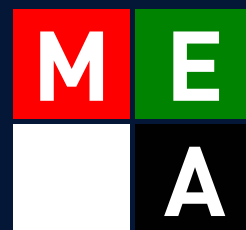


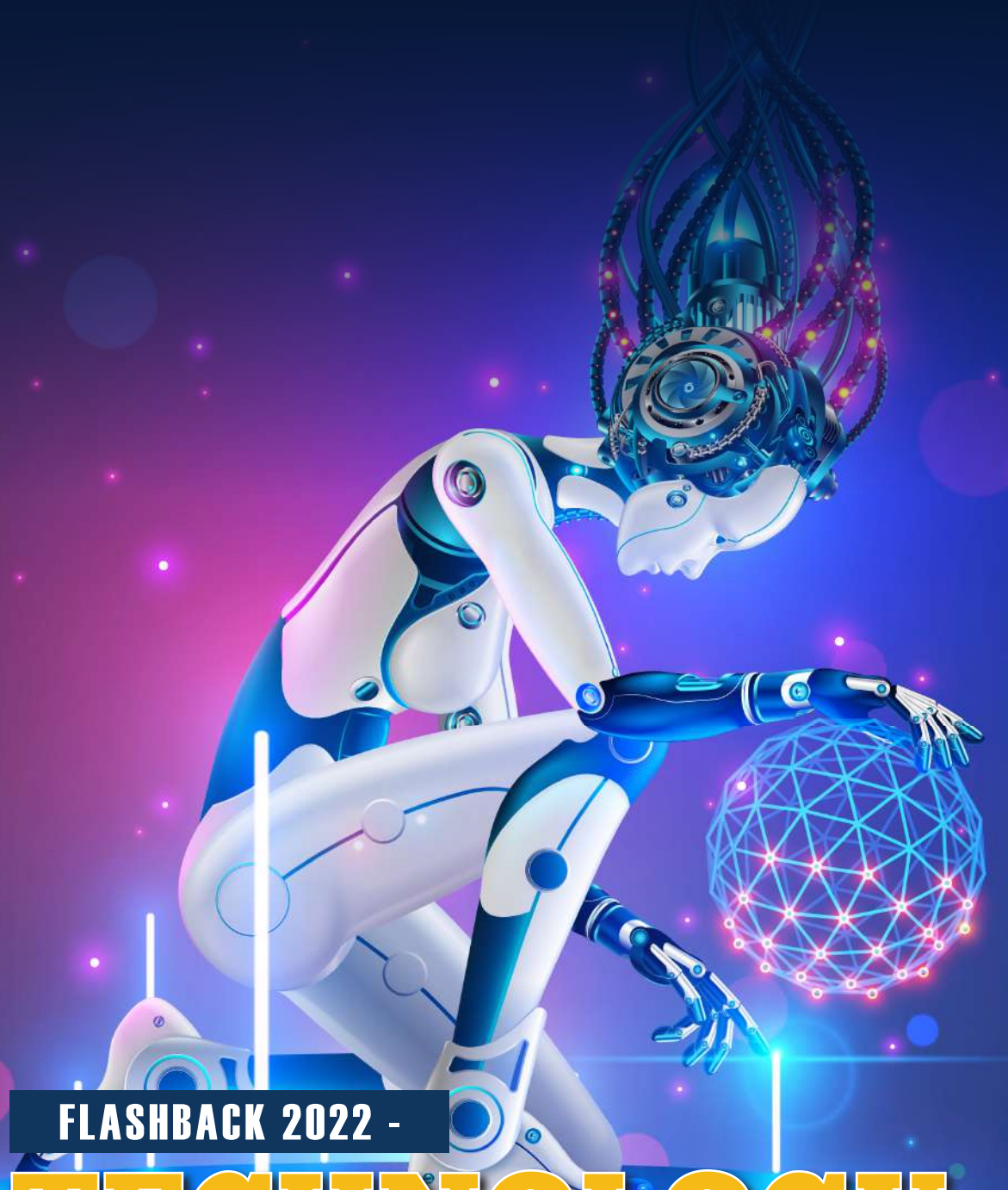
Enterprise

FOR THE CIOs. BY THE CIOs.

LIT WORLD



DECEMBER 2022



FLASHBACK 2022 -

TECHNOLOGY

TRENDS THAT DOMINATED THE YEAR

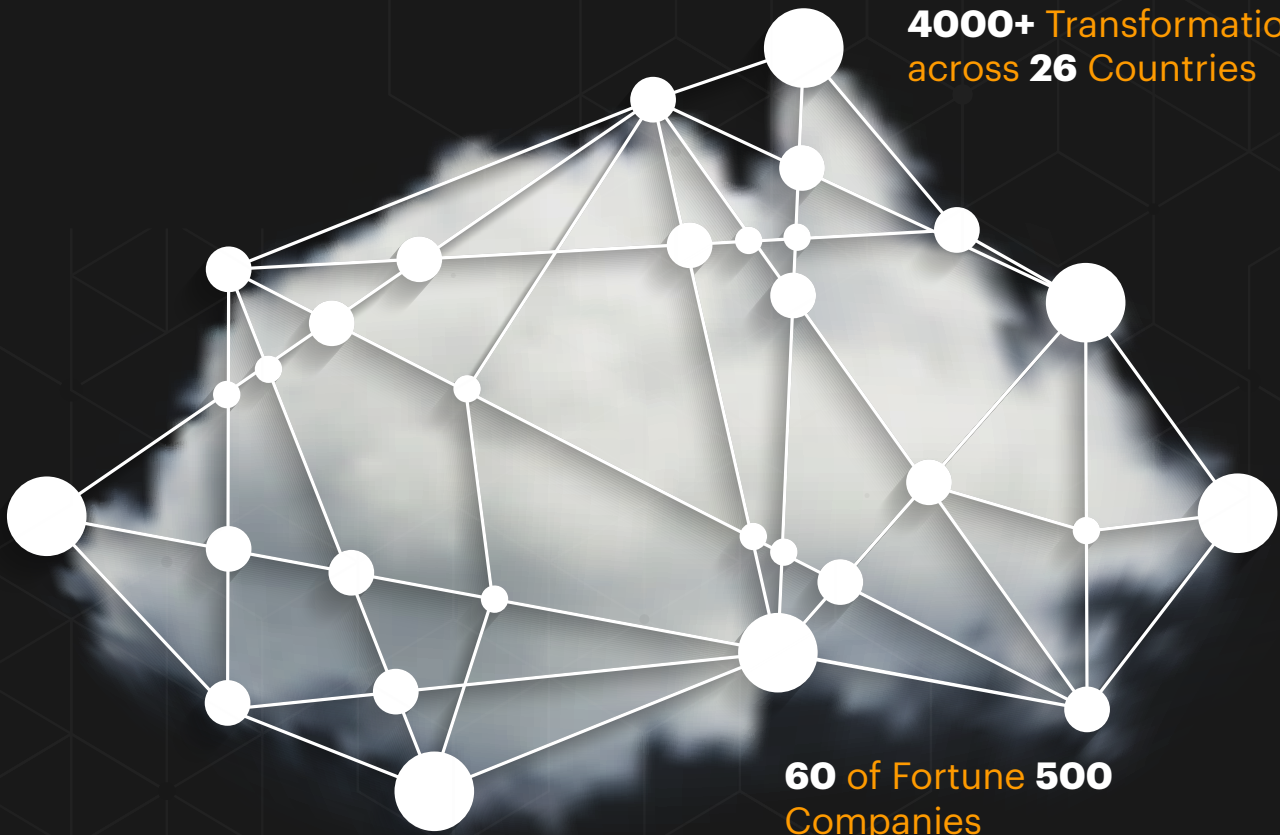
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Partner



TIME TO BID ADIEU TO THE YEAR 2022 AND WELCOME 2023

Hello Friends.

It is time to bid adieu to the year 2022 and welcome 2023. 2022 has been a great year for the MEA region. It has been one of the frontline regions from the resilience perspective. This country has been a great region from the bounce back perspective. We have seen a great re-start for many of the companies in the region. The epitome of the growth has been the attendance in GITEX Global 2022.

We saw more than 100,000 people from 170 countries attended this mega event and vendors in the technology areas of Metaverse, Web 3.0, NFT, Net Zero and Green Tech, Low-Code/No-Code, 5G, Artificial Intelligence, Cloud, Cybersecurity, Fintech, Blockchain, Data Analytics, Digital Economies and Sustainability displayed their solutions and capabilities. However, the most talked about in the technologies became Metaverse and Blockchain.

We also saw the IT industry adopting all these technologies aggressively under the corporate mandate of digital transformation. Many of the organizations created their own metaverse to engage their customers in a better manner. At the same time, the year also

saw great breaches. As per an IBM study, Middle East incurred losses of SR28 million (\$7.45 million) from data breaches in 2022 alone. Therefore, the board also recommended that there should not be any slack in the cyber security practices in the region. Therefore, a great amount of implementation we observed in the region. RPA also became a very important discussion point among the CIOs. 20% of CIOs thought that RPA should be there in their system. This technology followed by adoption of analytics in the region. Every CIO discussed about Data and Analytics driven strategy in every forum they joined.

We also saw huge uptake of Internet of Things (IoT), artificial intelligence (AI), and machine learning (ML) algorithms. Edge computing gained popularity with the rising demand for connected devices.

Also, we saw in the region acute shortage of the skillsets. Observability and SOC also gained popularity in the region.

Enterprise IT World MEA also taken part in the IT activities of the region. We participated in the Gitex Global and tried to take feedback from the leaders about their perspective and disseminated it in the region.

We also organized the largest Technology get together by any publication house in our maiden attempt. With a positive note we want to move on ready to welcome the next year and expect a better outcome.

SANJAY MOHAPATRA

SANJAY@ACCENTINFOMEDIA.COM

NEXT MONTH SPECIAL

COVER STORY INDUSTRY 4.0

The next issue is dedicated to the Industry 4.0. We would like to take feedback from the CIOs and OEMs and create our judgment on the same.

SUPPLEMENT QUOTES FROM TOP CIOs

The supplement story of the magazine would have relevant quotes from the top CIOs in India.

PLUS

Interviews and Case Studies

Catch interviews, guest articles and case studies of recent applications from the Industry stakeholders, IT/ITES Vendors and IT leaders and CIOs from the Enterprise IT World CIO Community.

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IT WORLD MEA ROUND UP



Tata Communications and Intertec Systems set up SOC in UAE

Tata Communications International has extended its partnership with Intertec Systems to offer managed services in the region. As part of the partnership, Tata Communications brings its Cyber Security Operations Centre (SOC) and managed security services to bolster the cyber defence of enterprises in the region.

The SOC provides managed security services bundled with cyber-threat intelligence to secure the enterprises' mission-critical information, offering world-class insights to help safeguard and protect their business. The services allow enterprises to focus more on their core business and utilise their key resources for critical projects vital for their growth. The partnership will bring innovative Security solutions, Unified Communications and Collaboration (UCC), Cloud, and the Internet of Things (IoT) coupled with Intertec Systems service support and know-how of the enterprise market in the region.

"The increasing pace of technology adoption in the

Gulf Cooperation Council (GCC), including remote work tools and migration to the cloud" has made many enterprises operate more efficiently and open new business avenues. The downside is it has also made enterprises more vulnerable to cyberattacks," said Naresh Kothari, MD, and President, of Intertec Systems. "Strong partnerships aid us to advance digitalisation in the GCC. By creating an integrated offering with Tata Communications, we are adding value for our customers by bringing local and global expertise. Together, we have the capability to address various cyber security risks."

"We are glad to expand our partnership with Intertec Systems to enable enterprises in the UAE to lead in a digital-first world," said Vaneet Mehta, Region Head, Middle East, Central Asia & Africa, Tata Communications. "Our combined forces bring global expertise with local experience to help customers digitally transform with agility and flexibility."

DATA BRIEF



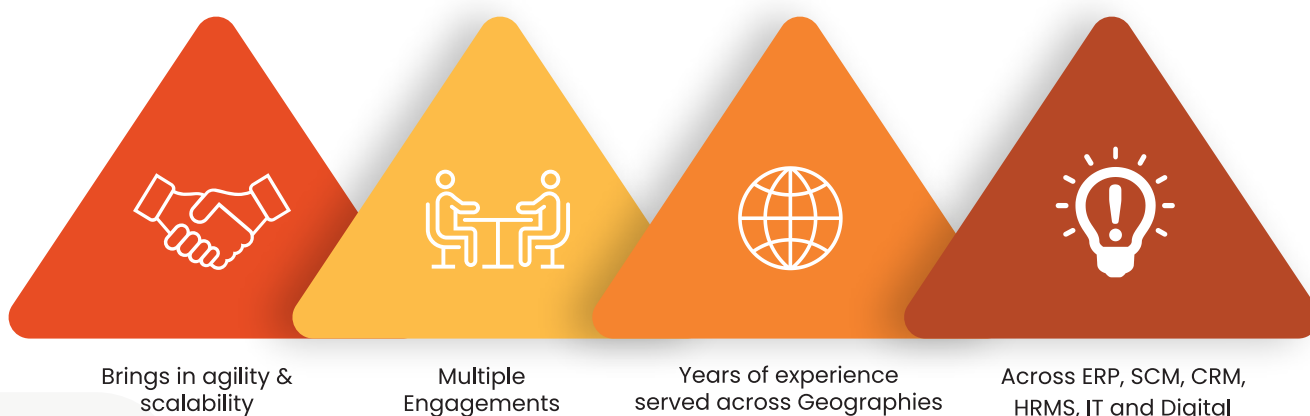
Attacks Using Encryption are Breaching 70% of Organizations:

Source:

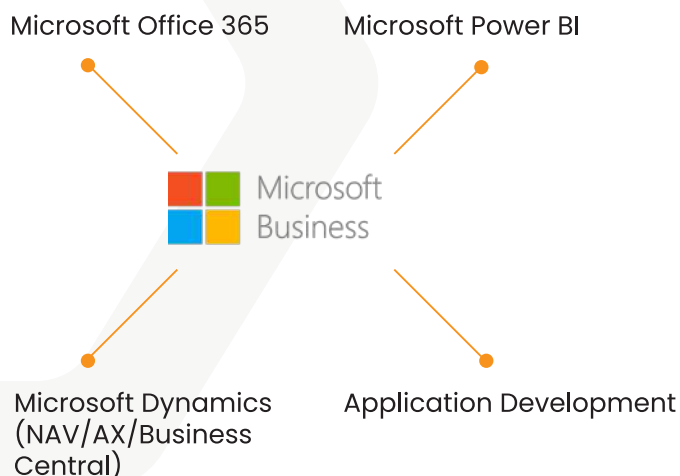
Vectra research

VrataTech At A Glance

Technology Partnership Trusted Advisor Global/ Local Experience Tailored Solutions



Microsoft Business Solutions



Cybersecurity Offerings



Fraud Management and Investigation comprise Reactive and Proactive investigations, including Digital Forensics, Market Intelligence gathering, Process Analysis, Due Diligence, Diagnostics, E-Discovery, and Monitoring. We also set up Whistle Blower ecosystems from Policy to Investigations and manage Whistle Blower channels.

Cyber Security Consulting looks at the IT network and its level of defense from internal and external elements. We test every network element, trying to find the weak links and recommend ways and methods to improve the defense posture of the IT network. This service also generates/enhances IT Policies and Procedures.

Information Risk Consulting covers Audit to Implementation of controls and processes to secure handling of information assets. This service also ensures adherence to regulatory requirements like RBI, SEBI, IRDA guidelines, and privacy laws. We also evaluate and mitigate the third-party/Outsourcing risks. This set of services will lead to ISO 27001 Certification. Our service also covers physical security consulting.

Our Expertise in Infra



Our Expertise in SAP



Verticals we served so far

- | | |
|-------------------|-------------------|
| 1 Education | 6 Education |
| 2 Chemical | 7 Chemical |
| 3 Manufacturing | 8 Manufacturing |
| 4 Pharmaceuticals | 9 Pharmaceuticals |
| 5 Packaging | 10 Packaging |

Omnix Signs Strategic Partnership With viAct for the GCC Region



Omnix has signed a strategic partnership agreement with viAct, a leading ESG-focused AI company, to foster digitalization and boost safety in the Architecture, Engineering and Construction (AEC) & Oil & Gas Industry across the Gulf Cooperation Council (GCC) region. According to the agreement, Omnix will become the master distributor of viAct's products and services across the UAE, Saudi Arabia, Qatar, Kuwait, Oman and Bahrain.

"Our strategic partnership with viAct will provide an ingenious dimension for accelerating the digital transformation journey across the fast-growing Middle East region. With our team's diverse experience and knowledge of products, solutions, and services in the region coupled with viAct's expertise in automated monitoring powered by video analytics, the ability to digitally derive data-driven decisions in the entire workflow will be a key driver and business enabler to transform the industrial landscape, especially the AEC and

Oil & Gas industry," said Simran Bagga, Vice President, Omnix Engineering & Foundation Technologies.

The AEC and Oil & Gas industries are two of the most prominent, lucrative and at the same time critical industries. Safety concerns lurk through all the stages of the supply chain of both the industries. The very nature of these industries makes them vulnerable to workplace fatalities. In fact, the construction industry is regarded as one of "the most dangerous industries" for experiencing the highest number of workplace deaths. The oil & gas industry is no far behind. According the safety report released by the International Association of Oil & Gas Producers (IOGP), there has been a 10% hike in the overall total recordable injury rate in the industry in 2021 than in 2020. Further, reports claim that as many as 10,000 migrant workers from South and South-east Asia die every year in Gulf countries.

VMware Highlighted Importance of Embracing a 'cloud smart' Approach at Cairo ICT



VMware showcased the ability of its latest innovations in multi-cloud and apps modernization to help customers optimize their strategies and transform their operations at Cairo ICT on November 27 – 30, 2022.

As organizations embrace multi-cloud, they are encountering a significant spike in complexity, security challenges, and a skills shortage. At Cairo ICT, VMware showcased how it is helping organizations successfully adopt a "Cloud Smart" approach, with flexibility and choice across multiple clouds.

With the ICT sector in Egypt growing at more than 16% during the fiscal year 2021-2022, according to a report issued by the Ministry of Planning and Economic Development, it is essential that organizations in Egypt and the wider MENA region understand the challenges around cloud adoption and how to get it right.

CIO EVENTS

**01 JAN,
2023**

International Conference on Recent Advances in Engineering, Technology and Science (ICRAETS)

PLACE: **GOLDEN TULIP HOTEL, SHARJAH**

**03 JAN,
2023**

Metaverse 101

**START AT \$399.00
08:00 AM
+ 25 MORE EVENTS**

PLACE: **JEDDAH • JEDDAH, MAKKAH PROVINCE**

**11-12 JAN,
2023**

Metavsummit

PLACE: **DUBAI WORLD TRADE CENTRE, DUBAI**

**23 JAN,
2023**

GPRC Summit 2023

**FREE
08:00 AM**

PLACE: **CAPE TOWN, SOUTH AFRICA**



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G42 Smart Nation's Expo 2020 Technology Solution Ranks top 3



G42 Smart Nation, an operating company of G42, the UAE's leading AI and cloud computing technology holding group, was ranked top 3 in the World Smart City Awards 2022 for best Safety & Security deployment for its integrated, AI-powered solution developed for Expo 2020 Dubai.

The annual World Smart City Awards is a prestigious international competition, held as part of the Smart City Expo World Congress in Barcelona, which recognizes pioneering projects, ideas, and solutions for making global cities more livable, sustainable, inclusive, and economically viable.

With over 337 top-level proposals from 60 countries worldwide and after a highly competitive selection process, G42 Smart Nation's submission: Smart Security Solution for Expo 2020, was shortlisted as finalist in its category.

Thanks to G42 Smart Nation's integrated, smart, and sustainable technological system, over 23 million visitors enjoyed a safe and secure access and environment including seamless operations and movement of people and vehicles at EXPO 2020 Dubai.

Over the course of the six months, G42 Smart Nation's solution helped prevent thousands of potential threats and seamlessly addressed hundreds of incidents through the use of AI-powered predictive and preventive decision-making solutions in real time.

Other finalists in this category included an innovative urban security submission from Finland and a children's role-playing security game from The Netherlands.

Rashed Alkhouk, Chief Business Officer of G42 Smart Nation, commented on the award: "We are proud to be recognized on an international platform for the solutions we provided to one of the world's largest mega events. Coming in the top 3 of The Safety and Security Award 2022 is a testament to our strategy and capability for active implementation and mega-project management, for systemic collaboration with highest standards of efficiency and effectiveness while fulfilling stringent regulatory and governance requirements. G42 Smart Nation's advanced AI solutions will lead to safer, greener and smarter communities and preserve for future generations."

**S/HE
SAID IT**

**H.H. SHEIKH HAMDAN BIN
MOHAMMED BIN RASHID
AL MAKTOUM**

CROWN PRINCE OF DUBAI AND
CHAIRMAN OF DUBAI EXECUTIVE
COUNCIL, AND CHAIRMAN OF
DUBAI'S HIGHER COMMITTEE OF
FUTURE TECHNOLOGY DEVELOP-
MENT AND DIGITAL ECONOMY

"Driven by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, the emirate is set to become one of the world's top digital economies and a leading platform for innovations that can shape the future."

"Despite its rapid progress, the UAE continues to look to the future as it pushes ahead with strategies and initiatives to fast track its digital transformation. Hyperscale cloud computing offers tremendous potential for startups and SMEs in the UAE that are keen to enhance their competitiveness and contribute to a thriving innovation ecosystem."

**KHALID AL-JARWAN, EXECUTIVE DIRECTOR OF
DUBAI CHAMBER OF DIGITAL ECONOMY**



QUICK BYTE ON SECURITY

ESET to bring its Unique Cybersecurity Solutions to Large Corporations

"The segment including the largest companies and organizations is one of the fastest growing in digital security. Events in recent years, such as the pandemic and the war in Ukraine, have further increased the need for these organizations to strengthen their cyber resilience. As we aspire to play a significant role in this segment, we have decided to create an entirely new division focused on this type of customer. We believe that in the next five to ten years, this division can create opportunities in this new market with annual revenues of hundreds of millions of euros per year," explains Richard Marko, CEO of ESET, about the decision."

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HPE Launches new Emirates & Africa Regional Hub in Dubai

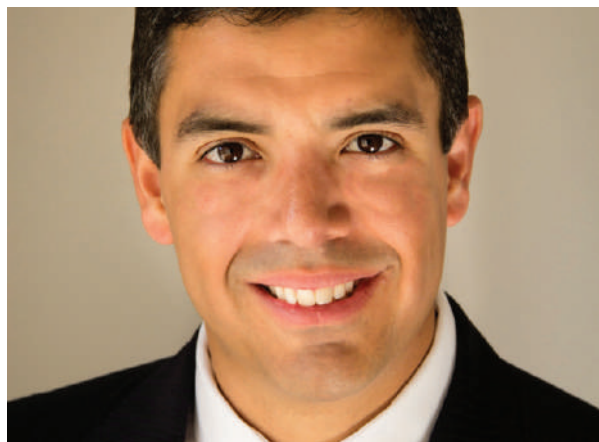
Hewlett Packard Enterprise (HPE) launches its new Emirates & Africa organisation, bringing together the United Arab Emirates (UAE) business with the Africa businesses, effective 1st November. The new organisation will be led by Ahmad Alkhalafi, who will oversee HPE's Operations within United Arab Emirates and the African Continent.

Ahmad joined HPE in 2020 as the Managing Director for HPE in UAE, where he was responsible for driving business growth and maintaining high levels of customer and partner satisfaction. Ahmad is a board member of the Dubai International Chamber and has a wealth of industry experience, with over 16 years' experience working in the UAE's technology sector. Prior to his role at HPE, he served as a board member

in Electronic Document Center of the Emirates Post Group and helped launch the Emirates Integrated Telecommunications Company (du), where he led Enterprise Government sales and oversaw the design of new products, services and solutions for private cloud computing.

"Over the past two years Ahmad has successfully led our UAE business, transforming our team, increasing our customer relevance and significantly growing HPE's Edge to Cloud business. He is highly respected both internally and externally, and well placed to bring his leadership, strategic thinking, and operational control to transform our Africa businesses," said Marc Waters, managing director for UK, Ireland, Middle East & Africa, HPE.

SentinelOne Continues Sterling MITRE ATT&CK Evaluation Performance, Now with MDR



SentinelOne was recognized in the MITRE Engenuity ATT&CK Evaluation for Managed Services for its Vigilance MDR. This achievement follows three consecutive years of top performance in MITRE ATT&CK Enterprise Evaluations and MITRE ATT&CK Deception evaluation. SentinelOne is the only XDR vendor to participate in every MITRE evaluation spanning EDR, Identity/Deception, and now MDR – and consistently deliver top results. Integrated within Singularity XDR, SentinelOne is fully committed to MITRE's frameworks as the de facto language of cybersecurity, supporting organizations in programmatic risk reduction.

"Thousands of enterprises around the world choose Vigilance MDR to augment or replace their security operations with a team of military grade cybersecurity experts," said Brian Hussey, VP Threat Services, SentinelOne. "The combination of autonomous cybersecurity and our award-winning Vigilance MDR service reduces dwell time, operational costs, and risk. Delivered by SentinelOne and our global ecosystem of partners, SentinelOne is proud to excel in this inaugural MDR evaluation."

EXECUTIVE MOVEMENT



Gerard Allison Joins Sophos as Senior Vice President of Sales for EMEA



Kelvin has announced **Suhail Jiواني** has been promoted to Chief Technology Officer; **Sheena Chandra** has been appointed Chief Strategy and Business Development Officer; and **Citalouise Geiggar** has been appointed Vice President of Marketing



Securonix Appoints **Nayaki Nayyar** to Chief Executive Officer



Nozomi Networks appointments senior executives. Based in Saudi Arabia, **Usamah Ridwan** joins Nozomi Networks as Regional Sales Director, **Jayson Pieterse** takes up the role of Regional Sales Director – South Africa and Africa based in Johannesburg, while **Wagdy Mostafa** has been appointed as Regional Sales Director for Egypt, based in Cairo. As part of its expansion drive, Nozomi Networks also hired **Osamah Al-Fardan** as Senior Cybersecurity Architect

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GLOBAL
UPDATE

Wipro Announces the Launch of Capco in the Middle East



Wipro Limited launches a new Middle East financial services advisory capability. Capco, a Wipro company, will offer strategic management and technology consulting capabilities to financial services firms in the Middle East to enable their transformation, digitization, and business consolidation initiatives.

Regional macroeconomic trends, including diversification from a petrodollar economy, are driving significant investment in financial services, with a focus on digital innovation, neobanking, post-merger integration and core large-scale transformations. Against this backdrop of change, consulting spend in the Gulf Cooperation Council (GCC) region

reached USD3.3 billion in 2022 – of which financial services accounted for some 30% – and is expected to grow by 30 % year-on-year in the near term.* Given its expertise in successfully driving transformation programs for tier-one financial institutions globally, Capco is well positioned to tap into the growth opportunities in the region.

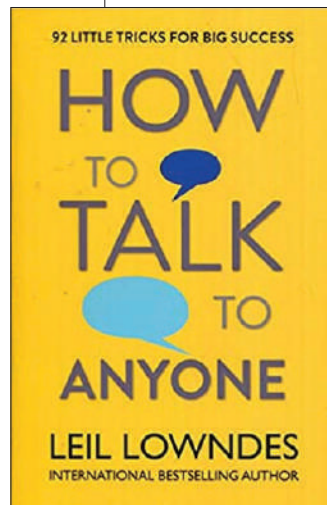
The new consulting capability will be led by Naim Alame as its Managing Partner, Middle East. He joins from Accenture Middle East and has extensive experience in financial services, delivering digital and core transformation programs across top tier banks in this region.

Lance Levy, CEO of Capco and Executive Sponsor of Wipro's Financial Services Business said, "Our ambition in the Middle East is simple– for Capco, as a creative, disruptive management and technology consultancy, to support the region's most prestigious financial services institutions. Capco has always been about pushing boundaries and creating new opportunities, for our business and our people. Our new Middle East presence continues to deliver on that."

BOOK SHELF

How To Talk To Anyone

BY
LEIL LOWNDES



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(HARDCOVER)

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Kodak Alaris Wins BLI 2023 Pick Award from Keypoint Intelligence

Keypoint Intelligence has awarded Kodak Alaris a Buyers Lab (BLI) 2023 Pick Award for the Kodak S3140 Max Scanner. BLI Pick Awards recognize the highest performing office technologies, the top scorers in Keypoint Intelligence's extensive lab tests over a six-month period.

Launched in May 2020, the S3140 Max Scanner combines high-volume capacity with the simplicity and compact size of a desktop unit. Ideal for document-heavy processes, this production scanner delivers exceptional image quality, superior paper protection, versatile media handling capabilities, and fast capture speeds

– up to 140 pages per minute (ppm), to ensure maximum productivity.

"The Kodak S3140 Max Scanner is the ideal choice for paper-intensive shared scanning environments that want to get the most out of their digital transformation investment," said Lee Davis, Senior Analyst in Keypoint Intelligence's Office Group. "The device is network enabled, supports driverless scanning through a REST API, and comes with its own built-in image processing chip, so it can be deployed as a standalone device—no attached PC is required."

"Kodak Alaris is honored to receive this

prestigious award which highlights our dedication to providing customers with the best data capture solutions for their business," said Don Lofstrom, President & General Manager at Kodak Alaris. "The S3140 Max Scanner's on-board image processing enables independent operation and reduces the load on PC resources.



Arab National Bank Leverages Confluent to Advance Collaboration and Innovation

Arab National Bank, one of the largest banks in the Middle East, has successfully leveraged the Confluent Data Streaming Platform to unlock the power of its operational and customer data. This is enabling the bank to introduce innovative new services that enhance customer experiences, and proactively collaborate with the Kingdom's new breed of agile FinTech companies.

As a wave of digitalisation has been sweeping the banking sector in Saudi Arabia, a recent YouGov survey reports the vast majority (91%) of Saudi residents now prefer online/app banking to traditional alternatives. Consequently, in the first quarter of 2022, the Saudi Central Bank revealed that 13 bank branches and 81 ATMs were closed across the Kingdom. Recognising these rapidly evolving customer preferences, Arab National Bank embarked on its digital transformation journey several years ago and recently partnered with Confluent to capitalise on new opportunities for growth.

Turtlefin partners with The Continental Group

Turtlefin, India's leading Insurtech platform, has announced a partnership with The Continental Group, one of the leading insurance intermediaries and financial services solutions providers in the UAE. Turtlefin will provide its leading SaaS platform modules, enabling The Continental Group's distribution teams to access relevant information and seamlessly customize proposals for their clients.

Through this strategic partnership, Turtlefin will onboard new insurers on their cutting-edge platform to provide seamless access to the users of The Continental Group. This will lead to increased insurer participation bringing in more choices to clients to make the right decision on their insurance needs. The solution will bring significant operational efficiencies through the automation of proposal journeys, management reporting and dashboards, which will be accessible from a single source rather than multiple dependencies.

Speaking on occasion, Mr Amreesh Kher Chief Partnership Distribution Officer of Turtlefin said, "The Continental Group is one of the leading financial intermediaries in the UAE.

AVEVA named in Top 100 Best Companies for Women in India

AVEVA has been named as one of the 100 Best Companies for Women in India (BCWI). The accolade was jointly awarded by Avtar, India's premier Diversity and Inclusion (D&I) solutions firm, and Seramont, a US-based professional services company dedicated to advancing D&I in the workplace.

Now in its seventh year, the BCWI study has established itself as corporate India's most comprehensive gender analytics exercise. Every edition of the study has extensively surveyed over 300 companies – assessing their D&I practices, programs and policies to ensure gender inclusion in the workplace – to determine the 100 Best Companies for Women in India.

Global industrial tech firm AVEVA made the grade for its notable commitment to women's inclusion and its establishment of

powerful ongoing programs to promote gender inclusivity.

AVEVA's most prominent women's equality program in India is EmpowHer@AVEVA, a dedicated initiative to get women and mothers back in the workplace. Women on the EmpowHer program are given the structure, guidance and training they need to return to work after a multi-year career break.

Commenting on the survey results, Dr Saundarya Rajesh, Founder-President, Avtar Group, said: "The results of the seventh edition of the Best Companies for Women in India (BCWI), the largest and the most comprehensive diversity analytics exercise in the country, are a glowing testimony to the relentless efforts of organizations in India towards including diversity talent.

DIGEST

RDP PRESENTS NETWORK PACKET BROKER

RDP (Research and Development Partners), the leading Russian vendor of intellectual solutions for broadband connectivity, updated its portfolio with a new product which is Network Packet Broker (NPB). It's an intellectual network solution which provides traffic transparency and intended to redistribute traffic between the analyzers devices which solve the tasks of assuring network security, optimization and increasing their performance, apart from the network quality management and a system of operational-search measures (SORM). NPB is a complex solution which has the consolidated functionality of traffic aggregation, replication, filtration, workload balance until its transfer to the end user.

ICEWARP ENABLES IIT BOMBAY'S TECHFEST TEAM

IceWarp has partnered with Techfest organized by the student community of the Indian Institute of Technology, Bombay (IIT-B). The brand is associated with the 26th edition of Techfest as their exclusive "Email and Collaboration Partner." Having a footfall of 1.75 lakhs in its last on-site edition, Techfest was founded in 1998 with the intention of giving the Indian student community a forum to grow and demonstrate their technical prowess. The events culminate in a sizable three-day gathering on the IIT Bombay campus that draws visitors from all over the globe, including students, academics, businesses, and the general public. This year, at the 26th edition of Techfest, the team will take a deep dive into this abyssal mystery and explore the unfathomable possibilities that lie beneath the oceans, from 16th December to 18th December 2022.

HUAWEI STRENGTHENS CYBERSECURITY COLLABORATION IN BAHRAIN

Huawei took part in the Arab International Cybersecurity Conference and Exhibition in Bahrain

Arab International Cybersecurity Conference and Exhibition in Bahrain attracted the highest level of engagement in the region with participation from government, industry, and business verticals, including BFSI, oil & gas, energy, utilities, IT & telecom, manufacturing, education and more.

Afke Schaart, Chief Global Impact Officer and Senior Vice President of Global Government Affairs at Huawei, delivered a keynote addressing cybersecurity building, collaboration, and unified standards.

MANAGEMENT MANTRA

“Train people well enough so they can leave, treat them well enough so they don’t want to.”

Richard Branson, business magnate and founder of Virgin Group

MTN SA selects TEOCO for 5G network planning



TEOCO, the leading provider of analytics, assurance and optimization solutions to over 300 communication service providers (CSPs) worldwide, has today announced that MTN South Africa, a subsidiary of MTN Group and the second largest MNO in the region, has selected TEOCO's ASSET

5G planning solution to deliver 5G services to its 34.5 million subscribers. This contract extension builds on TEOCO and MTN Group's existing relationship which has seen TEOCO offer network planning solutions to MTN for over two decades.

The extension provides the operator with the full capabilities to plan a state-of-the-art 5G network and support the optimization of the planning process. By using TEOCO's ASSET 5G planning tool, MTN SA is future-proofing the evolution of its 5G network. MTN SA has greatly enhanced network visibility via the use of the EDS API which allows the CSP to link data from across all of its systems, while also improving prediction modelling accuracy via efficiently generated coverage maps using the ArrayWizard module.

“As MTN SA continues its 5G journey, it's critical that we have the right tools to accurately predict radio network coverage,” said Themba Sikampula, MTN Senior Manager, OSS and Tools. “Having already experienced the benefits of TEOCO's ASSET solution first-hand, we were confident of its capabilities for 5G and delighted to be strengthening our relationship with TEOCO to deliver the best service to our customers.”

Dataiku Announces \$200 Million Investment Led by Wellington Management



Dataiku announced \$200 million in Series F funding led by new investor, Wellington Management, at a \$3.7 billion valuation. The Series F investment brings Dataiku's total primary funding since inception to approximately \$600 million. This latest investment reinforces Dataiku's leadership position and will help accelerate its platform capabilities and prepare the company for its next phase of strong, sustainable growth.

“Dataiku's proven track record, management team, growth trajectory, and customer roster, positions the company to scale AI to new heights. We are pleased to partner and contribute to their impressive journey,” Matt Witheiler, Consumer/Technology Sector Lead, Wellington Management. “Dataiku has taken a leadership position helping enterprises put massive datasets to work at unprecedented speed and creating a culture of AI focused on delivering compounding business results.”

“Enterprises overwhelmingly understand that now is the time to embrace AI—or risk falling behind,” said Florian Douetteau, co-founder and CEO of Dataiku.

SimSpace Expands Globally with Commercial Release of Cyber Force Platform

SimSpace, the industry leader in military-grade cyber ranges, has announced the commercial availability of its upgraded SimSpace Cyber Force PlatformSM, expanding its footprint into a global market worth over \$200 billion.

During a period of unprecedented geopolitical risk, leading organizations can now use the same advanced technology as US national cyber defenders and global intelligence agencies. SimSpace can compress three years of attacks into 24 hours to ensure the highest levels of mission and defensive readiness.

The Russian war in Ukraine has fuelled a near 50% increase in cyberattacks in the first half of 2022. Goldman Sachs predicts a Russian attack on US infrastructure could cost the economy up to \$1 trillion. Businesses of national significance are seeking battle readiness for their cyber teams and are using SimSpace's high-fidelity range capabilities to improve team and process performance, consolidate tools, and reduce costs.

“SimSpace works to continuously improve the security posture of organizations and governments worldwide,” said William Hutchison,

former US Cyber Command Leader and CEO of SimSpace.





Cloudflare Makes Zero Trust Security Free for **At-Risk Groups**

Cloudflare One suite of Zero Trust security tools is now available at no cost to at-risk public interest groups that are part of Cloudflare's Project Galileo, as well as local and state election sites part of Cloudflare's Athenian Project. These organizations will now have access to the comprehensive and deeply-integrated Zero Trust tools that have typically only been available to large enterprises and are used by over 10,000 customers today.

"Cloudflare is the only security provider ensuring that Zero Trust is accessible to those most in need – the vulnerable groups in our society, journalists, and nonprofits, as well as the sites that ensure we have trusted, free,

and fair elections in the United States," said Matthew Prince, co-founder and CEO, Cloudflare. "These organizations face constant threats and need to be safe online to achieve their missions – and now they'll have access to the same security architecture that Fortune 500 companies are using."

Zero Trust is a modern security model that ensures all traffic in and out of a business is verified and authorized, and requires strict identity verification for every person and device. This replaces the old model where once a device or person was in a network, it was assumed to be trusted and had access to anything within that network.

Government of Abu Dhabi and Microsoft affirm private public **sector collaboration**



Since the launch of its UAE data centers, Microsoft and its partners have collaborated with a range of entities to accelerate digital transformation across the Emirate of Abu Dhabi, including Abu Dhabi Digital Authority, Mohamed bin Zayed University of Artificial Intelligence, and Etihad Airways. An IDC study released at GITEX Global 2022 shows Microsoft's UAE cloud ecosystem will generate US\$8 in partner revenue for every dollar earned by Microsoft in the country, while generating some US\$39 billion of new revenues and almost 100,000 jobs between now and 2026.

His Excellency Mohamed Ali Al Shorafa, Chairman of the Abu Dhabi Department of Economic Development, met with Samer Abu-Ltaif, Corporate Vice President & President of Microsoft Middle East & Africa and Naim Yazbeck, General Manager of Microsoft UAE, on the side-lines of a Microsoft regional event hosted in the UAE's capital, where the global technology company reiterated its commitment to the emirate, its government, and its business community.

Veeam Announces Veeam Backup for Salesforce on **Salesforce AppExchange**

Veeam Software launches the NEW Veeam Backup for Salesforce on Salesforce AppExchange which eliminates the risk of losing Salesforce data and metadata due to human error, integration issues and other data loss scenarios.

This new solution from Veeam — a market leader in Modern Data Protection — enables organizations to deploy a backup environment either on-premises or in the cloud, providing access and control of Salesforce data and metadata. It also provides powerful, rapid-recovery capabilities for IT departments and Salesforce

administrators, including granular and bulk data recovery of Salesforce records, hierarchies, fields, files and metadata. This new offering builds on the success of Veeam Backup for Microsoft 365, extending Veeam's enterprise-grade platform to another industry-leading SaaS environment.

Whether a mistake with a script, data loader or an integration issue, the simple and easy-to-use user interface (UI) of Veeam Backup for Salesforce helps users resolve issues and retrieve data in just a few clicks — without executing additional backups, running long, full-backup comparisons

or causing duplicates.

"With so many companies' employees now working in a hybrid model, protecting cloud and SaaS data is more important than ever," said Danny Allan, CTO and senior vice president of Product Strategy at Veeam.

SKILLS SHORTAGE WILL BECOME A TALENT WAR

Amid a growing attack surface, the skills shortage and rise of unknown threats, Vectra AI has today released its predictions for 2023. In this piece Christian Borst and Brian Neuhaus, CTO, Americas at Vectra AI have outlined a range of trends that they believe will have a big impact on the cybersecurity industry next year

CHRISTIAN BORST

EMEA CTO, VECTRA AI

“Next year, organisations will face more unknown cyber threats targeting on-premises systems, cloud infrastructure, and SaaS applications.”



BRIAN NEUHAUS

CTO, AMERICAS, VECTRA AI

“The right data, analysed the aright way, will open the door to a new era of visibility and control for security teams.”

Supply chain attacks will continue but hackers will look beyond the ‘usual suspects’ to cause havoc: Attackers will continue to cause maximum disruption in the form of supply chain attacks, but instead of targeting key suppliers, they will look beyond the ‘usual suspects’ to gain access into networks. For instance, this could include legal or accounting firms. A holistic approach may help turn the tables on the matter: supply chain means partnership — partnership means collaboration and supporting each other. Only as a ‘mesh’ interconnected structure with consistent resiliency can companies thrive in the digital economy. This includes ensuring that they review the security policies of all those in the chain.

Organisations will use automation to recover from ransomware attacks: Traditional restoration procedures following a ransomware attack are both costly and time consuming for organisations; this is why in 2023 we will see organisations look to automation, via infrastructure as code (IaC), to reduce downtime. Through IaC, organisations can develop scripts that enable key infrastructure to self-heal so they can automatically return to action. Ultimately rebuilding broken infrastructure from scratch is a far quicker process than restoring as a result of automation.

Increased analyst fatigue and resignation will see the tides turn away from protecting

the castle walls to detection and response:

Attackers are continuing to breach the castle walls, creating fatigue and eventual resignations amongst cybersecurity professionals. Instead of working on preventing these attacks from happening and to prevent employee burnout, we will see a needed shift to focus on reducing the impact of an attack. This means building resilience within the organisation covering people, process and technology and focusing on early detection and sound response as opposed to protection & prevention.

Multi-Factor Authentication (MFA) will continue to be a prime target for attackers:

With identity attacks on the rise, in 2023 attackers will continue to take advantage of vulnerable MFA methods. As companies continue to roll out MFA, attackers will continue to take advantage, either by flooding end users with requests to brute-force their way in, or by skilled phishing campaigns. End users will be the ones directly targeted by attackers. This means not just organisations, but also consumers will need to be more aware than ever of the risks to their digital identities. Meanwhile, organisations must ensure they have tools in place to detect suspicious login activity and stop it in its tracks.

Attackers will begin to steal and keep encrypted data to decrypt in a post quantum world: Advances in quantum computing will force the hand of security leaders in 2023 to start

thinking about this sensitive encrypted data in a post-quantum world. However, this approach will also grab the attention of attackers, and instead of bypassing encrypted data that was previously safeguarded, they will attempt to grab the data and keep it stored for sale or to be later decrypted. Defenders should not rest on the laurels of encryption and start to take note of what NIST is doing in post quantum encryption this year for action in the coming years.

As the war for talent increases, security companies will need to develop creative ways to recruit and retain workers: As an industry that is no stranger to burnout and stress, cybersecurity companies will have to ensure they can demonstrate they are an attractive outfit to work for. This is in order to fend off competition from tech companies that can often offer lucrative salaries and superior work-life balance.

ARUBA PREDICTIONS SIX MAJOR NETWORKING TRENDS FOR 2023

As we enter 2023, the events of the last couple of years have left their mark with staffing shortages, inflationary pressures, supply chain disruption, and geo-political unrest. These dynamics have accelerated or even forced business transitions and, in some cases, caused a rethinking of fundamental business models. The network now plays an even stronger role, powering the transformation journey that's needed to thrive during uncertainty and preparing organizations for what comes next in 2023

Prediction 1: By the end of 2023, 20% of organizations will have adopted a NaaS strategy

With tightening economic conditions, IT requires flexibility in how network infrastructure is acquired, deployed, and operated to enable network teams to deliver business outcomes rather than just managing devices. Migration to a network-as-a-service (NaaS) framework enables IT to accelerate network modernization yet stay within budget, IT resource, and schedule constraints. In addition, adopting a NaaS strategy will help organizations meet sustainability objectives since leading NaaS suppliers have adopted carbon-neutral and recycling manufacturing strategies.

Prediction 2: Built-in security replaces bolt-on

Reducing cybersecurity risk has become a core operational concern. Transformation to a more automated security architecture is an IT imperative. No longer can organizations bolt-on perimeter firewalls around the network to protect against threats and vulnerabilities. Security must be built-in to every aspect of the network infrastructure from Wi-Fi Access Points to LAN, campus and data center switches, WAN gateways, and extending into the cloud. Zero trust and SASE frameworks will become more intertwined, not only to protect from threats but to apply micro-segmentation across the complete IT stack including users, connected devices, applications, network services, compute, and storage platforms.

Prediction 3: Location services enable new business models and greater

efficiency

Challenging skilled labor markets and recurring supply chain issues will force companies to become more efficient, productive, and resourceful. Pivoting towards achieving situational awareness of assets, inventories, work in process, workers, customers, contractors, and supply chains will enable better control of costs, resources, quality, and intellectual property. This will require merging information technology (IT), Internet of Things (IoT), and operational technology (OT) data with contextual information about the environment. A new focus will be placed on obtaining the accurate location of work activity and assets, the identity of people and machines, the real-time applications being used and by whom or what, and the security posture of every device and machine.

Prediction 4: IT will consolidate operations onto a single, centralized network and security management platform

More diverse digital technology (IoT) is being deployed by enterprises to improve user experiences and to streamline IT operations. At the same time, employees and customers expect a better integrated real life/digital experience no matter what the enterprises' business model is. These dynamics have added complexity to both the network and security and have made managing the infrastructure more complex. With an intensified focus on end user quality of experience while increasing protection from cyberattacks, IT will look to a single centralized management system with visibility across the network and the ability to configure edge-to-cloud QoS and security policies.



DAVID HUGHES

CHIEF PRODUCT AND TECHNOLOGY OFFICER, ARUBA, A HEWLETT PACKARD ENTERPRISE COMPANY

BRIEF PROFILE

"David Hughes is the Chief Product and Technology Officer, Aruba, a Hewlett Packard Enterprise company. Prior to joining Aruba, **David founded Silver Peak in 2004, building an industry leading WAN edge infrastructure company on the premise of enabling customers to build a better WAN.** A holder of 50+ patents, David is responsible for accelerating the company's edge-to-cloud strategy, currently leading the team responsible for the technology vision and strategy for Aruba. Outside of work, David, a father of two, enjoys cooking, gardening, sailing and following his home country rugby team the New Zealand All Blacks"

Prediction 5: SLA measurements will be based on User Experience not box uptime and link availability

IT must optimize their networks to meet hybrid working requirements. Businesses will have dedicated teams whose priority is to ensure a seamless end user digital experience for employees and customers. Adapting to a client-based view rather than a network view requires complete end-to-end visibility and application-level insights to know if the quality of experience is meeting end user expectations or not. Tight control of network performance is no longer sufficient.

To access the complete article log on to: www.enterpriseitworldmea.com

THROUGH 2022 WE MANAGED TO DEEPEN RELATIONSHIP WITH EXISTING CUSTOMERS

Before 2022 ends, we at Enterprise IT World MEA wanted to check the status of technology providers in the region and their customer engagements. Following is the excerpt from Riverbed

MENA MIGALLY

REGIONAL VICE PRESIDENT, EMERGING
RIVERBED

“As for Riverbed Acceleration, the company will continue to enhance and add new capabilities to the products and solutions within that portfolio.”



As a company – how has Riverbed performed in 2022 in the MEA region?

2022 was a very strong year for Riverbed, owing to our ability to empower our customers to actualize milestones in their digital transformation journey by providing them deep and multifaceted levels of observability to enhance proactively their services and respond to critical changes and incidents, ensuring a seamless digital experience to all their internal and external users.

What are the major technology opportunities you have participated while solving challenges in the market?

In aiming to uncover the greatest technology challenges our customers face, a recent survey commissioned by Riverbed and undertaken by IDC found that 75% of business decision-makers say their organisation struggles to glean actionable insights from data that is generated by their technology infrastructure. Observability is meant to solve this problem, but current solutions fall short.

To address this industry challenge, Riverbed has invested and focused its R&D efforts to develop technology and a unique approach to unified observability that is comprehensive, unified and easy to operate. The subsequent launch of Alluvio has enabled us to solve some of our

customers' most pressing technology challenges and become a frontrunner in the rapidly emerging observability market which industry and financial analysts estimate will be a \$19 billion market by 2024.

Which industries have adopted your technologies the most?

The META region has been a major growth market for Riverbed, where we have established ourselves as a key technology partner to leading enterprises particularly in the banking, energy, oil & gas, and public sectors.

How many net new customers have you added this year? Who are the major names?

Through 2022 we managed to deepen relationship with existing customers while also adding a number of new logos to our customer portfolio. These include Shelf Drilling, an offshore drilling company providing shallow water services to the oil and gas industry, and Ghabbour Auto, a leading automotive company in the Middle East and a non-bank financial services (NBFS) provider in Egypt.

What are other milestones have you achieved last year?

Other notable milestones for Riverbed through 2022 were:

- Being recognised as the winner of the 2022 Microsoft Kingdom of Saudi Arabia Partner of the Year Award.
- The launch of Alluvio IQ, a secure, highly available and scalable SaaS platform for cloud-native observability services.
- The signing of a strategic agreement with Moro Hub who now leverage our industry-leading unified observability and acceleration solutions to help businesses enhance connectivity, reduce operational costs and improve the performance of the network, as well as to ease customers' transition to the cloud.
- Hosting our largest to date participation at GITEX where in addition to having our own prominent stand on the concourse, we had a presence at the stands of each of our three regional distributors – Starlink, Mindware and Crestan – as well as a kiosk at the stand of our valued partner, Microsoft.

What is your road map for 2023?

On the 13 September, Riverbed announced its first unified observability service, Alluvio IQ.

To access the complete article log on to: www.enterpriseitworldmea.com

LOOKING AT 45% YOY GROWTH

Year 2022 has been a year of opening up from the grips of pandemic and slowdown. But for many companies including WSO2 it was a year of new opportunity and growth. Uday Shankar Kizhepat, Vice President and General Manager- Middle East and Africa Region, explains why

UDAY SHANKAR KIZHEPAT

VICE PRESIDENT AND GENERAL MANAGER -
MIDDLE EAST AND AFRICA REGION, WSO2

“Africa as a region has also **contributed to new customer growth** with many new additions in the BFSI sector, such as Equity Bank Kenya and PSG South Africa.”



How have you performed in 2022 in the MEA Customer Industry?

We have seen 2022 as a year of transition as COVID becomes more endemic. It has also been a great year for WSO2. Businesses have come to realize that they must find new ways to stay ahead of the competition in the so-called “new normal,” and as a result, we have seen rapid adoption of digital technologies across a wide range of industries in the MEA region. Because our services are unique and cover critical enterprise needs like integration, API management, and customer identity and access management (CIAM) across both cloud and datacenter infrastructures, we have been able to take advantage of many new opportunities.

We have seen consistent growth in our market presence in recent years, especially in 2022, which has set the stage for further growth in 2023.

What are the major technologies opportunities you have participated in while coming to solving challenges in the user market?

Our products have been addressing a wide range of technological challenges, such as national authentication platforms, open banking compliance, and streamlining integration for easy scalability.

Our product stack, which consists of enterprise integration, API management, and customer identity access management, covers a wide range

of industries and addresses the “digital core” of any digital transformation journey.

When an organization embarks on a digital transformation journey, an integration layer is usually required to interact with many different systems. This means they’ll have to deal with issues like message transformation, calling multiple systems, protocol bridging, and so on. Furthermore, the demand for companies to expose their digital business services to customers, partners, and the community has increased the creation of APIs, making API management increasingly important. Also, the need for authenticating and federating users across multiple digital channels seamlessly creates the need for a customer identity and access management solution.

Consumers today also expect to be able to deploy their applications in any environment. WSO2’s product stack gives you the flexibility you need by supporting on-premises, cloud, and hybrid deployment models.

Meanwhile, enterprise customers want the ability to provide new digital experiences and accelerate innovation. We’ve created two software as a service (SaaS) products to help with this: Asgardeo, an identity as a service (iDaaS), and Choreo, a digital platform as a service. Both of these products abstract the complexities of cloud native infrastructure, allowing IT departments to concentrate on faster innovation.

In short, businesses can use WSO2 products

to adopt more agile technology infrastructure strategies and create awesome digital experiences for their end users, partners, and employees.

Which industries have adopted your technologies the most?

API management, enterprise integration, and identity and access management are at the heart of any digital transformation, and they can be used across many different industries. The MEA region has carved out a niche for itself, rising to the top of numerous global lists and indexes. The region shines brightly in the technology industry with its readiness to adopt and implement digital transformation. Notably, government and public-sector organizations across the region are leading this digital transformation drive from the front.

Banking and healthcare are two other industries that need a lot of digitization now that touchless cards and virtual consultations for patients are becoming more common. These segments are also early adopters of exposing APIs through open standards in banking and healthcare, where WSO2 Open Banking and Open Healthcare tools help speed up the time to market.

The retail industry, with its rising e-commerce needs, and education are the other two industries where we have seen great adoption in the region.

To access the complete article log on to:
www.enterpriseitworldmea.com

BARRACUDA CONTINUED EXPANDING ITS SECURITY OFFERING

In this performance review of 2022, Toni El Inati, RVP Sales, META & CEE, Barracuda Networks, speaks about how Barracuda focussed on expanding cyber security solutions in its portfolio

TONI EL INATI

RVP SALES, META & CEE
BARRACUDA NETWORKS

“One of the major milestones **for Barracuda in the region this year** was the launch of our UAE and South Africa data centre services.”



As a company – how has Barracuda performed in 2022 in the MEA?

In August this year, KKR, a leading global investment firm, completed its acquisition of Barracuda from Thoma Bravo. This move has set us on track for our next phase of growth,

Our regional strategy mirrors this corporate mission. Today Barracuda has a dedicated presence in Saudi Arabia, Qatar, Lebanon, Egypt, Turkey, South Africa, Nigeria, and Morocco. In 2022 we announced new data centre locations in UAE and South Africa to meet growing customer demand for our cloud backup and data protection services across the region.

What are the major cyber security opportunities you have participated while coming to solving challenges in the user market?

Barracuda was started with the mission of making robust email-security available to all businesses. Today, we are proud to provide enterprise-grade, cloud-ready email protection, network

security, application security, and data protection services. We continue to expand our offering with innovations including Zero Trust Network Access, extended detection and response, incident response, and more, providing intelligent 24/7 protection for organisations of all sizes, their employees, data, and applications.

Throughout this evolution, we have stayed focused on ensuring our solutions offer comprehensive protection, while remaining simple and easy to use. In an era of escalating IT complexity, this helps ensure our solutions are utilised to their full potential, while also ensuring that security can be delivered without complicating or disrupting business processes.

How many net new customers have you added this year? Who are the major names?

Barracuda now helps to protect more than 225,000 customers around the world.

What are other milestones you have

achieved this year?

One of the major milestones for Barracuda in the region this year was the launch of our UAE and South Africa data centre services, which enable us to meet the region's growing demand for cloud data protection that complies with local regulations. Compared to traditional backup and recovery solutions, our cloud-first solution provides scale and resiliency, fast performance, and wide global coverage to protect Office 365 data born in the cloud.

What is your road map for 2023?

In 2023 we will continue to invest, innovate our product suite, and strengthen our cloud-first infrastructure to help more companies transition securely to the cloud. As digital transformation becomes embedded in more organisations and hybrid workforces become the norm, we will continue to enhance our technologies to meet the challenges of the ever-increasing attack surface and rapidly evolving threat landscape.

FORTINET FILED THREE TIMES MORE SECURITY PATENTS COMPARED TO THE COMPETITION

In this review of 2022 performance, Alain Penel, Regional Vice President, Middle East, at Fortinet, says how the company has maintained its growth this year

ALAIN PENEL

REGIONAL VICE PRESIDENT, MIDDLE EAST
FORTINET

“This year, we have issued more **than 1 million Network Security** Expert (NSE) certifications to date, further advancing our commitment to close the cybersecurity skills gap.”



What are the major cyber security opportunities you have participated while coming to solving challenges in the user market?

Fortinet introduced major new offerings designed to support security teams as they all work toward a common goal: staying ahead of their adversaries. Fortinet delivered these solutions across such a broad spectrum of technologies, including security, networking, and the cloud. It's all part of Fortinet's commitment to providing organizations with a broad, integrated, and automated solution strategy designed to span and adapt to today's highly dynamic hybrid networks.

Fortinet introduced FortiNDR, a new network detection and response offering that leverages powerful artificial intelligence and pragmatic analytics to enable faster incident detection and an accelerated threat response. With three times more security and networking patents than any other cybersecurity vendor, Fortinet is committed to delivering solutions that leverage the latest technological advances, including AI and ML, to keep organizations ahead of the evolving threat landscape. FortiNDR is the latest outcome of this commitment, helping SecOps teams shift from being reactive to being proactive.

FortiRecon, a complete Digital Risk Protection Service (DRPS) offering, uses a powerful combi-

nation of machine learning, automation capabilities, and FortiGuard Labs cybersecurity experts to manage a company's risk posture and advise meaningful action to protect brand reputation, enterprise assets, and data. With the introduction of FortiRecon, Fortinet provides enterprise organizations with a powerful tool to understand how the adversary views an organization from the outside to help inform cybersecurity teams, the C-Level, and risk and compliance management on how to prioritize risk and improve the company's overall security posture.

We enhanced AIOps capabilities across our entire networking portfolio, including the industry's first artificial intelligence-based network operations management for 5G/LTE gateways. When combined with the latest AIOps enhancements to Fortinet's Secure SD-WAN and Wired/Wireless LAN portfolio, network operations teams have access to even more dynamic insights and event correlation across their entire network, making FortiAIOps the most complete AIOps network management platform in the industry.

We also announced the availability of FortiGate Cloud-Native Firewall (FortiGate CNF) on Amazon Web Services (AWS), an enterprise-grade, managed next-generation firewall service specifically designed for AWS environments. FortiGate CNF incorporates FortiGuard artificial

intelligence (AI)-powered Security Services for real-time detection of and protection against malicious external and internal threats, and is underpinned by FortiOS for a consistent network security experience across AWS and on-prem environments. By shifting the management of network security infrastructure to Fortinet via FortiGate CNF, customers can focus more on their core competencies and deploying effective security policies to protect their business-critical applications and data.

What are other milestones you have achieved this year?

This year, we have issued more than 1 million Network Security Expert (NSE) certifications to date, further advancing our commitment to close the cybersecurity skills gap. Adding to this milestone, Fortinet has continued to expand the global impact of its training and certification programs with the addition of new courses in priority cybersecurity areas, new training partners, and by expanding access to cyber training and education to empower untapped talent.

To access the complete article log on to:
www.enterpriseitworldmea.com

FRESHWORKS MADE ADVANCEMENTS IN ITS EX PRODUCT LINE IN 2022

In the review of 2022 performance, Manish Mishra, Head, Middle East & Africa, Freshworks spoke about how its CX and EX product lines have grown in various geographies and market segments

MANISH MISHRA

HEAD, MIDDLE EAST & AFRICA
FRESHWORKS

“We are seeing a lot of adoption **by retail, eCommerce and digital** native businesses such as FinTechs, Virtual Asset Service Providers (VASPs), and Direct to Consumer (D2C) organisations.”



As a company – how have you performed in 2022 in the MEA Customer Industry?

In the MEA region, we have seen a lot of traction with small and mid-market enterprises looking to delight their customers and employees. Given that these organisations form the backbone of the region's economy - SMEs in Dubai for example make up 95 percent of all businesses – our deep penetration into this segment has enabled tremendous growth opportunities.

What are the major technologies opportunities you have participated in while coming to solving challenges in the user market?

We empower organisations to enhance two vital aspects of their business – customer experience (CX) and employee experience (EX).

Our CX product line is robust and proven with feature-rich, omnichannel customer engagement offerings that are channel agnostic – be it chat, telephony or traditional customer touchpoints, we have it all along with AI bots to make it easy

for businesses to support their customers at scale.

As an example, the Freshchat AI chatbot that we implemented for BitOasis now handles more than 50% of their customer queries over WhatsApp which enables the company's live agents to focus on responding to queries that need human intervention.

We also made some major advancements to our EX product line this year. This includes upgrades to Freshservice for Business Teams which is a powerful way for business teams to better service their employees.

Which industries have adopted your technologies the most?

We are seeing a lot of adoption by retail, eCommerce and digital native businesses such as FinTechs, Virtual Asset Service Providers (VASPs), and Direct to Consumer (D2C) organisations. This comes as no surprise given the constant need for customer service excellence in these industries. In the D2C segment in particular, we are seeing a lot of adoption with a healthy appetite

for deploying cutting edge technologies such as conversational messaging in order to instantly deliver world class support around the clock.

How many net new customers have you added this year? Who are the major names?

We currently have over 60,000 paying customers of Freshworks globally. Landmark Group, FinChoice, MultiChoice, BitOasis, Alghanim Group, MumzWorld, CBD Dubai, Huda Beauty, ChalHoub, Wadi Degla are a few notable names in the MEA region.

What is your road map for 2023?

As a public company we cannot disclose such forward-looking information before we can make it available to the public, so stay tuned to our press and IR sections of the website for updates. That said, our customers can rest assured that we will continue to invest in our CX and EX product lines.

JEDOX ADDED 30 ENTERPRISE CUSTOMERS THIS YEAR

In our review of 2022 industry performance, Andreas Simon, Regional Director MEA at Jedox revealed how the company has grown despite negative macroeconomic conditions

ANDREAS SIMON
REGIONAL DIRECTOR MEA
JEDOX

“Through the latter half of 2022, we have had a number of wins with large government and semi-government entities.”



As a company – how have you performed in 2022 in the MEA Customer Industry?

The prevailing macroeconomic conditions have caused budgets to contract as businesses experience cash flow challenges. At Jedox, we have been able to skilfully navigate this trend and while the sales cycles on some of the deals have been extended, we have already achieved 100% revenue growth over the last year. We still have some opportunities in the pipeline that will either be closed this year or in early 2023 so this bodes well for the continued momentum of our business.

What are the major technologies opportunities you have participated in while coming to solving challenges in the user market?

We offer a single, comprehensive Enterprise Performance Management (EPM) platform that lends itself perfectly to multiple use cases. Of course, one of the primary utilisations of our solution has been for Financial Planning & Analysis (FP&A). But as businesses look to drive efficiencies across other departments, we are also catering to

interesting use cases such as operational and HR planning, and Sales Performance Management.

Against the backdrop of inflationary concerns, supply chain issues, and the ongoing war in Ukraine, there has also been a growing demand for our capabilities in the AI-powered automation of budgeting and forecasting as the manual approach can no longer keep pace with the rapidly changing business environment.

Which industries have adopted your technologies the most?

Retail, Manufacturing, Healthcare, Oil & Gas and of course Banking and Finance continue to be key verticals for Jedox. What is interesting though is that through the latter half of 2022, we have had a number of wins with large government and semi-government entities.

How many net new customers have you added this year? Who are the major names?

In total, we added 30 enterprise customers to our portfolio this year. Among these are organisations

like Shelf Drilling, the Mantrac Group – leaders in their respective sectors.

What is your revenue growth expectation for this FY?

We have already achieved 100% revenue growth and are on track to surpass even this impressive figure.

What is your road map for 2023?

Microsoft continues to be a major technology partner for Jedox. Our Enterprise Performance Management (EPM) solution is the ‘missing piece’ in their product ecosystem that elevates the functionality and value proposition through deep integration with key solutions such as Azure, Excel, Powerpoint, Power BI, Dynamic 365 Business Central and more. We entered into partnership with Crayon – who are one of Microsoft’s leading distributors. This further strengthens our alliance and vastly expands our total addressable market, giving us the opportunity to pursue opportunities with thousands of leading businesses in the region.

DRAGOS CONTINUED TO SUPPORT SAUDI VISION 2030

In this review of 2022, Dragos' Regional Director for Middle East, Al Barghouthi, spoke about how the company focussed in the region supporting the mandates of different countries

AL BARGHOUTHY

REGIONAL DIRECTOR, MIDDLE EAST
DRAGOS

"In 2022, we opened our office in Dubai to support UAE government initiatives such as Operation 300bn."



Can you briefly touch on how 2022 was for your company in the region:

It was evident that the region has recovered post-pandemic, which has led to quite a few large face-to-face events that brought the industry's brightest minds under the same roof. From a Dragos perspective, we are busier than ever with client engagements across the critical infrastructure domain. The Middle East has seen growing adoption of the Dragos Platform, and Dragos has made investments in the region through local offices, training facilities, and key partnerships. We have established our local presence through Duabi and Riyadh and assembled a team of world class experts who have been helping safeguard civilization in the Middle East.

What were some of the big milestones for the company in 2022

This has been an important year for Dragos in the Middle East, with accelerated growth in the region. In the Kingdom of Saudi Arabia,

we continued our expansion to support Saudi Vision 2030's call for digital transformation and increased connectivity in critical systems—including oil and gas, chemical, mining, industrial, logistics, and water. In March, we opened our office in Dubai to support UAE government initiatives such as Operation 300bn, calling for the industrial sector's GDP contribution to increase from US\$ 36 billion to US\$ 82 billion (AED 300 billion) by 2031. I was honored to join as Regional Director for the Middle East this year to drive this growth and strengthen our partner network to support the region's rapidly growing industrial sector. Globally, Dragos has received recognitions including being named for the 2nd year to the Deloitte Technology Fast 500, based on Dragos's revenue growth of more than 500 percent between 2018 and 2021.

Which industries have you seen the most traction in 2022 and why?

Within our domain we have seen traction across

Oil & Gas, Energy and Utility, and Manufacturing. In some countries the traction was mainly driven by compliance mandates where OT cybersecurity has become top-of-mind for decision makers. In other countries it was driven by the rising awareness of potential cyber threats to OT, and how OT systems and threats are different from IT.

What is your regional strategy as we head into 2023?

At Dragos we fully understand what it takes to help secure the OT domain differently than the IT domain. We are a company built by practitioners for practitioners to safeguard industrial infrastructure. Hence, we are focused on building a community by raising awareness across industry. We will continue growing our Ecosystem of partners and invest in technical skillset locally in each region.

2022 SAW REBRANDING OF DELINEA AS A MAJOR PAM PLAYER

In the review of 2022 performance, Mohammad Ismail, Regional Director - Middle East, Delinea spoke about how the company became a relevant and uniquely built platform to enable, empower, and secure the modern and hybrid enterprises

MOHAMMAD ISMAIL

REGIONAL DIRECTOR - MIDDLE EAST
DELINEA

“A significant milestone has been the **rebranding and presenting a new company that is much** more than a simple merger of two privileged access management leaders.”



As a company – how has Delinea performed in 2022 in the MEA region?

A: 2022 was a milestone year for Delinea as we unveiled our new brand identity to the market. Our mission of providing security that's invisible to the user, while simultaneously providing IT and security teams with the control they require has resonated strongly with our clients and partners. We have seen incredible reception when we attended LEAP in Saudi Arabia, and GISEC and GITEX in Dubai with the new name.

What are the major cyber security opportunities you have participated in while solving challenges in the market?

As organisations continue their digital transformations, they are faced with increasingly sophisticated and more challenging environments that require an innovative approach to cybersecurity centred on privilege access. However, legacy PAM solutions are not designed for today's hybrid environments, are too complex, and cannot solve current privilege management challenges.

At Delinea, we believe the opposite of complex isn't simple – it's seamless. With our solutions, users get access to an organisation's most critical data, devices, code, and cloud infrastructure only when and where they need it, and only for the time needed to complete the task. In this way, we empower our customers with agility, productivity, and security.

What are other milestones you have achieved this year?

As mentioned before, a significant milestone has been the rebranding, and presenting a new company that is much more than a simple merger of two privileged access management leaders. Delinea brings to market a comprehensive platform uniquely built to enable, empower, and secure the modern, hybrid enterprise. And at the same time carries forward and evolves the promises of both original companies.

At a global level, Delinea has been awarded several industry recognitions. For the fourth year in a row, Delinea was in the Leaders Quadrant of

Gartner Magic Quadrant for Privileged Access Management. We were also named a “Gold Winner” in the Hot Company of the Year category for Security Software in the 17th Annual 2022 Information Technology World Awards*.

What is your road map for 2023?

Remote work, hybrid IT environments, and new types of applications and endpoints continue to expand the privileged account attack surface. This has created an urgent need for a holistic vision, bringing together PAM capabilities that address traditional and emerging use cases from one unified interface – what Delinea calls Extended PAM.

The extended PAM approach redefines PAM to treat all users as privileged users and address complex IT environments. It ensures scalability by treating identity as the common thread for authentication and applying policy-based authorisation controls to meet zero trust and least privilege best practices.

MEA REGION ADOPTED MANAGEENGINE'S ITIL AND ITSM PRODUCTS

In our review of 2022 market performance, Nirmal Kumar Manoharan, regional director, ManageEngine spoke about how the company is becoming very relevant to the region

NIRMAL KUMAR MANOHARAN

REGIONAL DIRECTOR
MANAGEENGINE

“Defence agencies across multiple, **governments in the MEA region also** trust

ManageEngine products for implementing ITIL and ITSM best practices.”



Can you highlight your performance in MEA in 2022?

The MEA region has been one of the top performing markets for ManageEngine in 2022. We registered a 35% growth in revenue in the region. We have grown significantly in Saudi Arabia and Egypt, both in terms of revenue and customers.

What are some of the major technologies/solutions you have implemented to solve customer challenges?

Endpoint management proved to be a big challenge for organisations post pandemic. Our unified endpoint solution, Endpoint Central, helps organisations manage and secure highly diversified device deployments, including servers, desktops, laptops, mobile phones, tablets, POS machines, OEMConfig devices, and other IoT endpoints. Yet another challenge we help customers with is compliance. They can meet regulatory compliance requirements, such as the PCI DSS, and data protection mandates with our IT management offerings.

Which are some of the industries that have adopted your technologies the most?

While ManageEngine has a diversified portfolio that can support the IT needs of organisations in any industry, we have seen a revenue growth of over 50% from the government sector. The tourism and logistics industries across the MEA region also saw good boosts after restrictions following the pandemic were loosened. In terms of customer count, the energy, real estate, and finance sectors have all seen the highest growth in 2022.

Please provide the names of some of the customers you have added this year?

We have added several new customers this year, most notably the biggest sovereign wealth fund in Saudi Arabia. Defence agencies across multiple governments in the MEA region also trust ManageEngine products for implementing ITIL and ITSM best practices. In addition, we have seen several players in the tourism industry across

the MEA region turning to ManageEngine for their IT management needs.

What is your revenue growth expectation for this FY?

We hope to achieve a growth rate of more than 30%.

What are other milestones you achieved this year?

We have around 5,000 enterprise-level active customers in MEA. This is a milestone that we achieved in 2022.

What is your roadmap for 2023?

ManageEngine aims to be a unified, end-to-end operations management platform for digital enterprises. We will continue to enhance our IT management offerings by incorporating the latest advances in technology as part of our endeavour to provide a consistent and secure experience across every digital medium.

LAUNCH OF CLOUD SECURITY MANAGEMENT SOLUTIONS IN Q1 WAS THE MAJOR GAME CHANGER

In our review of 2022 market performance, John Hathaway, Regional Vice President, iMEA at BeyondTrust speaks about how some of the strategic moves by the organisation have changed the growth path of BeyondTrust

JOHN HATHAWAY

REGIONAL VICE PRESIDENT, iMEA
BEYONDTRUST

“50% of our 2022 revenue is **coming from new logos, across** all verticals and all countries in iMEA.”



Can you briefly touch on how 2022 was for your company in the region

2022 was the year of “back-to-normal”, somehow: a year without massive disruptions! While we are still the only vendor on the market able to offer a comprehensive one-stop portfolio to protect endpoints, access and privileges, we have been able to keep on challenging ourselves to always do more and better to support organizations in the region on their PAM journey. Our team has been consolidated and we have been able to focus on some strategic initiatives with top accounts, and to enhance customer support. Interestingly enough, with the World Cup happening in Qatar, our region was put under the spotlight internally which was amazing from a team culture perspective too.

What were some of the big milestones for the company in 2022

Only to mention a few, I would say that first, we were able to hire some very strategic roles across iMEA such as a Customer Executive and a Channel Solutions Engineer etc.

We have also been able to expand in some key countries such as Egypt, which has allowed us to further accelerate our operations in Africa. From a product perspective, I'd like to call out the launch of our Cloud Security Management solutions in Q1 2022 and the massive transition of our customers towards our subscription model.

Which industries have you seen the most traction in 2022 and why

Undoubtedly, we have been very active and successful in the BFSI, public and O&G sectors. The education sector is another vertical in which we have seen really strong momentum. The acceleration of attacks on major organizations in these industries, their maturity, some regional compliance mandates and customer recognition of the importance of Zero Trust supported by PAM, contributed to this. I also think that word-of-mouth has been effective: when an organization is happy with our solution, it spreads the word and peers come to us with the confidence that we can support them as effectively.

How many net new customers have you added this year?

50% of our 2022 revenue is coming from new logos, across all verticals and all countries in iMEA. We can't disclose names unfortunately. 95% of our existing customers have renewed and 25% have acquired additional solutions from the BeyondTrust portfolio.

What is your regional strategy as we head into 2023

As mentioned earlier, we have started to focus on some strategic initiatives and we will work intensely on that throughout 2023 too. This means that we will keep on improving our service to existing customers and expanding in India and across the African continent.

Channel enablement will be a key area of focus as well. Partners are at the crossroad between end customers and us: they deserve our attention too. And let's not forget that a happy partner makes a happy customer.

2022 SAW THE LAUNCH OF TENABLE ONE

In our review of 2022 market performance, Maher Jadallah, Senior Director Middle East & North Africa, Tenable revealed how the company progressed in 2022

MAHER JADALLAH

SENIOR DIRECTOR MIDDLE EAST & NORTH AFRICA
TENABLE

“We also added Nessus Expert to our portfolio of trusted vulnerability assessment solutions,

giving security consultants, pen testers and security practitioners extended external attack surface management capabilities and expanded visibility into cloud native environments.”



What are some of the major technologies/solutions you have implemented to solve customer challenges?

When a threat actor evaluates a company's attack surface, they're probing for the right combination of vulnerabilities, misconfigurations and identity privileges that will give them the greatest level of access the fastest.

In October 2022, Tenable announced Tenable One - our new platform that combines the broadest vulnerability coverage spanning IT assets, cloud resources, containers, web apps and identity systems. It builds on the speed and breadth of vulnerability coverage from Tenable Research, and adds comprehensive analytics to prioritise actions and communicate cyber risk.

Tenable One allows organisations to translate technical asset, vulnerability and threat data into clear business insights and actionable intelligence.

This enables Security Executives to focus efforts to prevent likely attacks and accurately communicate cyber risk to support optimal business performance.

What are other milestones you have achieved this year?

This year we completed our acquisition of Bit Discovery and launched Tenable.asm, enabling customers to continuously map the entire internet and discover connections to an organisation's internet-facing assets, whether internal or external to their networks.

In addition to launching our brand new Tenable One platform, in the last year we've enhanced Tenable Cloud Security, adding Agentless Assessment and Live Results to Cloud Security Posture Management or CSPM and Vulnerability Management, providing a unified

view of organisations' cloud environments at scale without increasing cloud computing costs.

We achieved the Application Security distinction in the Amazon Web Services (AWS) Security Competency for our cloud-native vulnerability management solution.

We also added Nessus Expert to our portfolio of trusted vulnerability assessment solutions, giving security consultants, pen testers and security practitioners extended external attack surface management capabilities and expanded visibility into cloud native environments.

What is your road map for 2023?

Given that the attack surface is continually expanding and changing, we're evolving too. We're listening to our customers and developing solutions that help them understand and address their business risk.

MIMECAST ONBOARDED ONE OF THE LARGEST ECOMMERCE COMPANIES

In an effort to understand the performance in 2022, Werno Gevers, cybersecurity expert at Mimecast spoke about their achievements including extension of partnerships and targeting double digit growth

WERNO GEVERS
CYBERSECURITY EXPERT
MIMECAST

“What we’re now seeing – and **have been seeing through the** course of 2022 – is that organisations are going back and reviewing their security posture.”



Can you highlight your performance in MEA in 2022?

With rapid digital growth in the region and a proliferation of sophisticated cyberattacks globally, there has never been a greater demand for security solutions. Hybrid work models have transformed the way organisations operate, changing how people communicate, share data, and collaborate. And with email remaining the primary attack vector, and collaboration tools introducing a new attack surface, the demand to secure communication platforms has never been higher. It's therefore no surprise that our solutions have continued to grow in relevance and are being adopted by organisations of all sizes is high. For yet another year since entering the region, we have witnessed double digit annual growth.

What are some of the major technologies/solutions you have implemented to solve customer challenges?

During the years of the pandemic, organisations had to rapidly adapt to remote work environments which meant they were quick to adopt solutions like Microsoft 365. Teams can now work from virtually anywhere, thanks to email and more recently, collaboration tools. But the speed at which they adopted these technologies meant that security took a back seat and organisations did not have the relevant solutions baked in. In

fact, research conducted by Mimecast at the end of 2021 showed that 76% of IT decision-makers in the UAE and Saudi Arabia said their approach to cybersecurity was more reactive than proactive.

What we're now seeing – and have been seeing through the course of 2022 – is that organisations are going back and reviewing their security posture, while continuing to invest in solutions like M365. And with email as the primary attack vector and collaboration tools posing new risks, they are now looking to third party security providers. They are adopting advanced security solutions to ensure their digital transformation efforts are adequately protected from growing cyberattacks and their employees are always able to work protected, regardless of whether they are working in the office or at home.

Which are some of industries that have adopted your technologies the most?

Considering the prominence of cyber threats targeted at email and collaboration tools, security for these vectors is relevant across all industries. So, our solutions were adopted across an array of organisations of all sizes. But our largest customers came from manufacturing, construction and notably financial services which as an industry known globally for prioritising cybersecurity. Our State of Email Security 2022 research found that close to half of financial services companies (47%)

already have a cyber resilience strategy in place, compared to an average of 38% across all sectors.

Please provide the names of some of the customers you have added this year?

As mentioned, our new customers came predominantly from the manufacturing, construction and financial services sectors, but a key highlight for us was that we onboarded one of the largest e-commerce organisations in the region.

What is your revenue growth expectation for this FY?

Our 2022 State of Email Security research found that email usage rose at more than 8 out of 10 companies in UAE and Saudi Arabia, with 46% saying it was significant. The widespread adoption of hybrid work environments coupled with the increased usage of digital-centric communication channels has expanded the attack surface – creating new organisational security risks for both people and data. Therefore, the demand for safeguarding email and business communications will continue grow as organisations endeavour to protect their people, data, and communications. I therefore expect we'll continue to see a double digit growth trajectory.

To access the complete article log on to:
www.enterpriseitworldmea.com

INVIXIUM TO GROW BY OVER 50% IN 2022

Invixium is a Canadian manufacturer that has become increasingly prevalent in the global biometrics market since its founding in 2012. Here, their CEO & President Shiraz Kapadia presents his insights on the current success of the brand in the Middle East Africa (MEA) region

SHIRAZ KAPADIA

CEO & PRESIDENT
INVIXIUM

“We decided to cement our place in the region with a physical office in Dubai that opened in November of 2022.”



As a company – how have you performed in 2022 in MEA Customer Industry?

Despite Invixium being a Canadian company, our vision has always been to become a globally recognized and respected biometrics brand. Throughout our history, we have consistently pushed to reach new parts of the world, giving companies superior solutions for all their security, access control, and workforce management applications no matter where they are located.

The MEA region has been especially responsive to our biometrics portfolio due to the fast adoption of new technologies. After gaining a foothold in the Middle East over the course of many years, we decided to cement our place in the region with a physical office in Dubai that opened in November of 2022. We further invested in the region by appointing Wisam Yaghmour as the Senior Director of Sales to help pilot this new office to success. We also made meaningful partnerships throughout Egypt, Saudi Arabia, and the UAE that continue to flourish. All of these decisions have led to the MEA region becoming one of the strongest markets for Invixium.

What are the major cyber security or technologies opportunities, you have participated in while coming to solving challenges in the user market?

As it applies to our industry, data loss and cybersecurity threats are major challenges. It is reported that 75% of security breach incidents occur due to insider threats (ref), and hence

physical security via biometric access control systems act as front gates to prevent unauthorized people from entering your property and putting your vital data at risk.

Beyond protecting for physical security, Invixium takes many steps to ensure that all data from our devices is encrypted, making it unusable even in the unfortunate case of data theft. These security measures built into our products have successfully mitigated the most prominent concerns that our clients face every day.

Which industries have adopted your technologies the most?

We have become a leading choice for companies of all sizes and industry types, including government, banking, higher education, healthcare, and logistics. While Invixium has been able to help all of these types of organizations with our biometric solutions, we have experienced increased interest from clients in harsh environments including oil and gas refineries, petrochemical, construction, mining and ports. Our products are purposefully designed to have elegance but are also rugged and durable enough to be installed outdoors, making it the ultimate solution for some of the most prominent MEA industries.

How many net new customers have you added this year? Who are the major names?

Through our sales channel, we have added many new, notable clients, including prominent names

in the Middle East and recognized Fortune Global 500 organizations. We are proud of the ever-growing client list we are building not just in the MEA region, but around the world and will continue to work towards spreading the benefits of biometrics to businesses that are looking to increase their security and enhance their productivity.

What is your revenue growth expectation for this FY?

Despite the ongoing global supply chain shortage, our company has continued to thrive, in part due to the incredible growth we have experienced in the MEA region. Invixium is projected to grow by over 50% in 2022 with even more promising growth to follow as we continue to deliver on our product shipments and customization projects.

What are other milestones you have achieved last year?

We proudly released two major products in 2022. IXM TFACE, a full-featured yet affordable face recognition device with multi-factor authentication capabilities, and IXM VERTU, a new reader for businesses that want a non-biometric access control option, both launched successfully and have already become key parts of our overall portfolio.

To access the complete article log on to: www.enterpriseitworldmea.com

CREATED A ROBUST REPUTATION ACROSS THE REGION

In our market performance review of 2022, Sid Bhatia, Regional Vice President & General Manager, Middle East & Turkey at Dataiku opines how the company has performed in the year

SID BHATIA

REGIONAL VICE PRESIDENT & GENERAL MANAGER,
MIDDLE EAST & TURKEY, DATAIKU

“Dataiku is now the choice of **platform for close to 50 of the largest** data-driven organizations in the Middle East.”



Can you briefly touch on how 2022 was for your company in the region?

The Dataiku Middle East customer base is growing very aggressively. Regionally, we are working with top-tier organizations in the Telecommunication, Financial Services, Manufacturing, Oil & Gas & Large Public sectors, that are focused on moving beyond talking about AI/ML as buzzwords and are instead laser-focused on finding practical use cases for the technology, in a way that is collaborative and sustainable for the long term and creates true business value.

Dataiku is supporting agility in organizations' data efforts via collaborative, elastic, and responsible AI, all at an enterprise scale. At its core, Dataiku believes that in order to stay relevant in today's changing world, companies need to harness Enterprise AI as a widespread organizational asset instead of siloing it into a specific team or role.

What were some of the big milestones for the company in 2022

- Growing customer base across industries
- Customer retention & expansion
- Extremely positive customer feedback on the quality of software and services offered & hence great customer satisfaction scores
- Hiring top talent; the employee count has grown by 100% with significant investments in Customer Success, implementation, engagement managers, customer-facing data science teams

• Huge success of our partnerships program in 2022 with Dataiku becoming the platform of choice for all leading SI, consulting companies & boutique houses

Which industries have you seen the most traction in 2022 and why?

Dataiku is the leading choice for public sector entities in the Middle East, but we have seen a lot of traction in Banking, Energy & Manufacturing too. Dataiku's Middle East customer base is growing very aggressively across sectors & the reason for this growth is Dataiku's focus on project and customer success. We are committed to ensuring that companies achieve positive business outcomes through their engagement and interaction with our product, and our customer success team does this by interacting regularly with and understanding each individual enterprise's unique needs. We want to highlight the incredible work of Dataiku's Customer Success team and show what role they play in the day-to-day data science efforts of our customers.

How many net new customers have you added this year?

Dataiku is now the choice of platform for close to 50 of the largest data-driven organizations in the Middle East, covering sectors such as Telecommunication, Financial Services, Insurance, Manufacturing, Energy & Large Public sector entities that we have onboarded in the last couple

of years alone.

Leveraging a customer-centric engagement approach, Dataiku has built a robust reputation across the region, empowering public and private enterprises with comprehensive AI solutions built on our innovative Data Science Studio (DSS) platform — a solution that democratizes data science by catering to a range of users, from the non-technical to statisticians and software developers. DSS is designed to remove friction in data access, cleaning, modeling, and deployment, leading to comprehensive information suites that greatly enhance operational efficiency, regardless of the scale or industry of the user base.

What is your regional strategy as we head into 2023?

Today, the democratization of data science across the enterprise, and tools that put data into the hands of the many and not just the elite few (like data scientists or even analysts), means that companies are using more data in more ways than ever before. And that's extremely valuable; in fact, the companies that have seen the most success in using data to drive the business take this approach. Data democratization is the path forward to eventually enabling AI services. The idea is deeply intertwined with the concepts of collaboration as well as self-service analytics.

With demand for the DSML platform growing at scale, we believe our partner channel program is central to our ongoing success.

THE CHANGING NATURE OF THE CISO IN 2023

As we head into 2023, the role of the Chief Information Security Officer (CISO) is shifting more than ever. As cybersecurity remains a board-level discussion, and cybersecurity risk continues to increase, CISOs have substantial access within an organization, but also face significant pressure

ALAIN SANCHEZ

EMEA FIELD CISO
FORTINET

“In order to be successful, **CISOs must now have a deep understanding** of the business, its risks, and its goals.”



DANIEL KWONG SEAHK

FIELD CISO
FORTINET

“CISOs should always keep **in mind the importance of** strategy when demonstrating business value.”



The biggest shifts for CISOs in terms of their role in a business in the last 3 years

In recent years, the role of the CISO has shifted dramatically. With the rise of cyber attacks, CISOs are now expected not only to protect data, but also to be proactive in identifying and preventing potential threats. In addition, CISOs are now often tasked with developing and implementing security strategies for the entire organization, not just the IT department. With the ever-changing cybersecurity landscape, CISOs must continuously adapt their

strategies to stay ahead of the curve.

A decade ago, those who are now referred to as “CISOs” were not considered nearly as important as they are today. Quite often, at the time, they got answers such as, “Can’t you see I’m working?” or, “Oh no, not you again!” Today, the same people get a dedicated seat in that same boardroom. And, many CEOs ask them important questions, valuing their response. These questions actually call for answers, and perhaps the most amazing change is in the tone that is now used. “Can you provide insight into whether or not we can buy this company?” or “If you wouldn’t mind, can

you prepare metrics regarding our cyber posture to present to our stakeholders next week?” The newly regarded CISO gets a budget, a team, and the right to directly recruit. Sometimes even, the voice of the CISO prevails over other long-standing professionals established on the upper floor. In fact, over the last few years, the teleworking policy, the collaborative database, legal reporting, and even the development roadmaps of innovative core applications have been placed under their direct leadership.

The shift in the role of the CISO from an operations focus

In recent years, there has been a shift in the role of the CISO from an operations focus to a strategic one. This is due to the increase in demands placed on CISOs to protect organizations from cyber threats. In order to be successful, CISOs must now have a deep understanding of the business, its risks, and its goals. They must also be able to build and maintain relationships with key stakeholders.

One example is that the board wants more than just a service-level agreement on security incident response. Instead, they are looking for a protection-level agreement to ensure digital assets are continuously patched and protected to proactively react to cyber incidents that may cause business disruption.

Gradually, the CISO has become more involved in the decision-making processes. Almost systematically now, when innovation is involved, the CISO’s voice makes a difference. And that difference is not about saying no all the time. Rather than speaking from the voice of “Mister No” the CISO has turned into a source of inspiration for innovation, rallying data analysts and software developers under the same banner of secure operations development. In order to do so, the CISO and their team have initiated a healthy dialog between production, marketing, finance, and even HR and Legal. As a consequence, this has shifted the focus from bits and bytes language towards more business-oriented notions such as risk, market footprint, and compliance.

Important strategies for CISOs in 2023

CISOs should always keep in mind the importance of strategy when demonstrating business value. This means considering both the short- and long-term effects of decisions, and making choices that will benefit the company as a whole.

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4 STRATEGIES TO AVOID CYBERSECURITY BURNOUT

CSOs, CIOs and CISOs have never had it so tough. Alongside their traditional responsibilities, they must now face a cybersecurity threat environment that is growing exponentially, and a growing cyberskills gap. As a result, many of them are reporting burnout

Today, ransomware has become one of the greatest network security threats organisations have to deal with. Increasingly sophisticated and distributed at a high speed via the internet and private networks using military-grade encryption, today's ransomware attacks demand multimillion-dollar ransoms. As per the findings of the 2022 IBM Security X-Force Threat Intelligence Index, the Middle East and Africa (MEA) region was ranked fourth worldwide for the most ransomware attacks. According to a report by Group-IB, between Q1 2021 and Q1 2022, the data belonging to 147 companies from the MEA region was uploaded on ransomware dedicated leak sites (DLS). And this is only one of the many threats that organisations have to deal with.

There are also distributed denial of service (DDoS) attacks, Man in the Middle (MitM) attacks, social engineering, insider threats, malware, and advanced persistent threats (APTs) to contend with – and those are just the most common network security threats.

Here are four strategies to make cybersecurity professionals' organisations safer from the countless network security threats they'll be facing in the near future:

1. Create a "Security-first" Culture

The problem for CSOs is that, while most employees have some basic knowledge of cybersecurity best practices, that is pretty much all they have. Without ongoing training, knowledge testing and awareness, staff behaviour is one of the biggest cybersecurity risks that organisations face.

A study by Accenture revealed that less than half of new employees receive cybersecurity training and regular updates throughout their career. Just four in ten respondents said insider threat programs were a high priority.

Organisations must look to create a robust and distributed digital immune system with a radical re-engineering of staff behaviour. Business leaders need to have accountability for cybersecurity; security teams need to collaborate with business

leaders to create and implement policies that will actually work, and those policies need to be routinely re-evaluated and tested.

2. Create a Continuous Security Education Program

A "security-first" culture requires that all members of the culture appreciate the concept of network security threats. For this to actually have an impact on culture, however, staff must be trained routinely to ensure that their knowledge is current.

3. Implement a Zero-Trust Model Throughout the Business

Well-trained staff and a monitored environment are crucial to the successful protection of any organisation but without a foundational Zero Trust environment, defences will be intrinsically weak.

The Zero Trust model is a strategy for preventing network security threats that all enterprises and governments should be using to defend their networks. It consists of four components:

- **Network traffic control:** Engineering networks to have micro-segments and micro-perimeters ensures that network traffic flow is restricted and limits the impact of overly broad user privileges and access. The goal is to allow only as much network access to services as is needed to get the job done. Anything beyond the minimum is a potential threat.
- **Instrumentation:** The ability to monitor network traffic in-depth along with comprehensive analytics and response automation provides fast and effective incident detection.
- **Multi-vendor network integration:** Real networks aren't limited to a single vendor. Even if they could be, additional tools are still needed to provide the features that a single vendor won't provide. The goal is to get all of the multi-vendor network components working together as seamlessly as possible to enable compliance and unified cybersecurity. This is a very difficult and



ADRIAN TAYLOR
REGIONAL VP OF SALES
A10 NETWORKS

"The Zero Trust model is a **strategy for preventing network** security threats that all enterprises and governments should be using to defend their networks."

complex project but keeping this strategic goal in mind as the network evolves will create a far more effective cybersecurity posture.

- **Monitoring:** Ensure comprehensive and centralised visibility into users, devices, data, the network, and workflows. This also includes visibility into all encrypted channels.
- At its core, the Zero Trust model is based on not trusting anyone or anything on the company. This means that network access is never granted without the network knowing exactly who or what is gaining access.

4. Establish and Test Disaster Recovery Plans

A key part of a disaster recovery plan involves backups. However, it is surprising how often restoring from backup systems in real-world situations doesn't perform as expected. It's important to know which digital assets are and are not included in backups and how long it will take to restore content.

CSOs should plan the order in which backed-up resources will be recovered, know what the start-up window will be, and test backups as a routine task with specific validation checks to ensure that a recovery is possible.



The Year 2022 started on a promising note. The world was showing strong signs of recovering, businesses were raring to go even as economies around the world were bouncing back. And then the Russian invasion of Ukraine happened and economies, businesses and demand went into a downward spiral.

Yet things did recover, thanks to smart technology adoption such as predictive analytics and AI, smart automation and accelerated adoption of Clouds. And as the remote working model gained momentum and people began to live a digital life, hacking became a formidable industry even as ransomware demands skyrocketed. State-sponsored cyber terrorism reached a new high with increased ingressions into utility and state

infrastructure systems.

Cyber security has taken on disproportionate attention of the business and security teams and has catapulted from the fringe of the IT departments to the front and center of the organization. So strong is the risk to businesses today that cyber security has become a CEO responsibility with corporate boards routinely tracking and discussing cyber security strategies.

The team at EnterpriseIT has deliberated on what the dominant technology trends in 2022 had been and here is our take on the buzzwords, triggers and adoption patterns.

Hybrid Workplace

Work from home and remote working necessitated by the Covid-pandemic disruptions has

changed the workplace forever. Even though initially it was challenging to ensure business continuity and facilitate employees to securely access enterprise resources in a seamless manner; collaborate with co-workers, external partners and ecosystem; businesses have figured out systems and processes to enable all this and more.

Businesses were not only able to tide over the lockdown but the experience has forever changed the expectation of stakeholders. Employees are comfortable working from remote locations with occasional in-office presence for meetings, and organizations have scaled down physical office premises with robust systems to support a hybrid work environment.

In fact, more employees are unwilling to return to the office and prefer the hybrid model as it

FLASHBACK 2022 TECHNOLOGY TRENDS THAT DOMINATED THE YEAR

Cyber Security, Hybrid workplaces, Hybrid Cloud, Automation and AR/VR. Middle East also adopted Drone technology, Block-chain and sustainable data center with vigor

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enables to prioritize personal well-being, enhance productivity and maintain a work-life balance. A recent survey by PWC showed that 43% of Gen Z employees in the Middle East preferred a remote or mostly remote full-time arrangement, with only 15% opting for full-time working in the office or other workplaces. A higher number – 63% - say they are able to work remotely, according to the same survey.

Technology enablement such as Cloud-based access to applications, digital workspace replete with rich collaboration tools that enable multiple teams to work together seamlessly from anywhere, document management systems, zero-trust approaches to security have bolstered hybrid workplaces.

Going forward, there will be three distinct

types of workers. The remote worker who prefers to work from home, participate in virtual meetings and visit the office occasionally. The fully in-office worker comprising managers, clerical staff and executive assistants, department heads and executives who need to meet peers constantly, and the hybrid worker who comes to office part of the week but has a highly flexible schedule and work effectively in a variety of settings.

Cyber Security

Cyber attacks are rising across the Middle East. According to a survey by Cybereason, cyber attacks increased by 71% in the UAE in 2021 compared to the previous year. According to the survey, 84% of UAE companies paid the ransom in these attacks, which is more than 20% higher



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than the global average. Of the companies that paid, 90% experienced a second ransomware attack and 59% found their data corrupted.

Another report by cyber security firm Central-eyes highlights that the United Arab Emirates is among the top targets for recent cyber security breaches because of the presence of financial institutions, government agencies, and energy companies. The UAE saw 166,667 victims of cybercrime who lost a combined US\$746 million in 2021.

All this has brought increased focus on ways to neutralize data breaches and organizations in the Middle East are increasingly focusing on newer and more effective ways of preventing security breaches.

At the enterprise level zero trust has become a gospel for security. Although the phase has been around for sometime now, zero trust triggered interest and adoption gathered momentum amongst businesses.

Zero Trust is an approach to secure the entire infrastructure with a range of strategies that are designed for breach. Nobody is trusted automatically, even after clearing the perimeter—instead all identities are verified, minimum access is granted based on context, and activities are monitored to make sure controls are working as expected.

The concept is not new and has been evolving over time with the idea first presented in 2004 as deperimeterization by Jericho Forum, which is now part of Open Group Security Forum. The term zero trust was popularized by Forrester

Research analyst, John Kindervag, in 2009 when he propounded that security strategy must be designed to “never trust, always verify”.

The increasing use of people inside the perimeter via phishing, vulnerable email attachments and poisoned URLs means that more often the attack effectively begins from inside the safe space. Zero trust approach addresses this concern rejecting the assumption that the inside of the perimeter is a safe to an assumption that nobody within or outside the environment can be trusted.

It is expected that as Cloud adoption grows, the demand for zero trust security solutions with rise in the Middle East.

Automation

Businesses in the Middle East are accelerating the impact of digital transformation with rapid adoption of RPA, intelligent automation backed by analytics and AI. Spurred by a need to overcome frequent disruptions and reduce human interfaces during the Covid pandemic, businesses took to automate processes. Post pandemic these measures are helping businesses to reap the benefits of efficiencies of scale, enhanced productivity and higher transparency which is further fueling adoption across more business processes.

Use cases of automation have been many and varied. From process automation within the organization such as managing payroll and employee onboarding to automating purchase order, onboarding suppliers, invoicing and managing the inventory. Indian businesses have benefitted by automating supply chain to simplify operations and better manage complexities.

Intelligent automation has largely revolutionized care delivery and marketing efforts. A large part of customer care has been automated with voice and text bots and intelligent routing of customer calls to contact center enabling

companies to reduce the volume of traffic to the contact center.

Design thinking in customer care with data and digital strategies at the core are helping companies to sharpen the CX strategy. Data-driven insights are enabling companies to better address customer pain points proactively and send fewer calls to the contact center. Calls are routed by AI-powered algorithms, providing the context for customer engagement empowering the staff up-to-speed to engage in an empathetic manner. The contact center staff can view customer information from multiple sources in an integrated manner and the insights equip customer executives to resolve queries instantly.

AR/VR

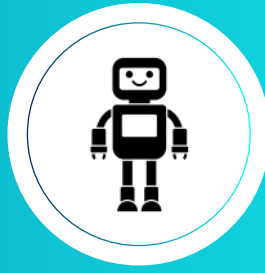
Even though the impact of Artificial Reality and Virtual Reality (AR/VR) is yet to be ascertained, there is a lot of interest and organizations have experimented with proof of concepts. From enhancing customer experience, new possibilities for entertainment, accelerating product development to education and training capabilities, AR/VR will transition the world to scenarios envisaged in science fictions.

Enterprises in sports and entertainment, and transportation and logistics are also keen to use AR/VR for training and operational purposes. Immersive technologies are helping EdTech sector improve learning outcomes, increase overall engagement and interactivity.

As more greenfield manufacturing plants are being rolled out, AR/VR is used to deliver training and simulation and induct semi-skilled workers into the production line faster. Further, AR/VR technologies are being deployed for maintenance, repair and operations, worker safety and training, engineering and design modelling.

The challenge for AR/VR implementation is to

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select the right use case. Another challenge is that most companies are promoting the technology rather than the solution. The industry must shift the focus from the technology itself and educate the market with compelling solutions and train users for higher adoption. Moreover, AR/VR are not just not just engineering and technology as there are number of psychological factors which must be addressed by UX designers to deliver a rich experience.

Metaverse will be the next generation of Internet wherein 3D experiences will be delivered through AR and VR devices and shared via augmented and virtual world. It will have digital twins of people and all the spaces in the world will be virtually created and open for anyone to enter. This will create a big shift in the way businesses operate.

Hybrid Cloud

Having tasted the benefits of Cloud offerings, businesses are now deploying complex workloads and extracting deeper benefits by betting big on multiple Cloud and deployment options.

In the Middle East, Governments focus on transforming the oil-economy to a data-led economy and focus on digital transformation post COVID-19 is driving growth in public cloud spending. According to Gartner, end-user spending on public cloud services in the Middle East and North Africa (MENA) region will total \$5.7 billion in 2022, an increase of 19.2%

Businesses are exploring colocation, private Cloud, and multiple public Cloud to take advantage of the benefits offered in specific deployment environment. Adopting hybrid Cloud is enabling organizations to embrace a best-of-breed approach to meet specific business goals—a right

blend of speed, flexibility, scalability, and reliability while meeting data security, governance, compliance, performance issues in a cost-effective manner.

For example, applications that have high requirement for scalability such as mobile apps, web portals and ecommerce applications are ideally suited for the Cloud while applications that comprise sensitive company information and customer information may be deployed on private Cloud to comply with data privacy norms.

On-premise deployments still have relevance as many core applications are already running and some home-grown applications may not be stable enough to migrate. Other scenarios where traditional on-premise environment make sense include applications and workloads are latency sensitive; require high level of security and privacy; home-grown applications; legacy applications that have lot of dependencies within the current environment will continue to operate from traditional data centers.

Hybrid Cloud is an imperative for heavily regulated industries such as banking, financial services, healthcare which are subject to regulatory requirements and cannot deploy all workloads in public Cloud. Yet these businesses also operate in a competitive environment and the need for agility make public Cloud a compelling proposition.

Organizations are moving to the Cloud to get high performance, scalability, agility, flexibility and achieve cost-efficiencies. But Cloud deployments require best practices and advanced technologies such as DevOps and Containers. It is difficult for organization to hire, build and retain that kind of skill sets and so companies prefer to work with a third-party specialized partner.

Drone Technology

Drones, also known as unmanned aerial vehicles (UAVs), are being increasingly used in a variety of industries in the Middle East. Some examples of industries that are using drones in the region include:

- Agriculture: Drones are being used for tasks such as crop monitoring, pest control, and irrigation management.
- Construction: Drones are being used to survey construction sites, monitor progress, and inspect structures.
- Energy and utilities: Drones are being used for tasks such as inspections of power lines, pipelines, and oil rigs.
- Environmental monitoring: Drones are being used for tasks such as mapping and monitoring wildlife, measuring environmental impacts, and monitoring air quality.
- Military and security: Drones are being used for a variety of military and security applications, such as surveillance, intelligence gathering, and border patrol.

It is worth noting that the use of drones in the Middle East is subject to local regulations and laws, which may vary depending on the country and the specific application. Some countries in the region have established specialized agencies or committees to oversee the regulation and use of drones. In addition, the International Civil Aviation Organization (ICAO) has developed a set of

“Organizations in the Middle East are increasing RPA investments and the market for RPA is expected to grow significantly, in both awareness and spending terms, in coming years, according to IDC.”

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global standards and recommended practices for the safe use of drones, which are applicable to the Middle East and other regions.

Sustainable Data Center

Sustainable data centers focus on reducing carbon emissions with renewable energy sources and innovative design techniques. Green data centers are designed and operated with the goal of minimizing its environmental impact and maximizing energy efficiency. Sustainable data centers use a variety of technologies and practices to reduce the energy consumption, carbon emissions, and other environmental impacts, including the use of renewable energy sources, energy-efficient cooling systems, and waste reduction measures.

In the Middle East, data centers are increasingly using renewable energy with the objective of lowering energy costs and contributing to de-carbonization of the economy.

According to Arizton's latest research report, the Middle East and Africa green data center market will grow at a CAGR of 15% from 2021-2027. Major cloud service providers in the region expect to expand the presence during the forecast period, which enhances the demand for wholesale colocation services in the region. The Middle East and Africa green data center will witness investments from Cloud service providers, such as Google, Amazon Web Services, Microsoft, Oracle, and Tencent.

Although there is lot of hype about Green Data Centres, not much is happening on the ground. The region is different from developed markets as there is a single power grid and so back-up power has to be designed innovatively. Data center

providers are experimenting with renewable energy and nuclear energy to boost traditional power supply. Another aspect service providers are emphasizing to reduce carbon footprints is immersion cooling with intelligent design technologies that is expected to reduce emissions by up to 40%.

Blockchain

Blockchain technology is being increasingly adopted in the Middle East, with a number of countries in the region exploring the use of blockchain in various industries and applications. In the last couple of years, the sovereign government in the region has pro-actively been pushing blockchain technology to boost financial services with regulations and policies and the technology's momentum continued during the year.

Government initiatives in the Region that have set the pace for blockchain momentum include the following –

- The Dubai Blockchain Strategy, which was launched by the government of Dubai in 2016 with the goal of becoming the world's first blockchain-powered government by 2020. The strategy was aimed at using blockchain to improve efficiency, transparency, and security in government services and to create a conducive environment for the adoption of blockchain technology by businesses and other organizations.

- The Saudi Arabian Monetary Authority (SAMA), which has been working with the International Monetary Fund (IMF) to explore the use of blockchain in the financial sector. SAMA has also established a sandbox for fintech companies to test and develop blockchain-based solutions.

- The Ethereum Blockchain Alliance (EBA), which was established in 2017 to promote the adoption of Ethereum, an open source blockchain platform, in the Middle East. The EBA brings together companies, academics, and government agencies to collaborate on blockchain projects and initiatives in the region.

The decentralized nature of blockchain provides an opportunity for countries to drive secure socio-economic development in the Region in disruptive ways and test new concepts in finance, currencies, governance, and the Internet itself. Clear regulations increased technological awareness, and innovative use cases are creating impact

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in countries across Middle East.

According to a new report by Chainalysis the Middle and Africa regions were the fast-growing adopters of cryptocurrency and users in the region transacted US\$566 billion between July 2021 and June 2022.

It is worth noting that the adoption of blockchain technology in the Middle East is still in the early stages, and there is significant potential for further growth and development in this area. The government and various stakeholders are working to create the necessary infrastructure and support mechanisms to enable the widespread adoption of blockchain technology in the region.

Conclusion

Most of the above technology trends will continue its march in the coming year. Given that technology operates within an economic and business environment, the outlook for the coming year suggests similar trends. Futuristic technologies such as blockchain and drone technology will find more use cases and the business value will be more clearly articulated while foundational technologies such as automation, hybrid Cloud and zero-trust approaches will see steady adoption.

Cyber security will likely dominate headlines as criminal syndicates will continue to flourish finding novel ways of breaching vulnerabilities. Gartner has predicted that more CEOs will have the compensation and performance metrics linked to business risks, including cyber security.

A theme that found resonance during the year was sustainability, and the coming year will see a lot of activity around this area. Most sustainability discussions by the IT industry was aimed at getting headlines and restricted to providing a marketing spin to existing solutions.

However, 2023 will see technology vendors getting the act together, and offering thoughtful solutions to enable businesses to conduct activities in a sustainable and measurable manner.

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BIOMETRIC AUTHENTICATION – A CURE FOR THE COMMON PASSWORD

From 2019 through 2021, nearly 1,900 healthcare data breaches of 500 or more records have been reported to the Health and Human Services' Office for Civil Rights. Those breaches exposed the sensitive and supposedly protected health information of 49.8 million individuals in 2021, an 11% increase compared to 2019. The reasons for security attacks are obvious and not so obvious. Here is an assessment by Debra Miller – Digital Marketing Communications Manager, HID

The Root Cause of Most Healthcare Security Breaches

The human element, such as phishing, stolen credentials, and human error, causes 82% of data breaches. It is little wonder that these conditions pose critical security and financial risks to the healthcare industry.

One of the obvious reasons for security breaches is that healthcare workers log in to multiple computer systems dozens of times per shift. Consequently, healthcare workers must remember eight to 20 passwords to access patient-care applications.

Because they work under extreme time constraints and need to remember complicated, ever-changing passwords, some healthcare workers engage in risky password behaviours. For example, 51% of people reuse work passwords in their personal lives. Unfortunately, 44% of people know the risks of reusing passwords but do it anyway; and 69% of employees admit to sharing passwords with colleagues at work. These conditions lead to compromised, weak, and reused passwords, causing 81% of data breaches.

Moreover, for the past 12 years, healthcare, one of the more highly regulated industries, has suffered the highest average cost due to system breaches. An individual's health data on the black market can be worth more than a credit card because patient records often contain all their personal and financial information (PII).

Malicious actors also seek healthcare organization vulnerabilities in not-so-obvious ways, like those found in outdated IT infrastructure or software. Another not-so-obvious target is a healthcare worker's use of personal devices that connect to the network. And even internet-connected medical devices like insulin pumps

and heart rate monitors are an easy gateway to accessing the servers holding patient data.

How Biometric Authentication Provides a Cure for the Common Password

Preventing those breaches is critical to protecting patient privacy and confidentiality. This makes biometric authentication a critical element of a healthcare organization's identity assurance strategy.

Biometric authentication delivers the highest level of identity assurance. While passwords are easy to forget, and wristbands and ID cards can be misplaced or stolen, biometric markers are unique to each individual and cannot be lost or forgotten. Biometric technology relies on something we always have with us: our fingerprints or faces.

Here's how biometric authentication works. It compares two sets of data, the first is preset by the device owner, and the second belongs to the device visitor. If the two data are nearly identical, the device knows that "visitor" and "owner" are one and the same and gives access to the visitor.

Biometric authentication provides a cure for the common password by providing healthcare organizations with the following benefits:

Irrefutable proof of presence for regulatory and legal compliance. Biometric authentication provides instant insights on who accessed which systems and resources and accurately identifies patients across multiple systems and facilities.

Fast and easy patient identity assurance. Biometric matching takes a fraction of a second. Accelerated access to patient data enables clinicians to be more productive and provide better care throughout the patient journey. Biometric authentication streamlines patient



DEBRA MILLER

DIGITAL MARKETING
COMMUNICATIONS MANAGER
HID

“One of the obvious reasons **for security breaches** is that healthcare workers log in to multiple computer systems dozens of times per shift.”

registration, check-in and care eligibility verification. And, in a health emergency, quick, easy, and comprehensive access to medical records saves lives.

Minimized human intervention for improved data accuracy. Biometric identification is automated, frictionless, and sterile. It ensures data accuracy even when people wear surgical masks, and it eliminates duplicate medical records. Fingerprint scanners have accuracy rates above 99.5%. Best-in-class facial recognition systems deliver an error rate of just 0.08%.

Mitigated risks of patient misidentification. Patient misidentification costs the healthcare system billions of dollars each year. And more important, it can lead to tragic medical errors that cause temporary or permanent patient harm. Biometric technologies mitigate these risks by increasing accuracy and tying identification to something people always have with them — their fingerprints or faces.

Reduced identity fraud. Nearly 43,000 cases of medical identity theft were reported to the Federal Trade Commission in 2021. By extending security to systems that contain personal and sensitive data, biometrics increases the privacy of those individuals and reduces the risk of identity theft.

C-SUITE NETWORK CONNECTIONS: THE ENTERPRISE NETWORK AND THE CHIEF EXECUTIVE OFFICER

As things in the corporates are maturing, CEOs are taking interest in IT and network. Lars Koelendorf, EMEA Vice President, Solutions & Enablement at Aruba, a Hewlett Packard Enterprise company is giving his perspective on CEO and technology leaders relationship

As a CEO, it's impossible to be involved in every single business decision, which is why you are supported by a strong C-suite, with each member responsible for ensuring that their area of the business runs smoothly.

So does that mean that you can be a CEO without having a relationship with IT and the network?

The short answer is no. Not given the pace of digitization, when technology now powers and enables so much of your business.

The long answer is that when it comes to the network, CEOs all have varying degrees of understanding and input. But the stronger the relationship between the CEO and the network, the bigger the impact on IT, the business functions it supports, and the business at large.

To prove this, I've identified three key points of interest.

1. Investing in the network means investing in all business units and goals

Is there any department that wouldn't benefit from the ability to work better, faster, easier, smarter, cheaper and more secure? Or any strategic priority that wouldn't be advanced?

The pandemic has already demonstrated why digital transformation is now fundamental to business survival. Having the latest technologies means you could help client- and customer-facing departments to provide higher quality and more competitive products and services, and to keep up with evolving demands. It means empowering back-end functions to provide better support to the rest of the business. And it means that employees – regardless of which department they belong to or where they choose to work – can

have the best experience possible, without any technical roadblocks and complications to stop them from delivering their best work. Indeed, many employees actually experienced very good connectivity while working from home during the pandemic – and now demand that same easy and seamless experience coming back into the workplace.

You could also automate your systems, which would not only streamline operations, eliminate human error and overcome human limitations, but free up your employees to focus on projects that drive real value.

Speaking of real value, with the right technology, you could also finally be able to derive actionable insights from the deluge of data that your company has been accumulating.

Enterprise data has the potential to deliver significant cost savings, improve operational efficiency and even unlock new business opportunities and revenue streams. But first, it needs to be stored, secured, sorted and analyzed – all of which a great enterprise network can help with.

This is only the tip of the iceberg in terms of what the network can do. To unlock its full potential, CEOs need to work closely with their CIOs and other department heads to understand the exact impact that the network could have on every area of their business.

2. The network is key to all your sustainability goals

Sustainability isn't just a strategic priority. For most companies around the world, sustainability has become the priority, given that it's being driven both from the top down (by company boards and investors, and governments) and from the bottom up (by employees and the general



LARS KOELENDORF

EMEA VICE PRESIDENT, SOLUTIONS & ENABLEMENT AT ARUBA, A HEWLETT PACKARD ENTERPRISE COMPANY

“Today, things move quickly. It's up to the CEO to ensure that their business can move just as fast.”

public).

You could even say that the network and sustainability have something in common: they both have an impact on all areas of the business.

Which, in fact, means that the network can have an impact on all areas of sustainability!

The network plays an integral role in allowing companies to become more sustainable, to measure and prove their sustainability, and to build more sustainable products and services. And for this reason alone, investing in the right network infrastructure should be the top of any modern CEO's agenda.

3. It's not just about keeping up, but staying ahead

Given the rate of change and disruption, any CEO simply using the network to keep operations moving and up with the latest technology has already lost the game.

It used to be that if the network were down, your employees could do other manual work while waiting for a fix. Today, however, if there are issues with the network everything stops. In that sense it has become fundamental to keeping businesses running.

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INDUSTRY RECOGNIZED SYSTEM INTEGRATOR



INDUSTRY ACCOLADES



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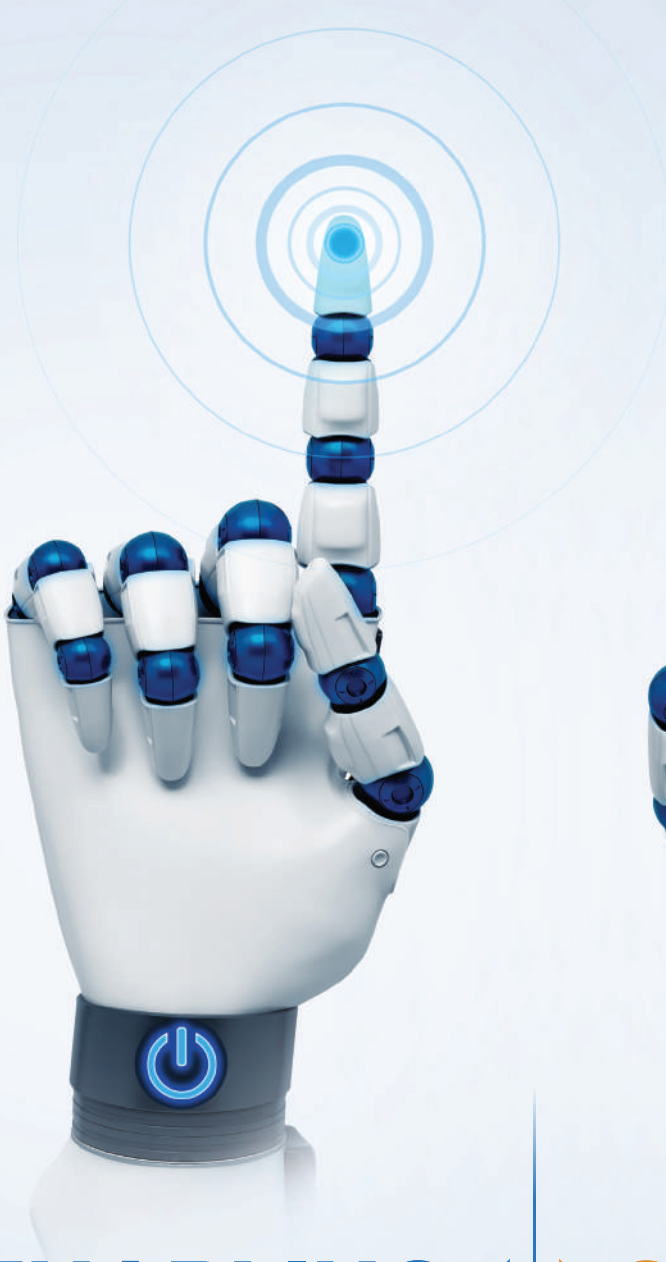


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