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REWRITING THE FUTURE

The channel industry stands at a crossroads, with the potential to embrace innovation and transform into a more agile, efficient, and customer-centric sector.



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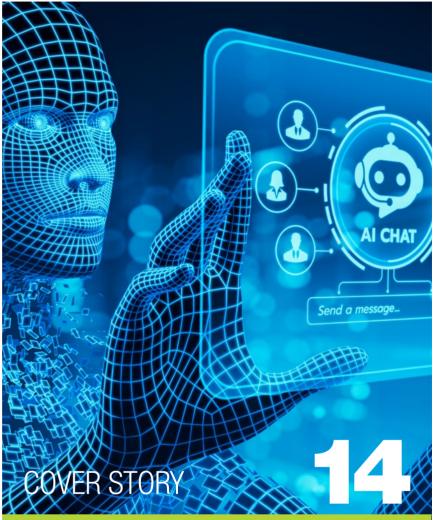
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EDITORIAL





Anita Anita Joseph

Editor



E-mail: anita.joseph@cpimediagroup.com



Twitter: @TahawulTech



Instagram: @TahawulTech

SMART CHANNEL

he channel business industry, traditionally characterized by intricate supply chains and multi-layered distribution networks, is experiencing a profound transformation driven by artificial intelligence (AI). As AI continues to evolve, its applications within the channel ecosystem are becoming increasingly sophisticated, promising to enhance efficiency, decision-making, and customer engagement.

Al's most significant impact in the channel business lies in its ability to process and analyze vast amounts of data with unprecedented speed and accuracy. This capability allows businesses to gain deeper insights into market trends, customer behaviors, and inventory management.

Moreover, AI is revolutionizing the way businesses interact with their partners and customers. Chatbots and virtual assistants, powered by natural language processing (NLP), are becoming essential tools for customer service and support. These AI-driven solutions provide instant responses, resolve queries efficiently, and are available 24/7, significantly enhancing the customer experience.

In the realm of sales and marketing, AI algorithms are being utilized to personalize customer interactions. By analyzing purchasing patterns and preferences, AI helps create targeted marketing campaigns that resonate more effectively with specific audiences. This personalized approach not only boosts sales but also fosters stronger customer loyalty.

Another critical area where AI is making strides is in demand forecasting and inventory management. AI models can predict demand fluctuations with high accuracy, enabling businesses to maintain optimal inventory levels, reduce costs, and minimize waste. This is particularly vital in the fast-paced channel business environment, where the ability to respond swiftly to changing market conditions is paramount.

As AI technology continues to advance, its integration into the channel business industry is set to deepen, driving innovation and competitiveness. The future of the channel business is undeniably intertwined with the advancements in AI, heralding a new era of intelligent, data-driven decision-making.

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> PRODUCTION AND DESIGN Designer Ulysses Galgo ulygalgo@gmail.com

DIGITAL SERVICES Web Developer Adarsh Snehajan webmaster@cpimediagroup.com



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Tel: +971 4 568 2993

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EDITORIAL Editor Anita Joseph anita.joseph@cpimediagroup.com

OnlineEditor Daniel Shepherd daniel shepherd@cnimediagroup.com

Sales Director Sabita Miranda sabita.miranda@cpimediagroup.com

ADVERTISING Group Publishing Director

Kausar Syed

kausar.syed@cpimediagroup.con

Publishing Director

Natasha Pendleton natasha.pendleton@cpimediagroup.com

NEWSMAKERS

NUTANIX AND DELL TECHNOLOGIES COLLABORATE ON NEW JOINT SOLUTIONS FOR HYBRID MULTICLOUD

Nutanix, a leader in hybrid multicloud computing, has announced a collaboration with Dell Technologies aimed at accelerating customers' digital transformation journeys fueled by infrastructure modernization and modern application development. Through this collaboration, joint customers will be able to leverage Dell and Nutanix hybrid multicloud solutions to improve IT operations, resiliency and flexibility.

Customers will be able to streamline private and hybrid multicloud deployments through the combination of Dell's leading server and storage offerings and the simplicity of Nutanix software.

As part of this collaboration, Dell will offer an integrated turnkey hyperconverged appliance combining Nutanix Cloud Platform and Dell servers. The solution will be available with a broad portfolio of PowerEdge server models and configurations to meet requirements from a wide range of applications.



Additionally, flexibility and choice of ecosystem is now more critical than ever. To support this, Nutanix Cloud Platform for Dell PowerFlex will combine the benefits of the Nutanix Cloud Platform, powered by AHV hypervisor, for compute along with Dell PowerFlex for storage. Enterprise customers with a need to scale compute and storage independently will be able to seamlessly extend Dell's linearly scalable storage to Nutanix software.

LEXAR FURTHER STRENGTHENS AFRICAN PRESENCE; BUILDS STRONG DISTRIBUTION NETWORK ACROSS CONTINENT

Lexar, a leading global brand of flash memory solutions, is gearing up for its participation at GITEX Africa 2024, Africa's largest and most influential tech and start-up event, where it will showcase its latest range of highcapacity memory solutions that are among the fastest of its kind in the world. Under the High Patronage of His Majesty King Mohammed VI of the Kingdom of Morocco, the 2nd edition of GITEX Africa will take place from 29-31 May 2024, under the authority of the Moroccan Ministry of Digital Transition and Administration Reform and hosted by the Digital Development Agency (ADD). Lexar's product portfolio at the event aims to address the needs of Africa's young and rapidly growing digital economy, buoyed by Morocco which is regarded as the gateway for technological



transformation in the continent. Morocco is a key market for Lexar in the context of the company's strategic plans in Africa, as government strategy for digital

transformation aims to create a suitable environment for digitization of Morocco's administration and economy and aspires to become a digital regional hub. In the past 12 months Lexar has signed strategic agreements with multiple distributors and retailers in Morocco in line with its plans to build its brand presence and meet the growing demand for next generation memory solutions. Lexar's key distributors in Morocco include Digimate - handling volume distribution; DBM Maroc- a leading systems integrator in Morocco; and Abschir - handing Lexar's imaging products distribution. These three major distributors that Lexar has signed up in Morocco to market and sell its product range will also enable the company to strengthen its local customer support and product offering.

NEWSMAKERS

ASBIS IS A GOLD DISTRIBUTOR OF 2024 BY YEALINK NETWORK TECHNOLOGY

Yealink, a global leader in Unified Communication & Collaboration Solutions, specializing in video conferencing, voice communications, and collaboration, celebrated its twoyear partnership with ASBIS Middle East by recognizing it as a prestigious Gold Distributor status.

This recognition highlighted ASBIS's outstanding commitment and success in contributing to the growth of Yealink's global distributor network in the United Arab Emirates. Its dedication and effort were instrumental in driving the vendor's success and growth. ASBIS has been the official distributor of Yealink since 2022 and has been providing all Yealink solutions for corporations and private customers in the UAE region.

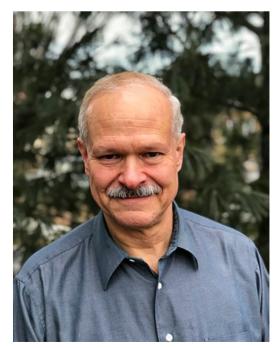
Yealink (Stock Code: 300628) is a global-leading provider of Unified Communication & Collaboration



Solutions specialized in video conferencing, voice communications, and collaboration, dedicated to helping every person and organization embrace the power of "Easy Collaboration, High Productivity". With best-in-class quality, innovative technology, and user-friendly experiences, Yealink is one of the best providers in more than 140 countries and regions, ranks No.1 in the global market share of IP Phone, and is the Top 5 leader in the video conferencing market (Frost & Sullivan, 2021).

FORTINET REAFFIRMS ITS COMMITMENT TO SECURE PRODUCT DEVELOPMENT PROCESSES AND RESPONSIBLE VULNERABILITY DISCLOSURE POLICIES

Fortinet, the global cybersecurity leader driving the convergence of networking and security, has announced it is building on the company's long-standing commitment to responsible radical transparency as an early signer of the Secure by Design pledge developed by the Cybersecurity and Infrastructure Security Agency (CISA). This voluntary industry pledge complements and builds on existing Fortinet software security best practices, including those developed by CISA, NIST, other federal agencies, and international and industry partners. The pledge outlines seven goals, including responsible vulnerability disclosure policies, which are already an integral part of Fortinet's product security development.



Jim Richberg, Head of Cyber Policy and Global Field CISO at Fortinet, said: ""At Fortinet, we have a long-standing commitment to being a role model in ethical and responsible product development and vulnerability disclosure. As part of this dedication, Fortinet has proactively aligned to international and industry best practices and upholds the highest security standards in every aspect of our business. We applaud CISA's continued call to the industry to follow suit and appreciate CISA's willingness to collaborate with Fortinet on the development of these important goals. We strongly encourage others in the technology community to join this effort to keep organizations secure."

JUNIPER NETWORKS ASSURES EXCEPTIONAL WIRED AND WIRELESS EXPERIENCES WITH CONTINUOUS LEARNING, EXPANDED DIGITAL EXPERIENCE TWINNING AND SIMPLIFIED ACCESS CONTROL

Juniper Networks, a leader in secure, AI-Native Networking, announced new and unique additions to its premier AI-Native Networking Platform that set the bar for proactive insight and automation, driving even more value into the industry's leading wired and wireless access solutions. The company's cloudhosted Wired, Wireless and Access Assurance products, driven by Mist AI[™], have been augmented alongside Marvis—the industry's only AI-Native Virtual Network Assistant—with new capabilities that proactively find and fix network, application and security issues. These new capabilities enable Juniper customers and partners to stay ahead of user needs while lowering operational costs (by up to 85 percent in some instances).

Juniper's AI-Native Networking Platform was purpose-built to leverage AIOps to assure excellent end-to-end operator and end-user experiences (a concept known as "AI for Networking"). It purposefully leverages the right data, the right real-time



response and the right infrastructure to assure that every connection is more reliable, measurable and secure for every device, user, application and asset. These tenets have enabled Juniper to become the leader in wired and wireless LAN infrastructures, as verified by both customer momentum and third-party analyst reports.

Sudheer Matta, GVP Products for Campus and Branch, Juniper Networks, said: "Marvis Application Experience is a game-changer, swiftly identifying an intermittent collaboration call issue that took me three weeks and a site visit to figure out – Mist AI knew there were too many external devices from passersby such as college tour groups connecting to our AP, impacting call quality significantly."

STORIT AND LIQID ANNOUNCE STRATEGIC PARTNERSHIP IN THE MIDDLE EAST

StorIT Distribution, the leading Value-Added Distributor in the Middle East and North Africa for Enterprise IT Products and Solutions, and Liqid, a global leader in composable infrastructure solutions, have announced a strategic partnership that promises to reshape the AI infrastructure landscape in the region.

This partnership combines Liqid's dynamic GPU pooling capabilities with StorIT's extensive market experience. By joining forces, both companies aim to empower organizations across the Middle East with unparalleled performance, power efficiency, and agility in managing their GPU resources, essential for modern workloads like AI.

"We are very excited to work with Liqid. As their Distributor partner, StorIT aims to deliver unparalleled value for business growth to our reseller partners across the MENA region by catering to the rapidly



growing customer's' need for dynamic resource allocation and improved efficiency in data centres using Liquid's innovative technology that sets new benchmarks for superior AI infrastructure performance" said Suren Vedantham, Managing Director at StorIT Distribution.

"The Liqid Team is thrilled to work with StorIT to architect optimized GPU solutions, catering to emerging AI performance and efficiency demands and expanding our global reach in the EMEA market," said John Dauskurdas, Senior Vice President of Sales at Liqid. "Integrating Liqid's AI enablement solution with StorIT's robust network of value-added resellers enables collaboration with our channel partners and delivers high-performance solutions tailored for AI. This partnership positions us to address current demands and scale efficiently to meet future computing challenges.

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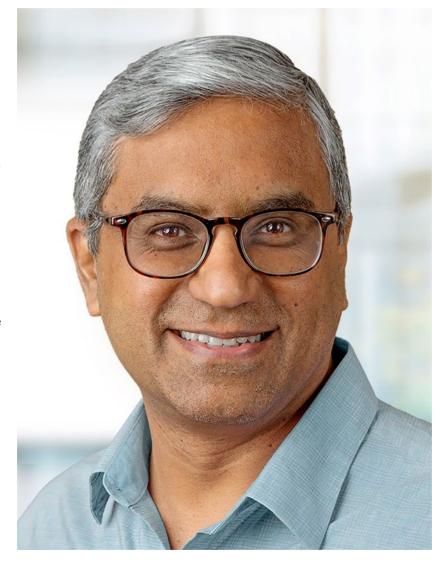
One Connection, Infinite Possibilities

TECHNOLOGY // SOLARWINDS

SOLARWINDS AI LAUNCHES TO TRANSFORM IT SERVICE MANAGEMENT

olarWinds, a leading provider of simple, powerful, secure observability and IT management software, announces the launch of SolarWinds AI to transform IT operations and empower tech pros to manage the complexities of modern digital environments. The purposebuilt generative AI engine was developed using the company's newly unveiled AI by Design framework to help ensure privacy, security, and reliability in developing advanced AI technologies.

SolarWinds AI is first being introduced in SolarWinds Service Desk, the company's world-class IT service management (ITSM) solution for improving IT outcomes, service delivery, and employee satisfaction. SolarWinds AI powers a transformative new generative AI feature in Service Desk, designed to supercharge agent workflows and facilitate empowered, high-performing IT teams to resolve tickets in minutes rather than hours or days. This accelerated remediation process helps create a world-class experience for employees across the organization by minimizing downtime and outages.



SOLARWINDS AI POWERS A TRANSFORMATIVE NEW GENERATIVE AI FEATURE IN SERVICE DESK, DESIGNED TO SUPERCHARGE AGENT WORKFLOWS.



Powered by large language models (LLMs) and proprietary algorithms, SolarWinds AI in Service Desk instantly summarizes complex ticket histories, provides suggested agent responses to inquiries, and generates real-time recommended steps for resolving issues. The company also plans to introduce SolarWinds AI throughout its suite of observability and IT management solutions, adding a new digital partner for DevOps, SecOps, database teams, and beyond.

"In creating SolarWinds AI, we leveraged our long history of engaging with the IT community to build an AI system that could act as a valued partner to IT pros in their everyday lives and reimagine the productivity, efficiency, and innovation they're capable of," said Krishna Sai, SVP of Engineering at SolarWinds. "We believe that our new AI by Design framework sets a model for how the broader industry should approach AI, built on our belief that privacy, security, and trust must be inherent to any AI system.

AI by Design is a rigorous framework for creating secure, productive, and

enduring AI-driven solutions, guided by four key principles:

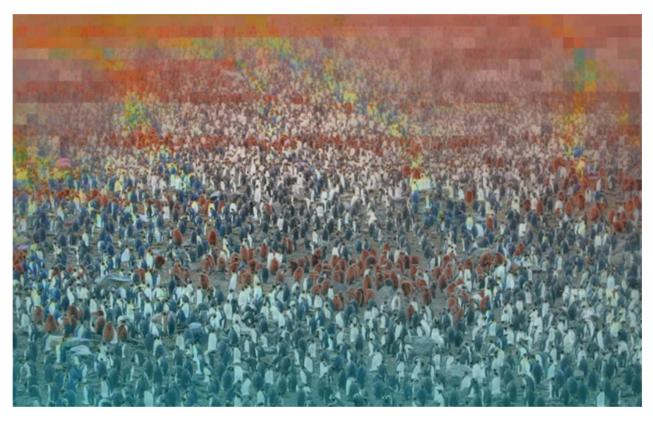
- Privacy and Security: To help ensure unparalleled data safety, SolarWinds AI is designed to secure personal data collection, storage, use, and protection through robust measures, like role-based access control (RBAC), multi-factor authentication (MFA), privileged access management (PAM), and anonymization techniques. Sensitive customer data does not pass through external large language models (LLMs), and SolarWinds AI improves based on usage patterns and organizational needs without compromising data privacy.
- Accountability and Fairness: SolarWinds AI proactively includes humans in training and testing to oversee AI-guided decisionmaking processes to avoid biases. It captures and addresses negative user experiences through robust feedback and validation mechanisms, ensuring that human judgment plays a crucial role throughout the AI lifecycle.

- Transparency and Trust: To provide confidence in the outcomes of AI-driven processes, SolarWinds AI features a welldefined explainability pipeline to demonstrate the rationale behind AI-generated actions. This enables continuous refinement based on the customers' evolving needs and helps demystify the process for AI decisions and outputs.
- Simplicity and Accessibility: SolarWinds AI is built into the company's user-friendly product interfaces to help ensure the continuation of regular workflows and existing user procedures, behaviors, and practices.

SolarWinds is committed to improving the lives of IT professionals by urgently responding to the emerging needs and challenges facing technology teams. Building on the success of its Secure by Design initiative, the company is now pioneering AI by Design as a forward-thinking industry model for developing and implementing AI technologies.

SECURITY // ESET

EBURY BOTNET ALIVE & GROWING: ESET



SET Research released its deep-dive investigation into one of the most advanced server-side malware campaigns, which is still growing and has seen hundreds of thousands of compromised servers in its at least 15-year-long operation. Among the activities of the infamous Ebury group and botnet over the years has been the spread of spam, web traffic redirections, and credential stealing. In recent years it has diversified to credit card and cryptocurrency theft. Additionally, Ebury has been deployed as a backdoor to compromise almost 400,000 Linux, FreeBSD, and OpenBSD servers; more than 100,000 were still compromised as of late 2023. In many cases, Ebury operators were able to gain full access to large

EBURY, ACTIVE SINCE AT LEAST 2009, IS AN OPENSSH BACKDOOR AND CREDENTIAL STEALER.

servers of ISPs and well-known hosting providers.

Ebury, active since at least 2009, is an OpenSSH backdoor and credential stealer. It is used to deploy additional malware to: monetize the botnet (such as modules for web traffic redirection), proxy traffic for spam, perform adversary-in-the-middle attacks (AitM), and host supporting malicious infrastructure. In AitM attacks, ESET has observed over 200 targets across more than 75 networks in 34 different countries between February 2022 and May 2023.

Its operators have used the Ebury botnet to steal cryptocurrency wallets, credentials, and credit card details. ESET has uncovered new malware families authored and deployed by



the gang for financial gain, including Apache modules and a kernel module to perform web traffic redirection. Ebury operators also used zeroday vulnerabilities in administrator software to compromise servers in bulk.

After a system is compromised, a number of details are exfiltrated. Using the known passwords and keys obtained on that system, credentials are reused to try logging into related systems. Each new major version of Ebury introduces some important change and new features and obfuscation techniques.

"We have documented cases where the infrastructure of hosting providers was compromised by Ebury. In these cases, we have seen Ebury being deployed on servers rented out by those providers, with no warning to the lessees. This resulted in cases where the Ebury actors were able to compromise thousands of servers at once," said Léveillé.

There is no geographical

boundary to Ebury; there are servers compromised with Ebury in almost all countries in the world. Whenever a hosting provider was compromised, it led to a vast number of compromised servers in the same data centers.

At the same time, no verticals appear more targeted than others. Victims include universities, small and large enterprises, internet service providers, cryptocurrency traders, Tor exit nodes, shared hosting providers, and dedicated server providers, to name a few.



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REWRITING THE FUTURE

The channel industry stands at a crossroads, with the potential to embrace innovation and transform into a more agile, efficient, and customer-centric sector.

he channel industry, a cornerstone of the global supply chain ecosystem, is on the brink of a significant transformation. As technological advancements, particularly in artificial intelligence (A1), reshape traditional

intelligence (AI), reshape traditional business models, the future of the channel industry promises to be more dynamic, efficient, and customer-centric. This cover story explores the key trends and innovations that are set to redefine the channel business landscape.

AI-Driven Insights and Decision Making

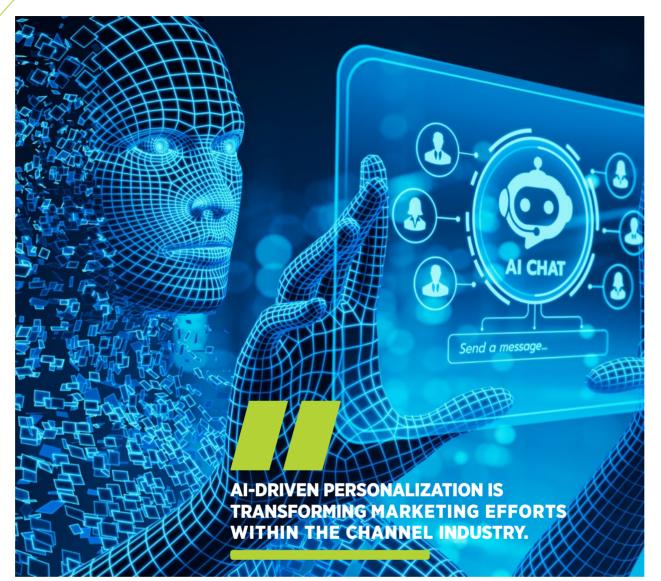
AI is poised to revolutionize the channel industry by providing unparalleled insights and enhancing decision-making processes. By harnessing the power of big data, AI algorithms can analyze complex datasets to identify patterns and trends that were previously invisible. This capability enables channel businesses to forecast demand more accurately, optimize inventory levels, and reduce operational costs.

For instance, predictive analytics powered by AI can anticipate market fluctuations and consumer behavior, allowing businesses to adjust their strategies proactively. This level of foresight is invaluable in a sector where timing and precision are crucial for maintaining competitive advantage.

Enhanced Customer Engagement **Customer expectations are evolving,** and the channel industry must adapt to meet these demands. AI is playing a crucial role in enhancing customer engagement through personalized experiences and improved service delivery. Chatbots and virtual assistants, equipped with natural language processing (NLP), are becoming integral to customer service operations, providing instant support and resolving queries around the clock.

Moreover, AI-driven personalization is transforming marketing efforts within the channel industry. By analyzing customer data, businesses can tailor their marketing campaigns to individual preferences, resulting in higher engagement rates and customer loyalty. This shift towards a more personalized approach is essential for building stronger relationships with customers in an increasingly competitive market.

PREDICTIVE ANALYTICS POWERED BY AI CAN ANTICIPATE MARKET FLUCTUATIONS AND CONSUMER BEHAVIOR.



Optimized Supply Chain Management

Efficiency in supply chain management is paramount for the success of the channel industry. AI technologies are streamlining supply chain operations by automating routine tasks and optimizing logistics. Machine learning algorithms can predict supply chain disruptions and recommend corrective actions, minimizing downtime and ensuring smoother operations.

Additionally, AI is enhancing inventory management by providing real-time visibility into stock levels and supply chain dynamics. This transparency allows businesses to maintain optimal inventory levels, reduce excess stock, and avoid stockouts. The result is a more responsive and resilient supply chain capable of adapting to market changes swiftly.



Sustainability and Ethical Practices As the world increasingly prioritizes

sustainability, the channel industry is under pressure to adopt greener practices. AI can contribute significantly to these efforts by optimizing resource usage and minimizing waste. For example, AI can analyze energy consumption patterns in warehouses and recommend energy-saving measures,

THE OPPORTUNITIES PRESENTED BY AI AND OTHER TECHNOLOGICAL ADVANCEMENTS ARE TOO SIGNIFICANT TO IGNORE. thereby reducing the carbon footprint of channel operations.

Furthermore, AI can enhance supply chain transparency, enabling businesses to ensure ethical sourcing and compliance with environmental regulations. By providing detailed insights into the origins and journey of products, AI helps companies make more informed decisions that align with their sustainability goals.

Challenges and Opportunities Ahead

While the potential benefits of AI in the channel industry are immense, several challenges must be addressed to realize its full potential. Data security and privacy concerns are paramount, as the increased reliance on datadriven technologies necessitates robust cybersecurity measures. Additionally, the integration of AI into existing systems requires significant investment and a skilled workforce capable of managing and leveraging these advanced technologies.

Despite these challenges, the opportunities presented by AI and other technological advancements are too significant to ignore. The channel industry stands at a crossroads, with the potential to embrace innovation and transform into a more agile, efficient, and customer-centric sector.



The future of the channel industry is bright, driven by the transformative power of AI and other emerging technologies. By leveraging AI to enhance decision-making, customer engagement, supply chain management, and sustainability, channel businesses can navigate the complexities of the modern market and achieve sustained growth. As the industry continues to evolve, embracing these innovations will be key to staying competitive and meeting the ever-changing demands of customers and partners alike.

THE FUTURE OF THE CHANNEL INDUSTRY IS BRIGHT, DRIVEN BY THE TRANSFORMATIVE POWER OF AI.



THE TRUSTED TECHNOLOGY PARTNER

Fadi Matta, Vice President, KSA at Mindware, tells Anita Joseph how the company offers a unique value proposition to businesses in the region by providing advanced solutions and support.

hat unique value proposition does Mindware Saudi offer to its clients in the region, particularly in terms of technological solutions and support services? Mindware Saudi delivers a distinctive value proposition to its clients in the region by providing advanced technological solutions and comprehensive support services. With our diverse portfolio of cuttingedge hardware, software, AI, Cloud services, and cybersecurity solutions, we address a wide range of business needs across various industries. What sets us apart is our deep industry expertise, allowing us to tailor our solutions to the unique challenges and requirements of the Saudi Arabian market. Mindware brings a wealth of experience and knowledge with over 30 years in the industry. Our dedicated team offers robust

Our dedicated team offers robust support services, including technical expertise, consultation, training, and ongoing assistance, ensuring seamless integration and optimal performance. By prioritizing our partners and their clients' specific objectives, we deliver personalized solutions that drive efficiency, productivity, and growth.



Mindware Saudi is committed to empowering businesses in the region to thrive in the everevolving technological landscape, making us a trusted and valued technology partner.

In a highly competitive market landscape, how does Mindware Saudi position itself as the preferred choice of distributor for businesses seeking technology solutions and services? In a rapidly evolving business landscape, Mindware Saudi stays ahead by focusing on emerging technologies, such as artificial intelligence, cloud computing, and cybersecurity. By offering forwardlooking solutions, we help businesses stay competitive and future-proof their operations. We understand that successful technology implementation goes beyond the initial sale. As a result we provide comprehensive

support services, including technical expertise, consultation, training, and ongoing assistance. Our commitment to customer satisfaction sets us apart and makes us the preferred choice for distributor.

Being the only distributor with a complete hyperscale portfolio, we possess the capability to meet the dynamic demands of businesses operating in today's increasingly interconnected and data-driven world. This distinction sets us apart and positions us as a reliable partner.

Our newly formed Artificial Intelligence (AI) Business unit allows us to deliver AI solutions to our clients. This breadth of options enables us to cater to the unique needs of businesses across various industries.

Could you elaborate on the specific strategies Mindware Saudi employs to ensure the security of its clients' data and systems while integrating AI-driven technologies into their offerings?

At Mindware Saudi, we take a proactive approach to integrating AI technologies, ensuring the highest levels of data security for our clients. Our key strategies include:

Proactive Risk Management:

We conduct thorough risk assessments tailored to AI projects to pre-emptively address potential vulnerabilities.

Dedicated AI Security Protocols: We've established robust security protocols for AI systems, encompassing secure coding practices, advanced anomaly detection, and continuous AI behaviour monitoring.

Advanced Data Privacy Measures: Our commitment to data integrity is unwavering, with state-of-theart encryption and anonymization practices in place, compliant with both local and international regulations such as GDPR and Saudi's PDPL. Strategic Partnerships with Elite AI Vendors: We collaborate with top AI technology providers who meet the highest standards of security and ethics, ensuring our solutions are secure and effective.

How does Mindware Saudi adapt its security solutions to address the evolving threat landscape in the region, particularly in industries with stringent compliance requirements?

The security landscape is constantly changing, and at Mindware Saudi, we adapt by:

• Continuous Threat Intelligence: We leverage realtime threat intelligence to keep our security practices up-todate and effective against new challenges.

• Tailored Security Frameworks: We design customized security solutions that meet the specific needs of industries with stringent compliance requirements.

• Ongoing Security Training and Preparedness: Regular training and simulations ensure our team remains at the forefront of cybersecurity, ready to protect our clients against any threat.

Can you provide examples of successful partnerships or projects where Mindware Saudi has demonstrated its expertise in both security solutions and AI integration, contributing to client success and satisfaction? We are proud of our track record in delivering successful AI-integrated security solutions. Some highlights include:

- Education Sector Innovation: We partnered with several major educational institutions to implement AI-driven detection systems, significantly enhancing their security and reducing unhealthy activities for better efficiency.
- Oil & Gas Data Management: Our AI solutions have revolutionized data management for Oil & Gas providers, improving efficiency while complying with strict regulatory standards.
- Public Sector Collaboration: We have supplied AI-enhanced security solutions to government & Semi- Government entities, strengthening their data protection measures and operational efficiencies.

MINDWARE SAUDI IS COMMITTED TO EMPOWERING BUSINESSES IN THE REGION TO THRIVE IN THE EVER-EVOLVING TECHNOLOGICAL LANDSCAPE, MAKING US A TRUSTED AND VALUED TECHNOLOGY PARTNER.

PROVEN 360 ANNOUNCES PROMOTION OF LEANDRA MEINTJES AS THE NEW CEO

ROVEN 360, a fully integrated marketing consultancy in Saudi Arabia, announced that Leandra Meintjes has been promoted to CEO at PROVEN 360. Her outstanding contribution as a strategic leader will foster innovation and nurture a highperformance team.

In her new role as CEO, Leandra will steer PROVEN 360 towards continued success and growth through networking and client acquisition. She will be responsible for setting and executing strategic initiatives that align with the company's vision and values.

"Over the last four years, Leandra Meintjes demonstrated exceptional leadership qualities and has made significant contributions in driving our company's growth trajectory in the region. We are proud of her work as CMO of PROVEN 360 and all our PROVEN Arabia brands as she has remarkably expanded our business footprint with her marketing acumen. As the new CEO of PROVEN 360, we are confident that she will further expand the business and guarantee superior marketing services to clients across industries," said Zaid Al Mashari, CEO and Co-Founder, PROVEN Arabia. '

Leandra joined PROVEN Arabia in 2020 to drive the marketing initiatives for PROVEN, PROVEN Consult, and PROVEN Solution. In 2022, PROVEN 360 was launched with just two team members. Over the last two years, Leandra has successfully



expanded the team to 18 employees, which now manages a portfolio of 20 clients. Additionally, Leandra played a pivotal role in transforming the PROVEN Solution brand into a leading technology company in the region.

Commenting on her promotion, Leandra Meintjes said, "As I step into my new role as CEO of PROVEN 360, I am thrilled to lead our team toward new heights of success and expansion. Together, we will continue to innovate, inspire, and deliver exceptional results for our clients across the region. I am excited about the journey ahead and the opportunity to make a meaningful difference in the world of marketing. Success is not just about what you accomplish in your life; it's about what you inspire others to do".

PROVEN 360 is a comprehensive marketing solutions provider for brands across different industries. It utilises the latest digital tools to offer strategic marketing services comprising of content creation, digital ads, social media engagement, brand identity, graphic design, copywriting and more. The company strives to help its clients establish a strong brand presence and provide end-to-end support in all their marketing initiatives.

In addition to her new role, Leandra will retain her position as Chief Marketing Officer (CMO) at PROVEN Arabia, which includes PROVEN Consult, PROVEN Solution, PROVEN Reality, PROVEN Robotics, PROVEN, and AEMACO. She is dedicated towards strengthening the company's presence in the region, with a particular emphasis on seizing new growth opportunities in Qatar and Bahrain in addition to the UAE and Saudi Arabia.

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DRIVEN BY INNOVATION

Joyce Raad, Senior Business Development Manager – UAE & KSA at Raqmiyat, discusses how the company's strategic and future-forward approach has consolidated its robust position in a dynamic and fiercely competitive market. The company celebrates its 40th anniversary this year.

aqmiyat has been a key player in the market for four decades now. How has the competitive landscape changed over this period, and how has Raqmiyat positioned itself to thrive amidst these changes?

Over the past four decades, Raqmiyat has thrived in the ever-changing tech landscape. By staying ahead of trends, collaborating strategically, prioritizing customers, nurturing talent, and innovating in marketing, to effectively communicate our value proposition, differentiate ourselves from competitors, and showcase our capabilities to prospective customers. We continue to lead the pack in the competitive tech industry, and we have demonstrated a remarkable ability to not only adapt but also thrive amid the changing landscape and continue to redefine success while also empowering women in tech to thrive and succeed.

We, as Raqmiyat, recognize that our success is driven by the skills, expertise, and dedication of our workforce.

Diversity and inclusion are at the heart of Raqmiyat's ethos.



We recognize the importance of empowering women in the tech sector. Women bring invaluable perspectives and skills to the table, and we are committed to promoting gender equality and creating opportunities for women to thrive in technology roles.

We place a strong emphasis on building long-term relationships with our customers by understanding their unique challenges, priorities, and goals. By providing personalized solutions and exceptional customer service, we have cultivated a loyal customer base and differentiated ourselves from competitors solely focused on transactions.

Over the last 40 years, Raqmiyat has undoubtedly experienced periods of growth. Could you elaborate on some of the strategies or initiatives that have fueled this growth? Raqmiyat's growth journey has been shaped by strategic initiatives that emphasize innovation, expansion, and collaboration. The company's commitment to continuous improvement and customer satisfaction has driven our success.

One key strategy has been our investment in fostering a culture of innovation and embracing emerging technologies, we have been able to develop market-leading solutions that address evolving customer needs and preferences.

We had some strategic expansion into new markets and industry sectors that has also fueled our growth. By diversifying our portfolio and geographical presence, Raqmiyat has mitigated risks associated with specific markets and capitalized on emerging opportunities.

Raqmiyat has gained access to complementary expertise and

resources, enabling the company to deliver comprehensive solutions that drive value for customers.

Market dynamics can be unpredictable. How has Ragmiyat adapted its business model or strategies to respond to fluctuations in the market and maintain sustainable growth over the years? Ragmiyat's adaptability, diversification, customer-centricity, and embrace of digital transformation have been instrumental in driving sustainable growth amidst market fluctuations. In response to unpredictable market dynamics, Raqmiyat has embraced flexibility in its business model, allowing the company to pivot quickly and seize new opportunities.

Diversification has played a key role in Raqmiyat's resilience. By expanding our product and service offerings across multiple sectors, we have reduced reliance on specific markets and diversified revenue streams, enhancing our stability in volatile environments.

Furthermore, our customer-centric focus has ensured sustained growth. By prioritizing customer relationships and responsiveness, we have maintained customer loyalty and satisfaction, even during challenging times.

Raqmiyat recognizes the importance of digital transformation in today's business landscape. The company will continue to invest in digital capabilities, including artificial intelligence, cloud computing, and data analytics, to drive efficiency, innovation, and customer engagement.

With Raqmiyat's extensive experience in the industry, stakeholders often look to the company as a barometer for market trends and performance. How does Raqmiyat assess its own performance in the market, and what metrics or indicators does the company prioritize to measure success? Financial metrics such as revenue growth, profitability, and cash flow provide insights into our financial health and operational efficiency.

Add to this, Customer satisfaction metrics, including Net Promoter Score (NPS) and customer retention rates, gauge our success in delivering value and fostering long-term relationships with customers.

Competitive benchmarking and market share analysis help us also to assess our positioning relative to competitors and identify opportunities for improvement or expansion.

Product performance metrics, such as adoption rates and customer feedback, inform our product development strategies and highlight areas of strength and opportunity.

Employee engagement and talent retention metrics reflect our commitment to organizational effectiveness and workforce development.

Environmental, social, and governance (ESG) criteria are integrated into our performance assessment, reflecting the company's commitment to sustainability and responsible business practices.

By prioritizing these metrics, Raqmiyat gains holistic insights into its market performance and strategic effectiveness, enabling informed decision-making and continuous improvement.

As Raqmiyat celebrates its 40th anniversary, what are the company's growth aspirations and strategic priorities moving forward, considering the evolving market landscape and emerging opportunities?

Raqmiyat's unwavering commitment to sustainability and diversity in the tech industry. It is not just a goal for us; it's a guiding principle embedded in our business practices. We are dedicated to



minimizing our environmental impact, promoting social responsibility, and contributing to a more sustainable future through our operations and partnerships.

Strategic expansion into new markets and industry sectors will remain a priority for Raqmiyat, enabling the company to capitalize on emerging trends and opportunities.

Talent development and organizational excellence will continue to be focal points for our growth strategy to drive business success and deliver value to customers.

Overall, Raqmiyat's future growth aspirations are guided by the strategic vision of our management that emphasizes all what I have mentioned and even more, positioning our company for continued success and leadership in the dynamic tech industry.

As our interview come to end, I'd like to extend my gratitude for the opportunity to discuss Raqmiyat's journey and aspirations It's inspiring to reflect on our achievements over the past 40 years and the exciting opportunities that lie ahead. At Raqmiyat, we're driven by a passion for innovation, a commitment to our customers, and a vision for shaping the future of technology. I'm confident that with our Management, dedicated team, strategic focus, and relentless pursuit of excellence, Raqmiyat will continue to lead the way in driving meaningful impact and transformation in the tech industry. Thank you for your insightful questions, and I look forward to continuing our journey towards a more sustainable and inclusive future, where technology serves as a force for positive impact and advancement. "Together, let's build a brighter and more equitable future for all." 🚭

WE CONTINUE TO LEAD THE PACK IN THE COMPETITIVE TECH INDUSTRY, AND WE HAVE DEMONSTRATED A REMARKABLE ABILITY TO NOT ONLY ADAPT BUT ALSO THRIVE AMID THE CHANGING LANDSCAPE.

NETAPP UNVEILS UNIFIED DATA Storage Built For the AI ERA

etApp, the intelligent data infrastructure company, has announced new leading AFF A-Series systems that can

power all the most demanding IT workloads customers face, including GenAI, VMware, and enterprise databases. NetApp also released expanded capabilities across its portfolio to help customers operate more efficiently as they leverage their data to drive innovation.

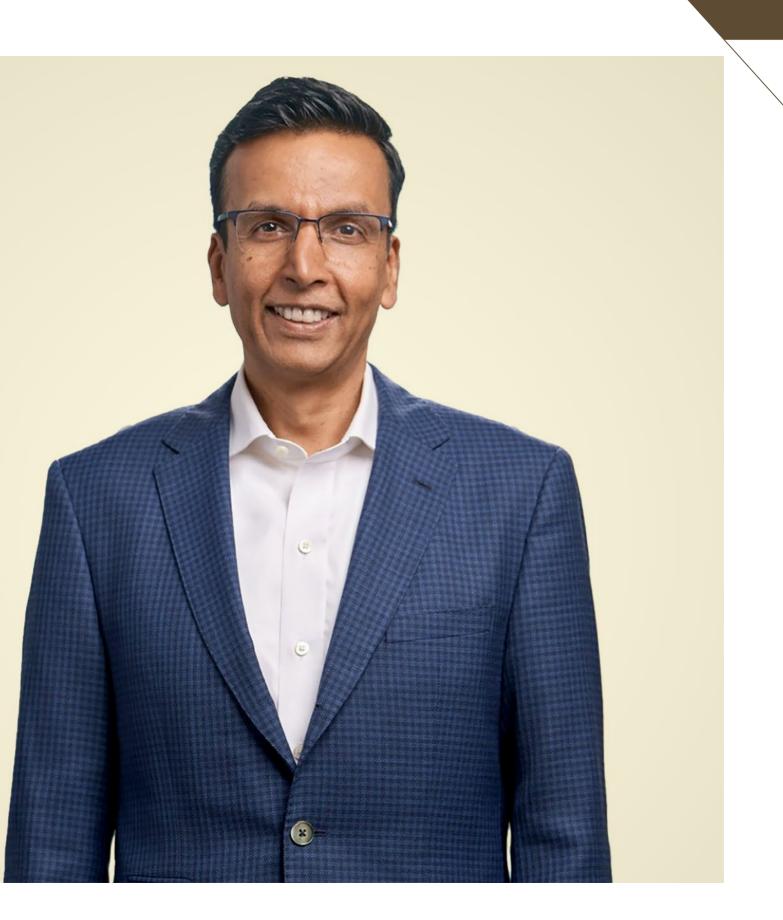
In the AI era, organizations are feeling pressure to accelerate innovation, unlock new customer experiences, outsmart cyber threats, and gain ever greater productivity. Many organizations see AI as a critical tool to help them achieve those goals. According to the 2024 NetApp Cloud Complexity report, organizations realize that achieving business success with AI hinges on two critical factors, data (74%) and IT infrastructure (71%). With today's announcements, NetApp is helping organizations excel at both factors and drive competitive success by offering innovative intelligent

data infrastructure that empowers customers to unlock the value of their data with AI.

The new NetApp AFF A-Series systems continue NetApp's leadership in unified data storage for the next generation of workloads. Leveraging the same technology relied upon by the top three public clouds, the NetApp AFF A-Series eliminates storage silos and storage complexity, providing powerful, intelligent, and secure storage to accelerate and optimize every workload. This includes integrated capabilities to optimize VMware storage costs today and provide unmatched flexibility for the future.

"Data is undeniably the most valuable asset for any company to outpace its competitors. Whether it's mission critical applications or leveraging enterprise data to fuel AI, the data infrastructure a company chooses to run it on makes all the difference," said Sandeep Singh, Senior Vice President and General Manager of Enterprise Storage at NetApp. "NetApp's extensive, unified data storage portfolio, from onpremises to the public clouds, makes it the go-to solution for enterprises looking to have the robustness for the most demanding workloads. The introduction of the new AFF A-Series Systems is a testament to our unwavering commitment to delivering the most powerful, intelligent, and secure enterprise storage in the industry."

"AI is a massive opportunity for companies to leverage their data in new ways to unlock competitive advantages," Ashish Nadkarni, Group Vice President and General Manager, Infrastructure Systems, Platforms and Technologies and BuyerView Research at IDC. "However, as the AI market develops, how organizations approach AI may change. They need storage infrastructure that gives them the flexibility to combine their on-premises data storage with cloud environments. NetApp's strategy of delivering powerful unified data storage that works with any data protocol, in any environment, to run any workload gives its customers the power and flexibility they need to face whatever challenges come their way." 🖤



IFS RANKED #1 FOR EAM MARKET SHARE IN THE 2024 GARTNER **MARKET SHARE**: **ALL SOFTWARE MARKETS**, WORLDWIDE, **2023 REPORT FOR** THIRD CONSECUTIVE YEAR

FS, the leading technology innovator in cloud and Industrial AI software, has announced that for the third consecutive year Gartner has named IFS the #1 for market share in the Enterprise Asset Management (EAM) market.

IFS is named #1 in the Gartner Market Share: All Software Markets, Worldwide, 2023 report, based on a market share of 20.3%, revenues of \$452m and 36.4% year-over-year growth in 2022-2023. Kevin Price, Global Head of Enterprise Asset Management at IFS, said: "Our third consecutive #1 ranking on EAM from Gartner is clear evidence that we are getting it right – by consistently listening to our

customers and delivering value for them. We are very proud to have retained this position, hot on the heels of our Q1 2024 financial results which revealed the best start to a year in IFS history, with annual recurring revenue up 26% year-over-year."

Price added: "Asset-intensive enterprises continue to move to IFS

because our total customer-focus and industry depth means we provide compelling use cases that are fast, easy to implement and deliver value quickly. Customers can achieve this from a single composable platform that offers advanced functionality, AI innovation embedded, and flexible deployment options. And our best-of-breed EAM delivers incredible value for those customers who want to modernize their maintenance operations. Existing customers are also expanding their use of IFS technology to transform, grow, operate more efficiently and more sustainably, and provide those

outstanding Moments of Service for their own customers."

The report provides an overview of worldwide enterprise software spending, including EAM, stating that: "worldwide enterprise software spending grew by 11.1% to \$786.4 billion in 2023 from \$708.0 billion in 2022. Customer experience and relationship management (CRM), database management systems (DBMS), and security remained the largest software markets. Analytic platforms emerged as the fastestgrowing application software market with a 14.4% growth rate, and networking software emerged as the fastest-growing infrastructure software market with a 14.2% growth rate."

IFS offers two powerful and flexible EAM solutions. IFS Cloud EAM is a composable solution with embedded IFS.ai capabilities that address the unique demands of complex asset-intensive environments through a single integrated platform. Since it is composable, it is easily combined with ERP and Service Management capabilities to automate the management of assets to control maintenance, optimize performance and support ESG goals. It is designed to meet the current and future needs of asset-intensive industries such as Energy and Utilities, Construction & Engineering, Manufacturing, Services, Aerospace & Defense and Telecoms.

IFS Ultimo EAM combines a fully integrated environment, health, and safety (EHS) and operations suite with out-of-the-box industry-specific solutions built for manufacturing, logistics, and healthcare. Designed for organizations that manage industrial and fleet assets alike, IFS Ultimo offers rich functionality for planning, monitoring, optimizing and executing maintenance activities and automating workflows. IFS CLOUD EAM IS A COMPOSABLE SOLUTION WITH EMBEDDED IFS. AI CAPABILITIES THAT ADDRESS THE UNIQUE DEMANDS OF COMPLEX ASSET-INTENSIVE ENVIRONMENTS.

IFS ranked #1 in the Gartner® Market Share: All Software Markets, Worldwide, 2023 in the Enterprise Asset Management (EAM) segment by Revenue for the third consecutive year

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Source: The Gartner Market Share: All Software Marketings, Worldwide, 2023 Charts/graphics created by IFS based on Gartner research.



PRODUCT REVIEW // SAMSUNG



SAMSUNG'S 2024 TV LINEUP UNBOXED

2024 products offer next-level home entertainment experience with advanced processors and powerful, AI-driven features

Amsung Gulf Electronics provided a closer look at its 2024 TV and soundbar lineup at the Unbox & Discover event in Dubai, showcasing the latest Neo QLED 8K and 4K, OLED TVs and soundbars. As the world's leading TV manufacturer for 18 consecutive years, Samsung's offerings at this year's event include AI TVs that elevate the home entertainment experience for consumers in the Gulf region with a range of powerful, AI-driven solutions.

Unbox and Discover 2024 explores Samsung's commitment to

sustainability, smart connectivity, and transformative technology. It aims to demonstrate how screens can enrich our lives, with a focus on creating a connected, AI-enabled home environment.

AI remains a strategic focus in the Gulf, with the region poised to harness AI's potential to revolutionize industries and contribute significantly to the economy. Samsung's AI-powered TVs resonate with this vision, bringing advanced AI capabilities to homes across the region, aligning with the region's growing interest in smart homes. Samsung's latest TV offerings are, therefore, a step towards the interconnected, AI-driven future that the GCC aspires to lead.

Nikola Aksentijevic, Director and Head of Visual Display Division, Samsung Gulf Electronics, said, "We are thrilled to introduce our latest lineup of cutting-edge TVs and soundbars to the Gulf region. Our 2024 products showcase Samsung's unwavering commitment to delivering unparalleled home entertainment experiences through AI-powered innovation and user-centric design. We are confident that consumers in the GCC will appreciate the advanced



features and seamless integration that our new lineup offers, elevating their viewing and listening experiences to new heights."

Neo QLED 8K stands as the flagship of Samsung's latest TV lineup, equipped with the advanced NQ8 AI Gen3 processor and marking a significant leap in AI TV technology. This processor features a Neural Processing Unit (NPU) that delivers twice the speed of its predecessor, along with an eightfold increase in neural networks from 64 to 512 ensuring an exceptional viewing experience with crisp details, regardless of the input source.

Every scene on the Neo QLED 8K is a feast for the eyes, thanks to its AI-driven picture technology. It brings out the finest details with outstanding clarity and naturalness, from facial expressions to the most subtle nuances. With 8K AI Upscaling Pro,1 users' favorite shows and movies are transformed to closely match the 8K display, allowing them to enjoy the level of details and picture clarity that surpasses conventional 4K TVs.2 Additionally, AI Motion Enhancer

WE ARE THRILLED TO INTRODUCE OUR LATEST LINEUP OF CUTTING-EDGE TVs AND SOUNDBARS TO THE GULF REGION

Pro3 makes fast action smoother and clearer — a dream for sports fans while Real Depth Enhancer Pro adds a lifelike depth to the picture and pulls viewers into the scene every time. All these features come together to redefine the big screen experience, setting a new standard in visual immersion.

The Neo QLED 8K also delivers precise audio powered by AI sound technology. This year's Active Voice Amplifier Pro now excels at extracting dialogue from background noise, ensuring every word is heard clearly. Object Tracking Sound Pro4 also enriches the audio experience by syncing the sound with on-screen action, creating a more dynamic and engaging viewing experience. Adaptive Sound Pro further refines the audio experience by intelligently adjusting the audio to the content and room acoustics, for a genuinely rich and lifelike sound.

The Neo QLED 8K also boasts AI features that understand and adapt to user needs. The AI Auto Game Mode kicks in during gaming, optimizing the visuals and audio for an even more immersive and engaging gaming experience. The AI Customization Mode adjusts the picture for each scene based on user preference, while AI Energy Mode saves power without compromising picture quality. These features ensure that Neo QLED 8K is easy, personalized, and energy efficient for all entertainment needs.

Available in two models, QN900D and QN800D, and in sizes of 65, 75, and 85 inches, the Neo QLED 8K lineup promises an unparalleled viewing experience that sets new standards in the premium large-screen category.

LOGITECH PARTNERS WITH WOMEN CHOICE TO LAUNCH LOGICONNECT

ogitech (leader in consumer electronics) and Women Choice (an impact-driven organization focused on the employment of women) jointly announced the launch of 'LogiConnect', a regional platform dedicated to help women in IT in the UAE and Middle East with their careers and networking.

Logitech is a world leader in products that connect people to the digital experiences they care about. Through the 'LogiConnect' community, the same principles and values apply: connecting women around topics they care about.

"I feel incredibly fortunate to have the opportunity to use my position of leadership at Logitech to launch a meaningful initiative. Our goal is to bridge the gap for women in the tech industry, empowering them to step into leadership roles with confidence. Through our 'Women's Choice' program, we provide guidance and support, creating a supportive community where women can grow and thrive. Our ultimate aim is to foster a tech industry that is more inclusive and diverse, benefiting everyone involved" said Loubna Imenchal, VP / Head of Enterprise Business, Logitech AMECA (Africa, Middle East, Central Asia).

Women Choice is led by Founder and CEO, Nezha Alaoui, serial entrepreneur and social innovator, who created unique and impacting ways to help boost the employment of women across the Middle East and Africa region.

"When Loubna and I discussed ways to further support the women in IT in the United Arab Emirates and the whole Middle East region, we realized that there were plenty of great initiatives but something was missing, a community to link women in IT together, regardless of the role, seniority or city they live in. With 'LogiConnect', we want to create a safe space for women in IT to come forward with their concerns, questions and receive support to navigate their careers and the industry. I am truly excited to see all these joint initiatives between Women Choice and key players from the region come to life, knowing it will help create a lasting impact" said Nezha Alaoui, Founder & CEO of Women Choice. 📟





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Beauty is in details. Capture it for Life. #ShotOnLexar



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(Al Ghurair Group Company)
8th Floor, NGI House, Port Saeed,
Deira, Near Deira City Centre Metro, P.O. Box 32610, Dubai, U.A.E.
(T) +971 4 342606 | (F) +971 4 3547779
Email: info@trigon-gulf.ae www.trigononline.com