 km per charge.

Raptee is building the first ever high voltage-based software electric motorcycle that operates on a patented 240V drivetrain, in contrast to the 48V systems that are prevalent in the current EV industry.

One of the biggest barriers for adoption of electric motorcycles around the world is the charging infrastructure. Raptee motorcycles use the Combined Charging System CCS2 standard for charging, which is the most widely used standard of charging globally.

“This makes us the first and only electric motorcycle to be able to leverage existing public charging infrastructure that is already in place for other electric four-wheelers,” says Arjun.

Raptee motorcycles come with an on-board charger. This means that unlike most of the other electric vehicles in the current market that require an external accessory

for charging in different ports, Raptee’s electric two wheelers directly support both AC charging and DC fast charging, at home and in public infrastructure. The vehicle charges up to 80% in 25 minutes in DC fast charging.

The maintenance costs of Raptee electric motorcycles are significantly less than that of internal combustion engine motorcycles. This is achieved through predictive maintenance. With Raptee electric two wheelers, the user will be spending 95% less on

maintenance costs and will be looking at only INR 0.2 per km as fuel cost.

80% of all issues will be diagnosed remotely and 70% of them resolved remotely. Most of the maintenance issues that exist with internal combustion engine motorcycles will be a thing of the past. However, brake pads will be a part of the regular maintenance for electric vehicles, but the wear and tear will be reduced due to regenerative braking.

According to Wikipedia, regenerative braking is an



DINESH ARJUN,
Co-Founder and CEO,
Raptee Energy.



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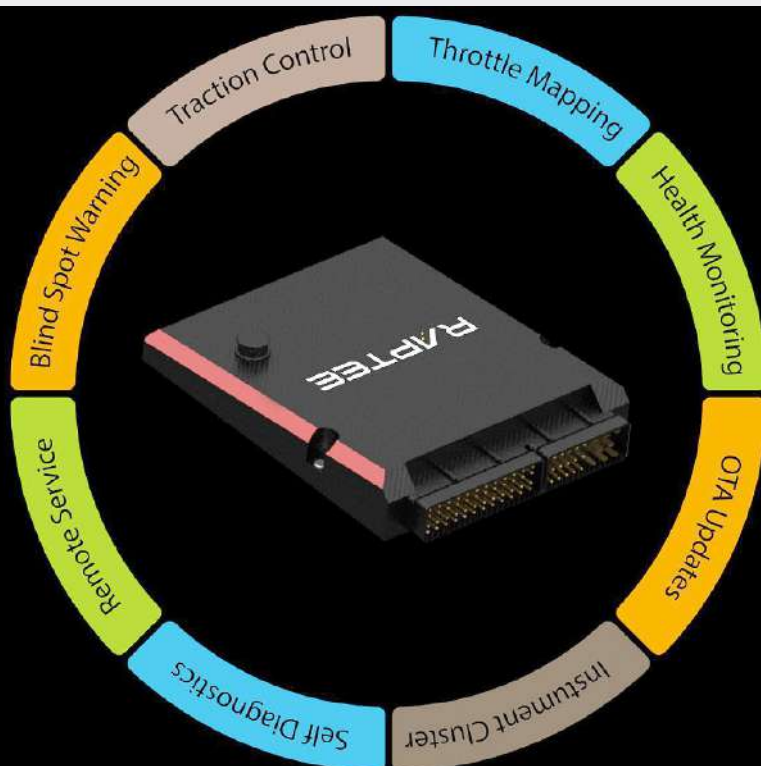
The vehicle charges

80%

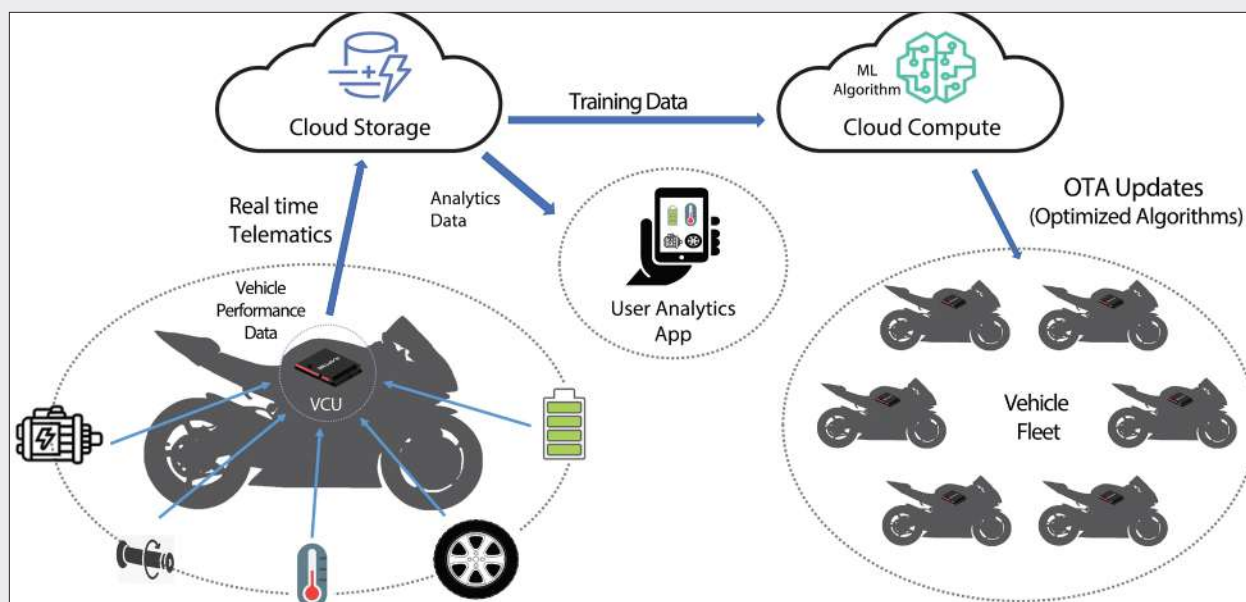
in 25 minutes

in DC fast charging

”



The vehicle control unit predicts energy consumption based on in-built artificial intelligence and constantly works on minimising energy consumption. Using throttle mapping control algorithms, different drive modes are obtained to achieve peak performance in the vehicle.



FOSSIL is Raptree's advanced telemetry and vehicle data analytics platform based on real time artificial intelligence. This is cloud native and collects information like telemetry data, trip data, fault codes from the entire fleet of vehicles. It correlates the collected data and provides meaningful insights

KEY TAKEAWAYS

- Raptee has built a power unit that will help deliver performance of a high-powered motorcycle.
- Raptee is building the first ever high voltage-based software electric motorcycle that operates on a patented 240V drivetrain.
- One of the biggest barriers for adoption of electric motorcycles around the world is the charging infrastructure.
- Raptee motorcycles use the Combined Charging System, CCS2 standard for charging, which is the most widely used standard of charging globally.

energy recovery mechanism that slows down a moving vehicle by converting its kinetic energy into a form that can be used immediately or stored until needed. The electric traction motor uses the vehicle's momentum to recover energy that would otherwise be lost at the brake discs as heat. In addition to improving the overall efficiency of the vehicle, regeneration can significantly extend the life of the braking system as the mechanical parts will not wear out very quickly.

"We understand the importance of longevity which is why our vehicle is designed to last as long as internal combustion engine motorcycles," adds Arjun. Raptee vehicles will come with a powertrain warranty of 8 years ensuring longevity of the vehicle.

INTELLIGENT ELECTRIC MOTORCYCLES

There are multiple factors that make Raptee electric vehicles intelligent. Raptee has implemented first-of-its-kind features in its motorcycles. Raptee has built its IP in battery management system, pack assembly, vehicle control unit, chassis, motor controller, HV circuitry, safety systems and other sub-components inside the vehicle.

Raptee has developed its battery management system, which will make sure all the cells are protected from aggressive usage, fast charging and discharging and ensure all the cells are charged efficiently through active balancing.

"With our machine learning algorithms, the user will get maximum output from the vehicle," says Arjun.

The vehicle control unit predicts energy consumption based on in-built artificial intelligence and constantly works on minimising energy consumption. Using throttle mapping control algorithms, different drive modes are obtained to achieve peak performance in the vehicle. The vehicle control unit understands riding patterns, reduces

power consumption, alerts you when any service is due, alerts you of any imminent crash, and increases the life of the vehicle.

The vehicle control unit collects real time data from the vehicle and sends it to FOSSIL. FOSSIL is Raptee's advanced telemetry and vehicle data analytics platform based on real time artificial intelligence. This is cloud native and collects information like telemetry data, trip data, fault codes from the entire fleet of vehicles. It correlates the collected data and provides meaningful insights. It also runs analysis on real time data to find out the anomalies in the vehicle to notify the rider and the manufacturer about any imminent failure.

FOSSIL collects data from all the electric motorcycles connected to the network and constantly updates the algorithm to improve the performance of the vehicles. Data collected is protected by authentication in each step of the system. This means any critical issues in any of the vehicles in the fleet can be rectified and corrected remotely through over the air updates. The user will also be updated with the latest information about the vehicle through in-house applications.

The entire system is built using Amazon Web Services as a backend and proprietary frontend dashboard.

"With our proprietary hardware and software features, we are looking at a high-performance motorcycle with advanced safety features, trouble free charging and maintenance that is constantly evolving," says Arjun.

INVESTMENT MODELS AND EXPANSION

"This is a very capital-intensive area, and we will require large amounts of capital to put a

Vehicle Control Unit

Chipset	2 x Arm Cortex A15; 1.5 Ghz; 2 x DSP; 2 x Dual Cortex M4
Graphics Acceleration	2D; 3D
Memory	2Gb
Storage	8 Gb eMMC 5.0
Connectivity	LTE-M; 2G, 3G, CAT-1 & CAT-4
Wi-Fi	802.11b/g/n
Bluetooth	Bluetooth® v4.1
GPS	GLONASS, BeiDou, Galileo
Ports	UART x 8; SPI x 2; I2C x 5; CAN 2.0 x 2; HDMI 1.4a; LCD x3;
GPIO	PWM - 4 x3.3V Output - 8 x12V, 4 x 5V Input - 18 x 12V Short circuit , Overload , Over voltage, ESD protection along with Diagnostic funtion.
ADC	8 Channel, 16 Bit
DAC	2 Channel 16 Bit
Features	Video Processing Engine (VPE), Full-HD video (1920 × 1080p, 60 fps), 2-port gigabit ethernet (GMAC), Industrial Communication SubSystem, Embedded Vision Engines (EVEs), Dual-core 3D GPU

The vehicle control unit understands riding patterns, reduces power consumption, alerts you when any service is due, alerts you of any imminent crash, and increases the life of the vehicle.

Proprietary Hardware - POCs



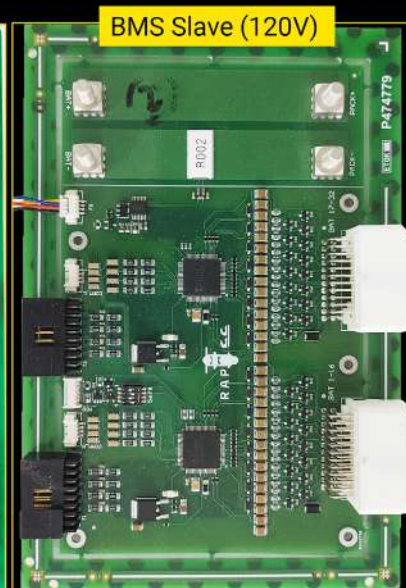
VCU Top



VCU Bottom



BMS Master (240V)



BMS Slave (120V)

Raptee has built IP in battery management system, pack assembly, vehicle control unit, chassis, motor controller, HV circuitry, safety systems and other sub-components inside the vehicle.

“

It is widely
expected that
more than

80%

of all two wheelers
sold in 2030 will
be electric

”

worthy product on the road. However, being a start-up without any constraints to abide by, we are able to avoid a lot of redundant processes that legacy manufacturers have to take care of. This also gives us the freedom to explore alternative methods of design, tooling and manufacturing processes,” explains Arjun.

Raptee has raised close to \$1 million so far through investments, grants and prize money. This has helped to get its technology validated and prototypes on the road for testing. Raptee is looking at raising \$11 million which will be spent on testing, tooling and manufacture of the first batch of motorcycles that will hit the roads later this year.

India sold 21 million two-wheeler vehicles in 2018-2019 and over 65% of these were motorcycles. Yet there is not a single motorcycle in the market that can replace the internal combustion engine counterpart. It is expected that more than 80% of all global two wheelers sold in 2030 will be electric.

GO TO MARKET CHALLENGES

Most of the electric two wheelers in the market require their own charging infrastructure based on the charging system that were developed specifically for those models. These take up a huge portion of the capital of the company. Without charging stations at adequate intervals the user will have the problem of range anxiety.

Range Anxiety is the fear of the consumer that the charge on their battery may not be enough to take them to their destination, a problem that was not considered for internal combustion engine vehicles where there was the availability of fuel stations at close distances.

Raptee electric vehicles solves both of these problems. “Since our electric vehicles follows the CCS2 standard of charging, we are able to leverage the existing charging infrastructure set up for four wheelers in the country,” elaborates Arjun.

For example, there are 25 charging stations in Chennai alone, an Indian megapolis, a number that is expected to increase significantly. And with a real-time range of 150km for Raptee electric vehicles, the user will not have to worry about charge issues or any other performance issues that are commonly seen as an adoption barrier

SCALING OUT AND ROAD AHEAD

Raptee is currently in process of setting up its first factory with the production capacity of 2,000 units a month. According to Arjun, as a start-up disrupting the electric motorcycle market, communication with vendors and setting up the assembly line can be considered as obstacles in the roll out of the manufacturing plant. The \$11 million that Raptee is planning on raising, will be

spent on testing, tooling and manufacture of the first batch of electric motorcycles. Raptee will be manufacturing its own battery packs.

Once the initial production capacity has been established, Raptee will begin the process of setting up a larger manufacturing plant. Raptee has signed an MoU with the Government of Tamil Nadu under which it will be investing \$63 million over an eight-year period for the development of the electric vehicle manufacturing ecosystem, employing about 3,500+ people and increasing its production capacity.

Raptee’s vision is a world where independent commuting is safe, affordable, stress-free, environmentally responsible, not limited to any country.

There are many players in the passenger car market who are working towards bringing safer and sustainable mobility, and yet a significant part of the world’s population cannot afford a car. “We see potential to revolutionise the way people commute in these countries,” points out Arjun. However, as a start-up, Raptee’s resources are limited, and it needs to focus on areas of priority.

Raptee’s global expansion is planned for late 2024, with the initial focus on the Indian market.

“We acknowledge that the incumbents have kicked-off their electric transition strategies and we believe that they will play a role in making electric vehicles mainstream. What we are betting on is the technology that we have pioneered,” says Arjun.

Most of the products in the market still rely on architecture similar to electric vehicles from China. “We believe our powertrain architecture, that we have developed and tested over the last two years, will pave the way for a new age of electric two-wheelers. This lead will give us the edge over existing manufacturers”, he concludes. ■



DR ARTHUR MORRISH,
Chief Executive Officer,
ASPIRE.

CAN ROBOTS COLLABORATE FOR A PURPOSE WITHOUT INTERVENTION

The MBZIRC Maritime Grand Challenge asks a group of robots to work in a collaborative manner in a search and rescue operation, with minimal intervention.

For countries with long coastlines, ensuring maritime safety can be additionally challenging as it requires significant investment in equipment and trained personnel. The MBZIRC Maritime Grand Challenge is looking to change that and develop innovative solutions to some of the shipping industry's biggest challenges.

We have chosen to focus on maritime security solutions because the shipping industry is the engine of the global economy, with about 90% of traded goods transported by ships.

Without maritime security, the open seas would look more like the Wild West. Global economies would be



The MBZIRC Maritime Grand Challenge is focused on search and identify in the civilian arena



handicapped, workers would be unable to do their jobs, livelihoods of those reliant on fishing will be jeopardised and the shipping industry would be chronically unable to operate at full capacity.

Robotics-based industries will play a key role in the future knowledge-based economy of the UAE. The event aims to foster technological innovation and inspire the next generation of scientists in the UAE.

By providing an environment to foster innovation and technical excellence in robotics, MBZIRC also supports the UAE's transition to a knowledge economy, while consolidating Abu Dhabi and the UAE's position as an emerging hub of innovation in advanced technology.

TECHNOLOGY OVERVIEW

In terms of autonomous technologies, the current available solutions still have a high dependency on the operator being in the loop, for example in providing the location, normally in terms of GPS coordinates, for a search and rescue mission.

The MBZIRC Maritime Grand Challenge tries to go beyond this scenario by asking a group of robots to work in a collaborative manner in a search and rescue operation, with minimal intervention from the operator.

The scenario is made even more challenging when considering the Global Navigation Satellite System-denied operational demand. For example, the control and coordination of single and multi-UAV groups without Global Navigation Satellite System is today still subject of active academic research, as at many levels of the control stack the Global Navigation Satellite System input is used to close the control loop, even just to stabilize UAV in the air.

An example of this would be to use vision-based navigation. The Challenge will test the readiness of these technologies still in the research phase within a real-world situation.

BENEFITS OF THE CHALLENGE

The objective of autonomous technologies is to make lives easier, safer, and more efficient. The MBZIRC Maritime Grand Challenge will look to advance autonomous capabilities and close the gap between what we can currently do and what we hope to achieve. In particular, the convergence of autonomy, advanced robotics systems, Global Navigation Satellite System-denied navigation and edge processing as they come together.

The MBZIRC Maritime Grand Challenge, which involves heterogeneous collaboration between unmanned aerial and surface vehicles, requiring them to perform complex navigation, identification, and manipulation tasks in a Global Navigation Satellite System-denied environment, should create the perfect environment for technological advancement in this space.

Such innovation can not only help reduce operational costs through enhanced speed and efficiency, but also effectively handle some of the often-dangerous tasks performed by humans minimizing the risk to life.

The MBZIRC Maritime Grand Challenge is focused on search and identify in the civilian arena. We are hoping to find real-world solutions to maritime safety and security issues such as illegal fishing, smuggling, and piracy. We envisage the solutions developed to be used for autonomous identification and low-level interception like

KEY TAKEAWAYS

- Without maritime security, the open seas would look more like the Wild West.
- Robotics-based industries will play a key role in the future knowledge-based economy of the UAE.
- The current available solutions still have a high dependency on the operator being in the loop.
- The Challenge will test readiness of technologies still in the research phase within a real-world situation.

collecting boat registration papers, fishing licences and looking for contraband.

Looking further into the future, we envisage the MBZIRC Maritime Grand Challenge will lay the foundations for additional research in the area and build towards developing fully autonomous search and rescue capabilities but that's still some way off.

Whilst the focus, for now, is the maritime environment, the winning technology will have a much broader application across multiple sectors facing similar issues.

This is where innovation comes into its own. The smart deployment of technology has made seemingly insurmountable challenges achievable, enhancing all kinds of safety and security.



GENERATING IP

Talent attracts talent and this part of the world is brimming with the brightest minds with many more flocking to come and be a part of something very, very exciting. The amount of IP being created here in the region is astounding – the MBZIRC Maritime Grand Challenge is a great example of this.

However, ASPIRE will not take over ownership rights in the IP created by the teams as part of the challenge. Any IP created will remain owned by the teams. The entire ethos of the Challenge is about partnership and collaboration. In the future, we hope to partner and collaborate with those teams and together help solve the maritime industry's biggest challenges.

Whilst each team will own the intellectual property of the technology they create, by accepting the prize, they will grant ASPIRE a non-exclusive, sub-licensable, perpetual, royalty-

free, worldwide license to use the IP. The reason for this is we want to ensure the best solutions make it out of the test arena and into the real world. We want to play a key role in bringing them to life and help to address these real-life maritime problems for benefit of everyone.

We also received feedback from some registered teams the lead time is too short, they actually want longer to work on their solutions!

This is a very complex challenge, therefore, the solutions created will need to be equally sophisticated to complete it and that takes time to plan and build. Whilst the individual tasks such as swarm communication or mobile manipulation have been done in the lab before, the way we are bringing it all together, and in the real world, is a first. These solutions will not be built overnight. ■



VISION OF ASPIRE

As the Program Management organisation of ATRC, ASPIRE acts as the glue between the Technology Innovation Institute and the customer providing a clear path from the lab to the real world.

The vision is to deliver advanced technology solutions to customers that enable them to compete and win in the global market. We look to do this via two primary means: research projects and competitions and grand challenges.

As part of the research projects, ASPIRE frames research statements with clear benefits and practical, real world applications in mind. Working in close consultation with researchers, innovators, and cross-sector industry stakeholders from all levels of the local and international R&D ecosystem, we ensure that our research projects have a clear path to successful application.

In the competitions and grand challenges projects, ASPIRE seeks to solve tomorrow's issues today, where we launch and manage high profile competitions and grand challenges to engage innovators and talented research teams from around the globe to develop ground-breaking solutions to the world's most pressing problems.

MBZIRC MARITIME GRAND CHALLENGE

Robots and autonomous systems are being adopted in diverse fields as they become cheaper and smarter. A significant gap exists between the current reality of robotic capabilities and real-world requirements. Through the MBZIRC Maritime Grand Challenge, ASPIRE is looking to bridge the gap.

To be held in 2023, the competition will bring together universities, institutions and individual innovators from all over the world to collaborate on finding a practical solution to global maritime security challenges such as illegal fishing, piracy, smuggling and human trafficking.

It is the first experiment of its kind that will involve a heterogeneous collaboration among unmanned aerial vehicles and unmanned surface vehicles to perform complex navigation and manipulation tasks in a Global Navigation Satellite System- denied marine environment.

- The competition offers a prize money of **\$3,250,000**
- The team winning the first prize will take home **\$2,000,000**.
- The team placed second will receive **\$500,000**
- The team bagging the third prize wins **\$250,000**.
- A special cash award of **\$500,000** will also be awarded to all teams progressing to the demonstration phase. The amount is to be split among the teams.

Teams that accept the demonstration phase prize money will provide to ASPIRE nonexclusive, perpetual and royalty-free access to the IP, with rights to sublicense it to third parties.



MAHER YAMOUT,
Senior Security Researcher for
Middle East, Turkey and Africa,
Kaspersky.

RECOMMENDATIONS FOR HEALTHCARE INSTITUTIONS ESTABLISH CYBERSECURITY READINESS

- Provide security awareness training for employees that have access to patients' personal information.
- Ensure control over IT infrastructure and make sure all corporate devices that have access to the company's network are protected.
- Do not overlook the protection of medical equipment based on embedded systems.
- Security solutions for embedded systems should address the latest threats and be compatible with low-end hardware.
- Use a firewall that serves as a barrier to external threats.

HEALTHCARE INDUSTRY CHALLENGED BY LAGGARD TECHNOLOGIES

There is now collaboration between healthcare providers and cybersecurity companies to provide services that are secure and align with consumer demands.

The pandemic accelerated adoption of technology trends, whether they existed in the past or not. Digital transformation was one such trend that saw a high uptake across industries. The healthcare industry was no exception, and the launch of telehealth is an example.

Kaspersky research shows that 86% of medical organisations have already implemented telehealth capabilities, with 44% starting

to use them after the pandemic to eliminate a pain point. We are now witnessing a closer collaboration between healthcare providers and cybersecurity companies to provide digital services that are safe and secure and align with the evolving consumer demands in the new normal.

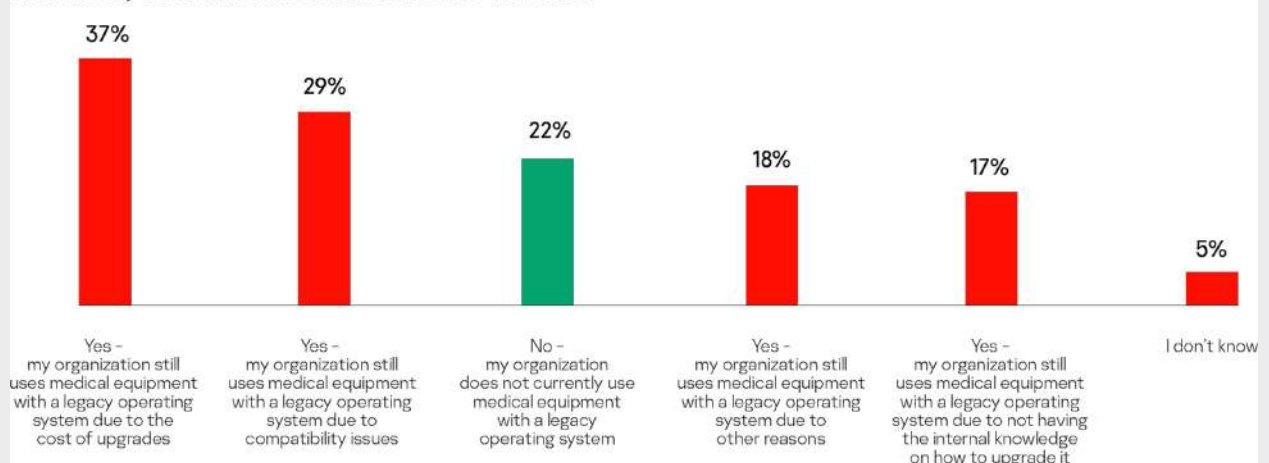
Cybersecurity is a continuous process. Investing in a cybersecurity solution or services does not mean the task is complete. On the contrary, it is just the beginning. Before an organisation invests in strengthening their cybersecurity

structure, it needs to understand, plan and execute important tasks at hand.

For example, understand the business requirements, have clarity on security gaps, find the right cybersecurity partner who can bridge these gaps and help build a holistic security strategy that involves every business function.

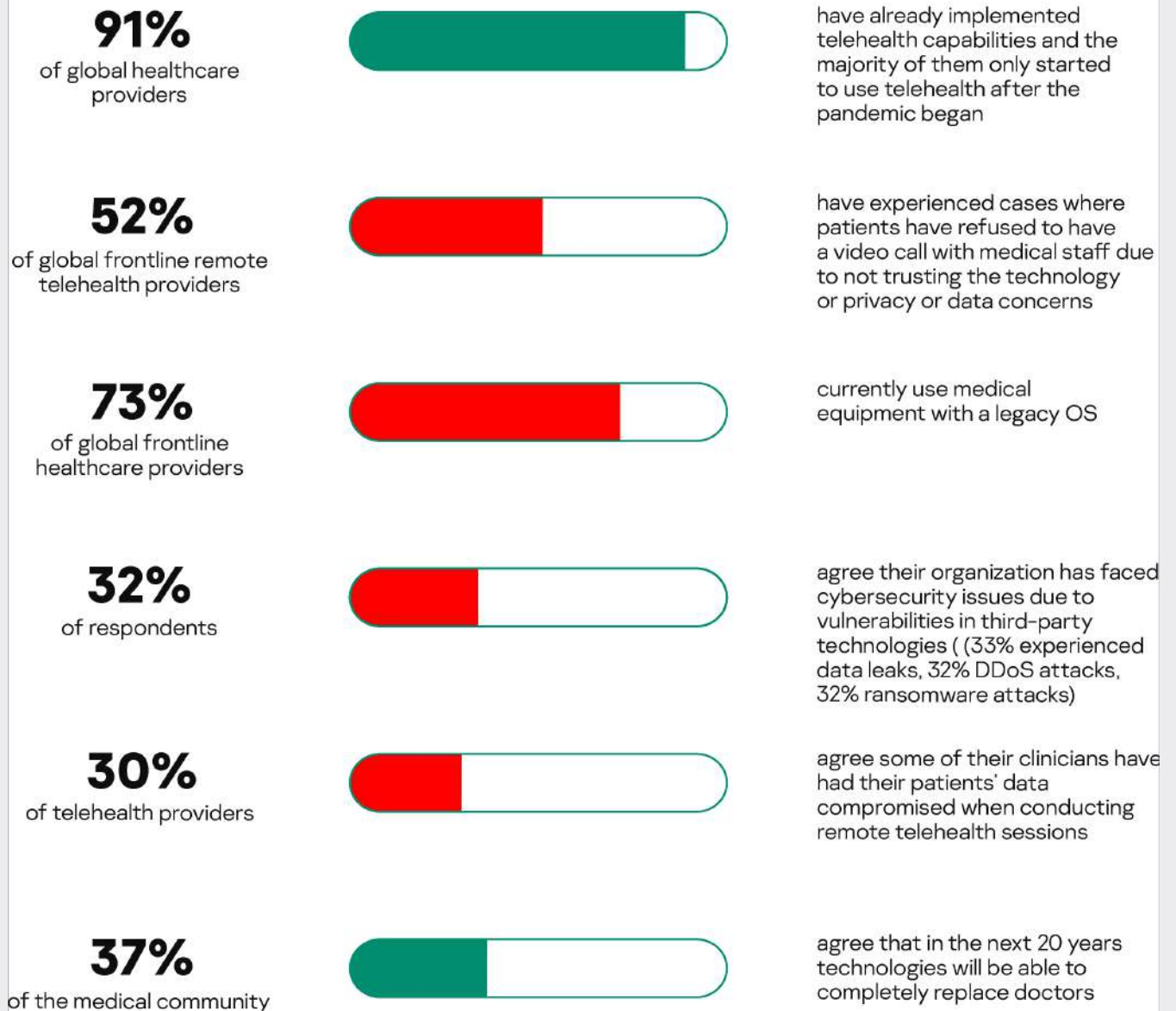
With the cybercrime realm evolving rapidly, a CISO or IT manager's role is to guide the organisation to make the right cybersecurity-related decisions. Sometimes avoiding data from being compromised requires something as simple as updating a software or vetting an email. ■

Does your organization currently use medical equipment with a legacy operating system (OS) and if so, what are the main reasons for this?



Organisations widely use medical equipment with a legacy OS, mainly because of high upgrade costs, compatibility issues, or a lack of internal knowledge on how to upgrade, among other reasons. The usage of outdated equipment may lead to cyber-incidents. When software developers stop supporting a system, they also halt the release of any updates, which among other improvements, often contain security patches for discovered vulnerabilities. If left unpatched, these can become an easy and accessible to penetrate the company's infrastructure, even for unskilled attackers. Healthcare organisations collect a wealth of sensitive and valuable data, making them one of the most lucrative targets, and unpatched devices can facilitate a successful attack for adversaries.

Key findings



When it comes to cybersecurity readiness, only 20% of healthcare workers are very confident that their organisation can effectively stop all security attacks or breaches at the perimeter. 40% expressed conviction that their organisation has up to date, adequate hardware and software IT security protection. 30% of UAE respondents agreed that their organisation had already experienced data leaks, DDoS or ransomware attacks.



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Hershey's Middle East will be accelerating its consumer activations both in-store and at-home to drive category education and relevance



Hershey's Middle East identified the insight that at-home baking was growing globally

As the global pandemic unfolded last year, consumers' lifestyles were dramatically changed and with those changes came rapid evolution in consumer needs, attitudes and behaviours. Hershey's Middle East quickly identified and delivered on an opportunity based on the insight that at-home baking was rapidly growing around the world as people were confined to their stay-at-home last year.

With a portfolio of delicious and chocolatey treats perfectly suited to the skyrocketing baking trend, the Hershey International team went to work to tap into these trends and connect consumers to a range of products to enable their newfound love of in-home baking.

While the brand constantly strives to being adaptive and responsive to developing trends, they ensure in providing their consumers with great quality products that help them in achieving the desired results for themselves and their families. In celebration of the festive season across the MENA region, Hershey's exquisitely put together their Bake the Most of the Festive Season initiative to drive their range versatility and category relevancy.

Hershey's Middle East will be accelerating its consumer activations both in-store and at-home to drive category education and relevance.

At home, consumers will be targeted through social and digital platforms with the brand's customised festive weekly recipes, created by expert influencers. Through an online competition, Hershey's will also be acknowledging and rewarding consumers on their festive recipe submissions with a beautiful Hershey's Kitchens personalised gift hamper.

At the retail level, the brand will be implementing the festive theme execution, while highlighting their newly launched baking chips: Semi-Sweet and Milk Chocolate variants in 200g and 425g stand-up packs. The main objectives are to fuel trial, reward heavy-duty bakers and the brand's loyal customers.

Solidifying the success of Hershey's Middle East in baking products this past year is an example of how the business works to quickly adapt to changing consumer trends, demonstrate agility and satisfy the fast-changing needs of consumers during the pandemic and global lockdowns. The fact that these trends have continued through 2021, demonstrate that these new rituals are here to stay.



EMMANUELLE HOSE,
Group Vice President and
Theatre General Manager,
Europe, Middle East and
Africa, Rimini Street.



TAHER HAJ-YOUSEF,
Regional Manager
Middle East, Rimini Street.

30% plan to migrate to the cloud with a hybrid cloud model, while 28% plan to lift and shift to a public cloud infrastructure-as-a-service

Rimini Street releases the 2022 IT Buyer Sentiment Survey across the GCC

Rimini Street, a global provider of enterprise software products and services, the leading third-party support provider for Oracle and SAP software products and a Salesforce partner, announced the Gulf Co-Operation Council States' IT spending habits: The 2022 IT Buyer Sentiment Survey. 72% of CIOs and CTOs agree digital transformation investments are key to their success and 52% expect to see return-on-investment in one to two years, underlining the urgency for change. However, a staggering 76% of respondents admit that up to 50% of their licensed enterprise software applications go unused, suggesting there is significant room to optimise existing business applications.

IMPATIENCE TO INNOVATE

Across the region 15% of respondents say digital transformation is their number one priority compared to other corporate priorities, but there is some variance across the region:

- Oman – 23%
- Saudi Arabia – 22%
- Bahrain – 18%
- UAE – 13%
- Qatar – 8%
- Kuwait – 4%

This raises questions over the value of highly complex, disruptive migrations of core Enterprise Resource Planning applications to their Software-as-a-Service equivalent, as such projects often take many years to complete. Particularly, for large corporations in the GCC with multiple ERP systems on different versions, such wholesale change may impact productivity and revenue generation at a crucial time when growth is essential to long-term business sustainability. Increasingly, Rimini Street is seeing clients worldwide address the need for change while minimising disruption by innovating at the edge rather

than attempting a rip and replace of existing in-house applications.

CIOs and CTOs in the region want innovation with security and privacy protection as the number one priority for IT initiatives, followed by next-generation disruptive technology initiatives, risk management and compliance, and revenue-generating technology initiatives. The challenge is choosing a strategy that allows them to move with agility and at pace, targeting innovation where it will be most effective. For example, the survey highlighted managers' concerns over losing their existing application customisations in any IT upgrade.

THE WAY FORWARD

The survey further suggests CIOs and CTOs are considering a variety of approaches to modernising their enterprise application environments. 30% plan to migrate to the cloud with a hybrid cloud model, while 28% plan to 'lift and shift' to a public cloud infrastructure-as-a-service such as Microsoft Azure, Google Cloud or AWS.

26% are planning to migrate to a private cloud, but only 16% are considering a 'rip and replace' migration, which would have them switch from their existing in-house applications to the SaaS equivalent of their current applications. More than half 54% are considering a move to a hosted cloud environment for their internally run enterprise applications but intend to move away from their existing vendor.

This shows there is a variety of ways to modernise enterprise IT environments, often without requiring the disruption of replacing stable existing business applications. Further, it underlines the point that customers do not feel obliged to stay on the migration path dictated by the software vendors and are looking for alternative approaches.

100M Arabic social posts analysed by algorithmic AI in latest Sila Consumer Sentiment Index

According to the latest research by leading consumer intelligence platform, D/A, owners of Sila, an Arabic-native, artificial intelligence-enabled consumer intelligence platform, despite a general decline in net positivity across all global markets, the GCC's Arabic speakers remained mainly immune to many of the global agitators regarding business, economy and employment confidence.

The data, which is based on algorithmic artificial intelligence analysis of over 100 Million Arabic social media posts, was highlighted in the December 2021 Sila Consumer Sentiment Index report, which was released today, Tuesday 11 January and revealed that the GCC remained relatively immune to the key issues affecting consumer sentiment on a global level.

Overall, GCC consumer confidence in December declined 1.2%, down to 65.3% from 66.5% in November and 66.3% in October. These modest declines are attributed to global dynamics, including inflationary pressure on consumer spending, uncertainty around variants of Covid-19 and the resulting impacts on daily life, and government support for the economy via maintained spending and reforms.

Business confidence has sustained a more considerable setback of almost 2% month-on-month, from 61.3% in November to 59.5% in December. However, it is still registering net positivity and trending above pre-pandemic levels.

From an economic perspective, macro-government intervention in GCC economies saw a 3.7% increase in confidence in December, marking a two-year series high in economic growth sentiment, a significant consumer confidence indicator.

Consumer confidence around employment declined by 1.3% month-on-month to 81% in December and 1.5% below October's reading of 82.5%. This trend still presents a significant shift from the pre-pandemic level of 87.9% recorded in February 2020 and the 86.1% noted in June 2021, indicating a more inconsistent recovery concerning this marker.

In the UAE, overall, consumer confidence declined by 1.8% in December to 76.2% compared to November's series high of 78%.

Confidence in private enterprise has experienced a decline from 76.8% in November to 75.2% in December – an increase in negativity of 1.6%, which is considered relatively substantial in a UAE context.



PAUL KELLY,
Managing Partner of D/A.

The data, which is based on algorithmic artificial intelligence analysis of over 100 Million Arabic social media posts, was highlighted in the December 2021 Sila Consumer Sentiment Index report



LEILA HOTEIT,
Managing Director
and Partner,
BCG Middle East.



**CHRISTOPHER
DANIEL,**
Managing Director and
Partner, BCG Middle East.

*The number of digital field employees willing to move to another country for work is considerable from a regional standpoint, standing at **83%***

62% of MENA employees working in digital fields are actively job hunting finds BCG report

Although unexpected circumstances have led to economic difficulties over the past two years, digital talent has emerged relatively unscathed, eager to explore their options and ultimately pursue new opportunities. This widespread appetite has emerged as a key takeaway following a global survey of employees in digital roles conducted by Boston Consulting Group and The Network, a global alliance of recruitment website.

The subsequent report, titled 'Decoding the Digital Talent Challenge,' sheds light on the key factors behind people's aspirations to move to pastures new, providing a comprehensive analysis of major international markets, the Middle East and North Africa included.

As per the survey, part of BCG's Decoding Global Talent series, as many as 62% of MENA employees working in digital fields are actively job hunting, with better career opportunities in other roles 72%, looking for a new challenge 66%, feeling undervalued in current positions 40%, and searching for a company more aligned with personal beliefs 32% the main motivations behind people looking for a new role.

For digital employees, good relationships with colleagues and learning and skills training are among the most valued aspects of their jobs, while diversity, inclusion, and environmental issues have also increased in importance over the latest year.

Of the digital employees surveyed across the

region, 78% revealed that diversity and inclusion have become more important to them in the last 12 months, and 55% added they would not consider potential employers that did not share the same views in this area.

Moreover, 66% revealed that employers' environmental responsibility has become more important to them since the same period a year ago, with 47% unwilling to consider companies that do not share their environmental views.

On the subject of relocation, the number of digital field employees willing to move to another country for work is considerable from a regional standpoint – standing at 83%. Canada is the most preferred destination where digital workers would like to relocate 16%, followed by the UAE 12%, and Germany 10%.

In terms of the UAE, its appeal among digital talent also ranks among the leading nations worldwide, with Dubai and Abu Dhabi ranked sixth and ninth, respectively, as the most attractive cities for digital workers. Furthermore, remote working possibilities are similarly attractive.

The survey found that 66% of MENA talent are willing to work for remote employers with no physical presence in their country. Canada, France, Germany, and the UAE top the list where digital workers would look for remote jobs, while the convergence of fixed and flexible working would be a popular proposition.



KERRY KOUTSIKOS,
Regional Vice President, MEA,
Alteryx.



ALAN JACOBSON,
Chief Data and Analytics Officer, Alteryx.

97%
*of Gulf workers
agree that
training needs
to be made
available to all
data workers in
the region to truly
unlock business
value.*



50% Gulf employees able to automate versus 16% UK, 24% German workers finds Alteryx

Alteryx, the analytics automation company, unveils new findings showing that the Gulf is uniquely placed to drive innovation post the pandemic. A staggering 50% of employees surveyed are now able to automate their day-to-day tasks, with 58% able to produce faster results through the use of analytics technology compared to five years ago.

In comparison, just 16% of UK workers, and 24% of German workers confirm they are able to automate similar tasks. The Alteryx-commissioned YouGov research surveyed 300+ employees in the UAE and Saudi Arabia who work with data in large companies.

Despite the core building blocks to success, the research shows that the region is still hindered by inconsistently applied training programmes, with only existing experts – such as qualified data scientists – receiving vital data upskilling. Highlighting the scope of this need, 97% of Gulf workers agree that training needs to be made available to all data workers in the region to truly unlock business value.

Employees that lack formal training are increasingly operating in the dark – further overloading at-capacity data science teams. Research highlights that data scientists spend a disproportionate amount of their time each week on tasks that could be completed by workers with less advanced skillsets using automation technology, and are stuck in a continuous loop of day-to-day tasks:

- 27% of data scientists spend at least nine hours

each week on basic data tasks such as cleansing, blending, and shaping.

- 14% of the data scientists surveyed spend at least 30 hours on the same tasks.
- 54% of these data scientists say their business is “not making full use of the data”, and 49% say that employees are “lacking the data literacy skills needed to meet today’s business challenges.”

With such a huge skills gap, the efforts of highly trained data scientists are being wasted. 97% of employees now say that data training should be expanded to all data workers instead of remaining focused on existing data experts.

- 50% of MEA technology workers say they are now more able to automate their day-to-day tasks. Despite this, data training is only available to pre-existing experts such as data scientists 51% and business analysts 46%. 97% of Gulf employees now say that data training should be expanded to all.

- With so many workers excluded from data training, the Gulf is primed for a data ethics disaster. Workers now gravitate towards informal mentoring 39% and informal user groups 24% to train, increasing the risk of unintentional bias creeping into algorithms and models.

- A third 31% of MEA business leaders believe solving this challenge is someone else’s problem, indicating these problems will endure for some time yet.

85% consumers completely trust healthcare providers finds Salesforce's Connected Report

In Salesforce's most recent Dreamforce keynote in San Francisco, Salesforce Chairman and Co-CEO Marc Benioff outlined his thoughts on a critical question: How do we create more trust?

According to Benioff, the world is currently undergoing a crisis of trust, and every organisation must act. Indeed, Edelman's 2021 Trust Barometer found that in the last year, trust has dipped across nearly every single industry sector — including healthcare. The cost of trust within healthcare and life sciences industries is especially high, where trusted relationships can be the difference between being vaccinated and unvaccinated, wellness or illness, and even life or death.

To better understand the role of trust within these critical industries, and what trusted health organisations are doing differently, Salesforce surveyed over 12,000 consumers in 13 countries and developed the latest edition of its Connected Health Consumer Report.

While the pandemic impacted healthcare and life sciences companies across the board, consumer trust in 2021 varies by sector. As the daily applause for healthcare workers may have indicated, care providers lead the pack in consumer trust, with 85% of consumers saying they somewhat or completely trust their providers.

Although pharmaceutical companies developed incredible innovations during the pandemic, including the release of the first FDA-authorized mRNA vaccines, pharmaceutical companies found themselves at the low end of consumer trust. Only 58% of health consumers trust the pharmaceutical companies they interact with. And even fewer — one in 10 consumers with a prescription — completely trust pharmaceutical companies.

Salesforce's study found that consumers who have a trusted relationship with a given health organisation are much more willing to share relevant, non-medical information such as nutrition habits or access to transportation. This holds true across insurers, providers, medical technology companies, and pharmaceutical organisations, with a particularly stark difference within the pharmaceutical space.

Moreover, when compared to consumers who don't trust pharmaceutical companies, consumers with trusted relationships express significantly more interest in using different health services, such as reminders to take medicine or enrolling in patient support programs.

Organisations that personalise services in response to an individual's medical and non-medical health factors are met with increased consumer trust. For example, Salesforce's research found that compared to providers with lower consumer trust, trusted providers are twice as likely to ask patients about non-medical needs impacting health. This indicates that to continue building trust, it's important for health organisations to gain a holistic understanding of the consumers they serve. Indeed, 97% of consumers say it is important for their providers to follow up on their progress — even amid disruption.

MARC BENIOFF,
Chairman and Co-CEO,
Salesforce

Edelman's 2021 Trust Barometer found that in the last year, trust has dipped across nearly every single industry sector, including healthcare



LORI MACVITTIE,
Principal Technical
Evangelist, Office of the
CTO at F5.

*Opinionated
curation is the
result of decisions
made regarding
everything from
what data is
collected and
from what
systems, to how
visualisations
are displayed on
dashboards*

One of the causes of missing insights is not dearth of tools but continuous bias in data

According to F5's latest State of Application Strategy report, only five out of 100 people are managing to get the insights they need from the myriad monitoring tools they use to track the performance, availability, and security of their digital assets. The other 95%? They might as well as be staring at cute but ineffective Venn diagrams.

One of the causes of missing insights is not a dearth of tools or even a lack of data; it's the continuous bias in the data.

Data bias is caused by opinionated curation within a system. Opinionated curation is the result of decisions made regarding everything from what data is collected and from what systems, to how visualisations are displayed on dashboards.

One of the most significant sources of data bias is the legacy of agent-based systems, which require additional software to be deployed on any system from which you want to collect data. Agents are usually paired with an analytics platform. In the past, the pricing of these products often included the cost of agents. Discounted for large deployments, of course, but nonetheless a costly proposition.

The cost of deploying—and managing—agents introduced data bias because it limited the systems from which you could collect data. Opinions—experienced or not—regarding the worthiness of monitoring a given application or system often drove

the deployment decision.

The volume of data generated, too, is a source of continuous bias because it led to decisions based on the opinion of the value of specific data points. Do you really need all those metrics, or can we just limit it to three or four? The opinionated curation of metrics means there's no way to validate shifts or changes in the data overall. Those shifts or changes could be indicative of a potential problem—or risk—but are missed because the data was deemed insignificant.

Finally, dashboard decisions about visualisation further bias interpretation and are often based on skills and experiences that may not be shared with others who use the dashboard. Even the choice of graph can introduce bias. This is particularly true for time-series based operational metrics like performance and uptime.

Bar charts are often used to chart time-series data but aren't as impactful as line charts. A bar chart forces us to compare bar heights to understand shifts in response time rather than allowing the shape of the line to show us what's happening. These simple decisions can have a profound impact on operators who rely on visualisation to offer insight into the operating state of a system.

All these decisions introduce bias continually into the data and impact our ability to interpret it—and thus gain insight into what it really means.

EXPLORE THE UNSEEN ON FLICKR



<https://www.flickr.com/photos/193973040@N03/albums>

EMERGING VALUE SYSTEM FOR EMERGING TECHNOLOGY BUSINESSES

As machines become smarter, manufacturing execution systems unite machines with connected workers, changing smart machines into a smart factory.



BARIKA L PACE,
Senior Director Analyst,
Gartner.

“

There are so many voices, but the voice of society, can yield significant insights if we stay firm to organisation core values

”

Relentless polarisation presents a severe crisis for the digital giants that hold up the world's digital economy. To escape the wrong side of history, product managers must stop putting the customer before society. But, as the giants struggle to manage the headlines, aimed squarely at issues caused in part by their products and service strategies, perhaps the door is ever so ajar for the medium-size tech provider.

For medium-size brands, maintaining a sufficiently positive brand perception is of the utmost importance. For many brands, being talked about, even in a controversial context, can be a good thing, as it implies relevance.

However, being consistently associated with politically divisive issues and even outright toxic communications, such as hate speech, is something that medium-size brands must desperately avoid. The prevalence of such unconstructive — and unprofitable — forms of relevance increases as the level of polarisation increases.

With many consumers feeling like big tech has tuned their voices, perhaps it is time for medium-size tech providers to delight these disenchanted customers. There are so many voices, but the voice of society, can yield significant insights if we stay firm to our organisations core values

What keeps today's digital economy running is a critical mass of highly monetisable and digitally engaged consumers whose digital personas reside in a sort of Goldilocks zone of monetisation: not too hot, not too cold.

The key for medium-size tech providers, avoid the toxic and elusive fringes and remain firmly centre.

As headline news mounts against larger tech providers and consumers question their intentions in the public domain, medium-size tech providers with moderate corporate values remain able to seize on new opportunities in the Goldilocks zone.

Gartner's survey data below indicates continued sustainable engagement in social advocacy is growing, with consumers ranking equally loyalty and authenticity as their top values. The key take away, avoid the toxic fringe

With these values in mind, many have abandoned larger tech providers, calling out several issues:

- Bias in design
- Hate-for-profit concerns
- Diversity, equity and inclusion issues in hiring
- Pricing concerns for those facing the digital divide
- Sustainability concerns

If you are thinking about where to start social engagement with consumers, investors and employees, note that consumers are thinking about a few select areas from tech providers.

#1 PANDEMIC RESPONSE

Consumers are paying close attention to how brands are responding to the COVID-19 crisis: 69% say they'll remember how companies respond, and those that put profits before people will lose their trust forever. In addition, consumers are appreciative of their collective increased awareness of companies' social responsibility practices.

#2 SUSTAINABILITY

Sustainability-savvy brands can support the environment, attract ESG-conscious investors, attract top talent and innovate in new technology markets. Recent research in these areas points out that the growing pressure and urgency regarding environmental sustainability is ushering in fundamental changes to technology markets.

These trends present product leaders with both new challenges and new opportunities across three themes: changing fundamentals, zero-waste operations and existential breakthroughs.

Here are a few areas that medium-size tech companies should look at:

- Showcasing sustainability benefits and features in product offerings by exposing sustainability features and metrics in product and service interfaces
- Software tools that enable increasingly complex and comprehensive sustainability reporting, analytics and accounting — especially for carbon footprints
- Consulting capabilities to measure the financial risk and liabilities associated with sustainability issues and to deliver change programs, for both enterprises and investors



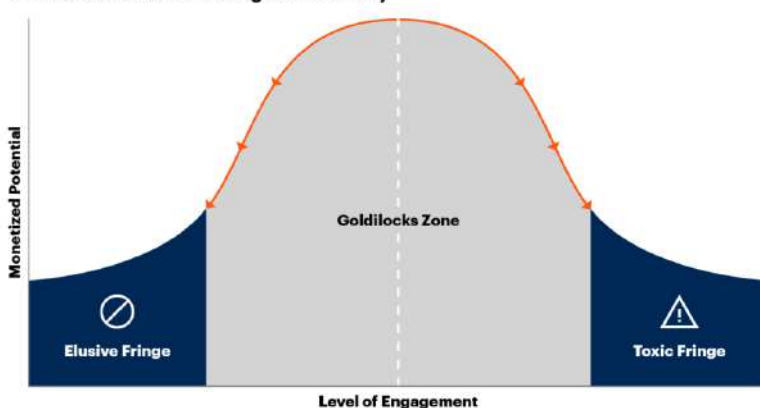
Time to Dial Up the Voice of Society

Voice of Society
A collection of dynamic belief systems that represent sentiment about societal change — as propagated by traditional media, social media, people movements, regulation, personal interactions or customer actions.



(Adapted for IT Leaders Toolkit)

Monetization Curve of Digital Economy



Source: Gartner
747087_C

Gartner

KEY TAKEAWAYS

- What keeps today's digital economy running is a critical mass of highly monetisable and digitally engaged consumers.
- Their digital personas reside in a sort of Goldilocks zone of monetisation: not too hot, not too cold.
- The key for medium-size tech providers, avoid the toxic and elusive fringes and remain firmly centre.
- Gartner's survey data indicates continued sustainable engagement in social advocacy is growing.
- Consumers are ranking equally loyalty and authenticity as their top values.

#3 DIVERSITY, EQUITY AND INCLUSION

With equality toping the consumer values list, many are aware of tech companies' slow response to addressing DE&I issues. Furthermore, the number of women leaving the workforce is complicating most organisations' DE&I goals. However, tech companies have fared better than most in terms of retention during this pandemic era.

Working from home and flexible work arrangements are more suited to the tech industry than some others, which has helped to stave off attrition. So, any plans of going back to the old days may merit additional consideration.

So, what can medium-size tech companies do?

- talent pools of underrepresented candidates by partnering locally, developing training programs, offering apprenticeships and exploiting multiple recruiting channels to build your future talent pipelines.
- Build an employer-of-choice brand for women candidates by partnering with marketing and human resources to establish and evangelise your commitment to both product designs and a culture that is inclusive of women.
- Bridge digital divides affecting users by using voice of the customer VoC insights to account for technology adoption barriers and bias in existing CX data.
- Transform barriers into product design opportunities and create an optimal inclusive experience for communities challenged by digital deserts.
- Consider leveraging a combination of human-centric design approaches, such as design thinking and inclusion design, and pay attention to consumer pricing. ■

FINDING THE RIGHT PROBLEM TO SOLVE IS UNIQUE TO EACH BUSINESS

There are common threads to be followed, and the problems themselves can be an amalgam of people, processes, legacy technologies, and geographic location.

In its most basic form, using data properly is a gamechanger. Almost every business has this data – it may be hidden in spreadsheets or even saved locally on the computer of one worker from a time before online shared folders were fully implemented. Businesses can realise huge benefits from data science – the process by which we begin to understand data – by using clean and timely information to make quick and informed decisions.

SMBs can often get stuck on the technical side of data science. They need to look beyond the technology, and instead focus on the core principles of data strategy: Projects do not need to be

expensive, nor do they need to only solve multi-million-pound problems. In the very early stages – before high value, game changing problems have been identified – data analysis can even be done with spreadsheets.

The core benefit of using data well, is the ability to make informed decisions based on quantifiable, verifiable information. It's about moving beyond the lead from the top type mentality that has been so prevalent in businesses over the last few decades.

Effectively using data means that the person closest to a problem is actually able to have a direct input into solving said problem. This brings with it a motivation to learn, and a motivation to change. Two hugely important attributes.

When the data scientist specialism surfaced back





DAVID SWEENOR,
Senior Director of Product
Marketing, Alteryx.



Different use
cases require
different
approaches
and levels of
governance



in 2001, the biggest challenge was how to leverage insights from relatively limited data sources. Initially, there was no specific training to prepare people for the daily tasks of a data scientist – it was all database specialists, mathematicians, statisticians, and physicists often writing code from scratch.

New, simpler coding languages were later developed, and we started to see drag and drop GUIs that opened up data science to non-coders, but these were still a bit clunky.

Back then, what we would now call a big data project was pieced together from data stored in different departments, within hard to access data silos, and controlled by different people. These data projects needed a huge number of tools and products to take the data from its base form into something useful to the business.

We had to talk to the database specialists for access to the data, learn to write SQL, or find an expert to extract data... then we had to prepare it for analytics. Over the years, this process has become far more streamlined.

This kind of work needed an exceptionally high level of technological expertise and extensive coordination across a big cast of characters to generate any real added value from these complex applications, but value was created. As these early-stage data workers set the foundation of data science, the model was proven, and demand for their expertise increased.

To develop a data-driven culture requires readiness and a strong foundation, from the CEO or business-owner down. The leadership team need to be all-in on analytics as standard practice – ready to support and drive the change. This is what we see in the most analytically mature companies, and it's something that can be replicated for SMBs.

To become data-driven, we need to start with data literacy programmes. To turn that data literacy into a culture, we need to look at baking in analytics in day-to-day work. This may take considerable investment but will achieve long-term payoff.

To make this a reality, new initiatives are needed outside of the normal lunch and learns, from



KEY TAKEAWAYS

- To become data-driven, we need to start with data literacy programmes.
- We need to look at baking in analytics in day-to-day work.
- Data literacy programmes require considerable investment but will achieve long-term payoff.
- Those closest to a process know where the problems exist.

providing additional paid learner days, to the gamification of learning, and career led learning for end-to-end workforce planning.

Those closest to a process know where the problems exist, and by amplifying human intelligence to get the best from data science and analytics, they have the context and can see the business impact of solving that question through data. There's huge benefit to be found here.

With modern technology and systems becoming more and more approachable and user-friendly, anyone can become a citizen data scientist – a person

who is able to use data analytics to create insights. Whether employees should be equipped with these tools is a question that can only be answered at a micro level by individual businesses. Different use cases require different approaches and levels of governance.

There is a limited benefit that could be generated by upskilling store cashiers with data analytics skillsets, for example, but equipping other back-office workers or store managers with data analytics skills could certainly drive value. One option is using computer vision to automate the extraction of data from clock-in cards for timesheet purposes or even automating the extraction of text from receipts and supply-chain invoices.

Ultimately, while the option of using data analytics is an option for everyone, businesses looking to upskill their workers still have to follow a core cost-benefit model.

Finding the right problem to solve is a challenge that is unique to each individual business. There are certainly some common threads which can be followed, and the problems themselves can be an amalgam of people, processes, legacy technologies, or even geographic location.

Before embarking on a data analytics journey, organisations will always have some idea as to what their ideal problem to solve is. The key to being successful is to understand the business decision to be made – and work backwards from there.

Finding the right problem is often the end result of numerous smaller-scale wins as organisations begin to understand not only what they actually need, but also what resources and tools they have in order to get there. It's about the process – actually completing and fixing small

irritations, cutting away at the un-necessary, and using these projects as building blocks to get to where you need to go.

The ability to integrate new datapoints into an analytic process to deliver real-time insights – and the ability to rapidly adapt to changing market demands – is what separates digital-native businesses such as Netflix and Amazon from more legacy organisations buried in technical debt.

The true value of successful analytics work, however, comes from automating these insights – freeing up the project leader to focus on newer and higher-value projects in tandem. The actual adopters of these insights know the business process they relate to and therefore including them is essential to the design and rollout of such projects.

By investing in non-technical tools such as self-service platforms that every employee – from the marketing department to business operations – can easily use, workers are given the space to experiment and learn new data skills at their own pace. These platforms can support workers as they discover how to automate analytic processes to unlock powerful insights from data, creating a strong skills foundation for the future.

Automating how you discover, analyse, and reach answers is enabling companies to get ahead of their competition. But what's paramount is that everyone in the workforce should be able to do it, not just a handful of specialists. That's where ease-of-use and self-service automation comes in. Thousands of organisations and citizen analysts – from small companies to the Global 2000 – rely on our analytics and data science automation every day to find ground-breaking answers to almost any business question. ■

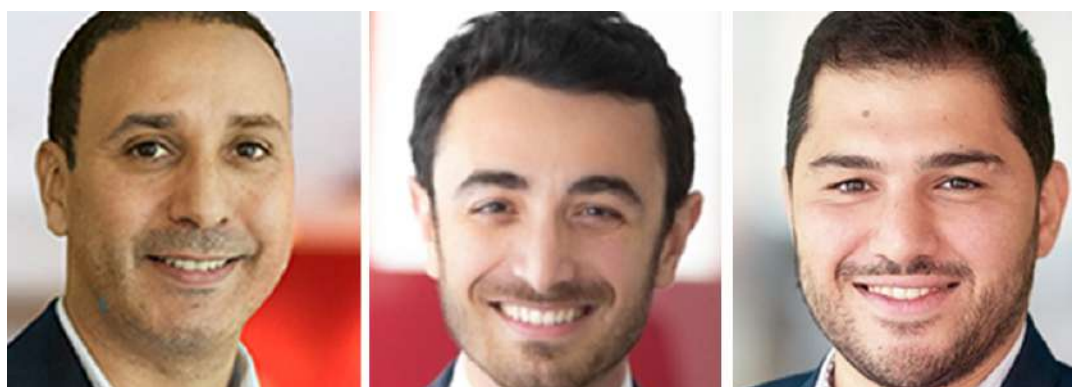


(Left to Right)
Niels Bormans, former
Deputy Group CEO at
Ghobash Group and
Shane Phillips, CEO, The
Phillips Group.

Niels Bormans joins Oman based The Zubair Corporation as Group CEO

The Phillips Group, a global executive search firm, announces Niels Bormans, former Deputy Group CEO at Ghobash Group and CEO of Aban Investment, has been appointed the new Group CEO of The Zubair Corporation based out of Muscat, Oman. The Zubair Corporation, founded in 1967, is one of the most important economic multi-activity conglomerates in the Sultanate, operates in various sectors including energy, engineering and contracting, real estate and hospitality, finance, banking and investments, automotive, IT and electrical equipment and furniture.

Bormans, originally from the Netherlands and working in the region for the past five and a half years, will report to Rashad Al Zubair as he joins The Zubair Corporation on January 2, 2022. Bormans will be responsible for each of the Corporation's subsidiaries. Bormans has been tasked with future proofing the business in its entirety. He will capitalise on upcoming trends for legacy businesses while developing new sources of revenue and net profit to counter act and benefit from recent market disruption.



(Left to right)
Brahim Laaidi,
Raja Atoui,
Wissam Yassine.

Bain and Company announces Brahim Laaidi, Raja Atoui, Wissam Yassine, as new UAE partners

Bain and Company, one of the world's leading global management consultancies has announced the internal promotions of three new members to partnership. The new partners are based in the firm's United Arab Emirates office. As per the latest round of promotions, Bain and Company has endorsed 78 individuals to senior leadership positions of partner and expert partner, effective January 1, 2022. The consultancy has also welcomed 50 new partners and expert partners over the last year.

Brahim has been with Bain and Company for three years in the Middle East Office and holds an MBA Degree from Louvain School of Management, in Ottignies-Louvain-la-Neuve, Belgium. With more than 18 years of experience in Enterprise Technology and Digital transformation, he has supported clients on IT strategy, Operating Model, Advanced Analytics and Digital Transformation in several industries: Financial Service, Public Sector, and Retail.



Emirates Motor names Mohammad Ghazi Al Momani as General Manager

Emirates Motor, the authorised general distributor for Mercedes-Benz in the Emirate of Abu Dhabi, has appointed Mohammad Ghazi Al Momani as its new General Manager.

Bringing 20 years' motoring experience and a degree from The University of Technology in Baghdad, Iraq, Mohammad possesses key skills in strategic planning, marketing, sales, after sales and operations, along with extensive knowledge of the Middle East's automotive landscape. With experience across multiple markets in the region, Mohammad has proven expertise of innovative solutions that aid in generating revenues to further improve business profitability. He will manage the overall performance of Mercedes-Benz at EMC.

Mohammad's extensive local experience and vision will play an integral role in the further success of the Mercedes-Benz brand in Abu Dhabi.

Bahrain's crypto-asset provider, Rain Management appoints Talal Al Zain as board member

Rain Management WLL, the first licensed crypto-asset service provider in the Middle East by the Central Bank of Bahrain, announced the appointment of Talal Al Zain as the newest board member. Bringing over 35 years of experience in banking and financial services internationally, Talal Al Zain has held various senior executive positions throughout his well-established career. His wealth of knowledge in international finance has asserted him as a business leader throughout the region.

With strong leadership skills and an inspiring vision, Talal Al Zain has helped establish and grow multiple businesses, build diverse teams, and deliver bottom-line results. He currently sits on various board committees and has recently joined Rain Management W.L.L as an independent board member, advising the company in decision-making to bring forward a trusted platform to the region.





(Left to right, top to bottom) His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Integrated Economic Zones Authority; Amna Lootah, Director General DAFZ; Dr Juma Al Matrooshi, Director-General of Dubai Silicon Oasis; Eng Muammar Al Kathiri, Chief Engineering and Smart City Officer in the Authority; William Chapel, Chief Financial Officer, DIEZ; Youssef Behzad, Chief People and Organizational Development Officer at DIEZ; Bader Buhannad, Chief Corporate Support Officer at DIEZ; Saeed Al-Suwaidi, Chief Legal and Regulatory Affairs Office at DIEZ; Abdul Rahman Basaeed, Chief Internal Audit and Enterprise Risk Management Officer.

New leadership team appointed to drive Dubai Integrated Economic Zones Authority

His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Integrated Economic Zones Authority, appointed a new leadership team to drive DIEZ's free zones and central divisions towards a new era of excellence and integration.

DIEZ aims to raise Dubai's position as a regional and global investment destination and contribute to achieving the emirate's strategic priorities through its economic zones, which are the Dubai Airport Free Zone, Dubai Silicon Oasis, and Dubai CommerCity. Further, DIEZ aims to boost economic growth, contribute to shaping the future economic map of Dubai, and create more diverse investment opportunities.

Amna Lootah was appointed as a Director General DAFZ to lead and implement strategic plans according to the approved structure, driven by its vision, mission, and values. Further, Lootah will also lead the executive management team at the Dubai Airport Free Zone.

Dr Juma Al Matrooshi was appointed as Director-General of Dubai Silicon Oasis to supervise the implementation of its strategy according to the new organisational structure.

At central divisional functions, Eng. Muammar Al Kathiri was appointed as Chief Engineering and Smart City Officer in the Authority to lead and direct engineering planning and make strategic planning, design, and construction decisions.

For DIEZ's financial goals, William Chapel will serve as Chief Financial Officer in DIEZ, where he will be responsible for financial management. He will oversee strategic financial direction to ensure the achievement of strategic business objectives and increasing economic returns for all stakeholders.

Youssef Behzad was appointed as Chief People and Organisational Development Officer at DIEZ to lead and implement the institutional approach in empowering human capital, ensuring the quality of human resources in all departments and the authorities' functions. In addition, the duties include providing means to enhance the effectiveness and efficiency of the organisational structure, backed by creative talents capable of leading operations to achieve the organisational goals.

Bader Buhannad will assume the position of Chief Corporate Support Officer at DIEZ. He will be managing and directing digital and information technology activities, managing the supply chain, in addition to providing the necessary guidance for the Authority's integrated management and project management office functions.

The list of appointments also included Saeed Al-Suwaidi as the new Chief Legal and Regulatory Affairs Office at DIEZ and Abdul Rahman Basaeed, Chief Internal Audit and Enterprise Risk Management Officer.

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TOP INDUSTRY LEADERS.

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COUNTRIES



89%
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OVER
55
SATISFIED PARTNERS
AND SPONSORS

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INTO THE SANDSTONE MOUNTAINS OF ALULA

Bentley Motors is releasing a new film today capturing the Flying Spur – hailed the best luxury sedan in the world, taking on the natural and historical beauty of AlUla of Saudi Arabia. As part of a wider collaboration between Bentley Motors and the Royal Commission for AlUla, the Bentley team took the Flying Spur, into the heart of the Arabian Kingdom. Bentley took its luxury sedans on a journey surrounding some of the most well-known and recognised sites in AlUla. Located 1,100km from Riyadh in north-west Saudi Arabia, AlUla is a place of historic value, with lush oasis valleys, sandstone mountains and ancient cultural heritage sites, that date back thousands of years.



MG TO INTRODUCE 5G AND INTELLIGENT CONNECTIVITY IN SUVs

MG is now Middle East's sixth biggest-selling car manufacturer with 50% sales increase in 2021. MG will be introducing compact SUVs with 5G and intelligent connectivity features. It had total sales of 41,165 units and now has 44 showrooms in the region. New products included MG RX8 Black Edition and 2022 MG GT sedan. MG is a British-born automotive brand established in 1924. MG is at the forefront of introduction of innovative technologies and new energy vehicles for car buyers.



INSIDER THREATS ARE ORGANIZATIONS' BIGGEST CYBERSECURITY RISK

External attacks aren't the only cyber threats today's organizations need to consider. Malicious, negligent and compromised users are a serious and growing risk.

Insider threats have become more frequent and costly—and affect organizations in ways that go well beyond direct financial losses.

Here are some key findings from the 2022 *Cost of Insider Threats Report* independently conducted by



UP AND UP: THE COST OF INSIDER THREATS IS GROWING

The number—and costs—of insider-led cybersecurity incidents has soared over the last two years.

Source: 2022
*Cost of Insider
Threats
Global Report*
by Ponemon
Institute and
Proofpoint.

Insider-led cybersecurity incidents



Total annual cost of insider threats



TRIPLE THREAT: THREE TYPES OF INSIDER THREATS

Not all insider threats are alike. Here's a breakdown of the three main types—and what they're costing organizations.



TYPE OF INSIDER	% OF INCIDENTS	COST PER INCIDENT	TOTAL COST TO ORGANIZATIONS
Negligent insiders	56%	\$485k	\$6.6 million
Malicious insiders	26%	\$648k	\$4.1 million
Credential insiders	18%	\$805k	\$4.6 million

Negligent insiders are the root cause of 56% of incidents while credential thefts have almost doubled in number in the past two years and are the costliest to remediate, at an average of over \$800,000 per incident.

TIME IS MONEY

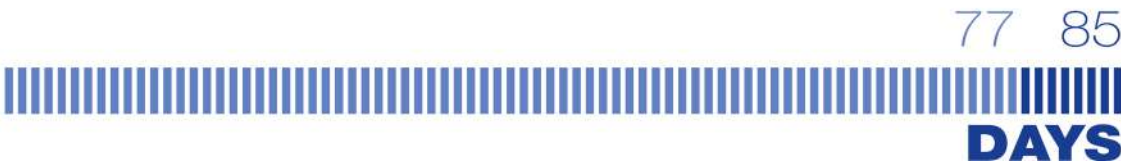
When it comes to insider threats, time is money. Yet it's taking companies longer than ever to contain incidents when they occur.

Annualized cost



Insider incidents take an average of 85 days to contain.

(up from 77 days in 2020)



Source: 2022
Cost of Insider
Threats
Global Report
by Ponemon
Institute and
Proofpoint.

Uber MENA: 2021 IN NUMBERS



OVER
31
MILLION
RIDERS

HAVE TAKEN TRIPS
SINCE LAUNCH IN MENA

And...

703,000 drivers in Egypt,
530,000 drivers in KSA
and **18,000** drivers in UAE
have made a trip since launch.

THE #1 RIDER IN
SAUDI ARABIA TOOK

1,706
TRIPS

#1 DRIVER IN TOP CITIES
RACKED UP THE TRIPS:

EASTERN PROVINCE: **7,613**

CAIRO: **6,978**

DUBAI: **4,244**

PEOPLE
FROM

80
COUNTRIES

USED UBER WHEN
THEY VISITED EGYPT



AND FROM

84
COUNTRIES

VISITED
THE UAE.

TRIPS TO THE TOP

319,59

TO THE BURJ KH

14,747

TO THE GREAT P

THE BOULEVARD
THE TOP 3 IN KS



SUPPORTING THE
COMMUNITY IS KEY:

126,355 TRIPS

WERE TAKEN TO COVID-19
VACCINATION CENTERS

UBER BUS GREW

2.4X

IN CAIRO,
COMPARED TO 2020.



109,541,802

TRIPS WERE RATED 5 STARS

AND THIS TRANSLATED
INTO TIPPING, WITH AN

80%

INCREASE IN MECCA,
COMPARED TO 2020.

THANK YOU! 👍

TOURIST HOT SPOTS:

6 TRIPS

ALIFA

TRIPS

PYRAMIDS OF GIZA

RIYADH MADE

A

ZAMALEK RANKED AS THE #1 NIGHTLIFE
DESTINATION IN EGYPT WITH

669,222 TRIPS



6:00PM

IN THE UAE IS WHEN DRIVERS
RECEIVE THE MOST TRIP REQUESTS

10TH EDITION

معرض و مؤتمر الخليج العالمي للأمن المعلومات



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