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A DEEP DIVE INTO
Joget's Low-Code/No-Code Platform

THREE WAYS
to Gain a Competitive Advantage
Using Information Management



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we'll show you how



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Interview with **WALEED ALAWADI**

Head of Digital Transformation,
GCG Enterprise Solutions.



G-SIGN is Empowering Enterprises with Faster, Safer Approvals

As a highly experienced digital transformation and workflow automation specialist, Waleed Alawadi, Head of Presales at GCG Enterprise Solutions (A leading technology solutions provider in the UAE), has led the pioneering creation of the UAE's only Government Approved Digital Signature Solution - "G-Sign". He shares his insights about the new solution and what makes it unique.

What inspired the development of G-Sign? How does it differ from other digital signature solutions in the market?

As the first national digital identity and signature solution app, G-Sign enables users to conveniently identify themselves to government service providers across the UAE through smartphone-based authentication, and sign documents digitally with a high level of security.

G-Sign is approved and tested by the Telecommunications and Digital Government Regulatory Authority (TDRA) and helps organizations to integrate "UAE Pass" within their document processes and workflows. It can accommodate unlimited users and volumes of documents to be signed in an extremely cost-effective manner and can be deployed as a standalone system, or as a webservice application.

How does G-Sign address the security concerns associated with digital signatures, ensuring the authenticity and integrity of signed documents?

Electronic signatures are recognized in the UAE under Federal Law No. 1 of 2006 concerning Electronic Transactions & Commerce. G-Sign enables biometric verification for signatories through their Emirates ID and Signature Password. Documents and data records are managed to industry-leading security standards, with data protection complying with UAE laws. G-Sign also provides a record of activities via a parametric report for audit and tracking purposes.

Can you explain how G-Sign improves workflow efficiency for organizations, allowing them to sign and approve documents anywhere, anytime?

G-Sign supports multiple signing workflows, such as sequential signing, parallel signing, and bulk signing, to cater to different requirements, and provides workflow governance to ensure the integrity and security of each signing process. Accessibility to office documents or printers shouldn't affect workflow. The platform ensures business continuity in any scenario and reduces the threats associated with paper documents via a contemporary solution to the document approval process.

G-Sign allows authorization to take place over a web service or mobile app (UAE's proprietary application UAE PASS).



What types of organizations or industries can benefit the most from implementing G-Sign, and what specific cases can you share to showcase its effectiveness?

G-Sign can deliver across all organizations and industries that require secure and legally recognized document signing. The solution's effectiveness lies in its ability to simplify and secure document signing processes, enhancing efficiency, reducing costs, and ensuring legal compliance. Some specific examples include, legal firms, financial institutions, healthcare providers, real estate agencies, government agencies, educational institutions, as well as organizations interested in strengthening their remote work and collaboration capabilities.

Looking ahead, what are the future plans and potential enhancements for G-Sign? Are there any upcoming features or integrations that users can anticipate?

While G-Sign is user friendly, we do offer training (as simplistic or as intensive as needed), plus flexible, multiple support options, because we recognize that all individuals learn differently. Large-scale Digital Transformation Solutions are sound investments only if users know how to leverage them properly. Our expert, in-depth training enables users and system admins to utilize G-Sign to its fullest potential. Our service improvement programs are systematically planned initiatives, which impact one or more of the following service delivery parameters: Customer Satisfaction, Defect Reduction, Incident / Problem Reduction.



Start Curious. Scale Serious.

Enterprise-Grade Low-Code Application Development
Platform With No-Code Simplicity.

Built-in Future Readiness



Artificial Intelligence (AI)

Seamlessly integrate powerful AI capabilities into your applications.



Internet of Things (IoT)

Connect and integrate IoT devices into your applications with ease.



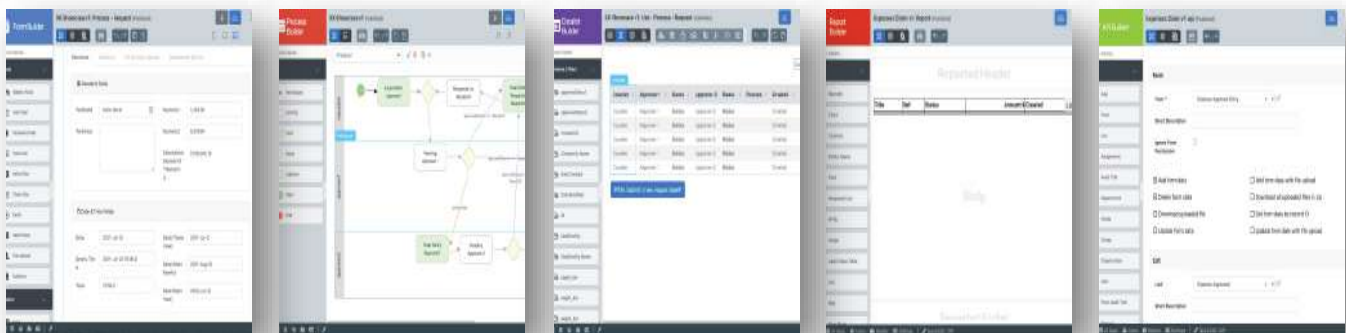
Blockchain & DLT

Enabling rapid creation of blockchain & DLT-powered applications

Future-Ready DIGITAL TRANSFORMATION PLATFORM

Joget is a future-ready low-code/no-code platform that simplifies application development with enterprise customers worldwide. It empowers users to create applications with minimal coding, utilizing visual development tools, pre-built components, and templates. This approach accelerates development, fosters collaboration, and promotes innovation, making application development accessible to a wider audience, including non-developers. Joget offers flexibility, scalability, and integration capabilities, making it a versatile solution for various industries and use cases.

Joget DX 8 takes the powerful and feature-rich Joget no-code/low-code platform to a whole new level. With a special focus on bringing capabilities to create unmatched user experiences and aesthetics, Joget DX 8 is designed to impress all. With a one-click Security, Performance, and Governance audit, Joget DX 8 allows industry-leading application management capabilities to its users.



UX Builder

Process Builder

Datalist Builder

Report Builder

API Builder

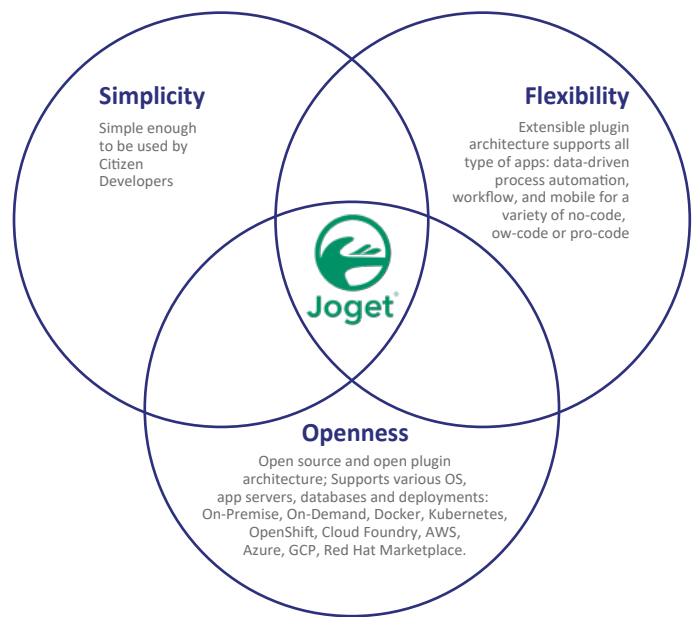

Joget is a perfect fit against the requirements shared and will future proof the institution in allowing for rapid changes in applications as the market demand and internal processes evolve.

Not all no-code/low-code platforms are made equal. Typical no-code platforms are designed to be used by business developers but are restricted to very limited use cases. On the other end of the spectrum, typical low-code platforms are more flexible, but are targeted primarily at professional developers which comes with inherent technical prerequisites and complexities.

Joget is designed as a convergence of both no-code and low-code in an open platform, offering a unique combination of simplicity, flexibility and openness that caters to all developer personas.

Joget is uniquely positioned to support an organization's entire digital transformation journey, starting from simple citizen developer apps, and scaling up to sophisticated enterprise solutions built by fusion teams of business and IT.

- Focus on Business Needs - Business managers can now focus on important business decisions rather than routine task assignments and reporting. Consistency in business processes allows for better anticipation of customer demands and greater predictability in levels of customer response.
- Simplicity - Joget's simple and intuitive no-code approach empowers citizen developers, while also offering low-code and pro-code features for power users and professional developers alike. Certified as a Gold Tier partner in the Project Management Institute (PMI) Citizen Developer™ Partner Program, Joget enables non-technical business experts to collaborate with IT to build applications significantly faster at a fraction of the cost.
- Lower Total Cost of Ownership (TCO) - Joget offers various editions and licensing options to cater to many different needs, from a free open-source edition and free on-demand tier to multi-tenancy deployments and large scalable enterprise clusters. Citizen developer empowerment, speed to market, and application maintainability offers continuous cost savings over time.

USER EXPERIENCE



GOVERNANCE

Single-Page Applications (SPA)	Intuitively Designed Visual Builders	Powerful Property Editor	Integrated Process Design and Mapping	Page Component Composer
Card View and List Templates	Data Model Visualization	No-Code Database Wizards	Application Dependency Checks	Database Optimization
Health Check Report and Alerts	Performance Audit	Quality Assurance Audit	Security Audit	Comprehensive Governance Center

Interview with **MOHAMED SALEH**

Regional Sales Manager at Joget.

A Deep Dive into Joget's Low-Code/No-Code Platform



In the ever-evolving landscape of application development, Joget has emerged as a pioneer in the Low-Code/No-Code (LCNC) arena. To gain deeper insights into this revolutionary platform, we sat down with Mohamed Saleh, the Regional Sales Manager of Joget. In this exclusive interview, Saleh shares his vision, the core principles driving Joget, and the transformative impact of LCNC technology on businesses and industries.

Could you provide an overview of Joget's mission and vision?

Joget's mission revolves around transforming the landscape of application development by making it more accessible, efficient, & collaborative. Our vision is simplifying the development lifecycle, increasing ROI, accelerating implementation timelines, and driving innovation through LCNC technology.

How does the LCNC platform differ from traditional development approaches, and what advantages does it offer?

Traditional development often requires extensive coding skills, leading to longer development cycles. Joget simplifies this process by providing pre-built components, visual tools, and templates. This not only accelerates development but also encourages collaboration among different teams within an organization. In essence, Joget offers speed, agility, and democratization of the development process.

How does Joget support emerging technologies?

Joget is future ready by design. It's a simple, secure and open innovation stack that empowers your

team with ready-to-use apps, plugins and future-ready AI & IOT connectors.

In a significant stride towards making decentralized application (dApp) development more efficient and accessible, Joget launched the new Hashgraph Application Studio. This new innovation simplifies the creation of decentralized applications, thereby heralding a more streamlined experience within the Hedera ecosystem.

What types of organizations and industries can benefit most from LCNC platform?

Joget's versatility makes it suitable for a wide range of industries, including the Government, telecom, healthcare, finance, and manufacturing sectors. We've seen organizations in these sectors leverage Joget to automate services, processes, improve customer experiences, and innovate in various ways.

Looking ahead, what do you see as the future of LCNC technology and Joget's role in shaping it?

The future of LCNC is bright. As organizations increasingly recognize the need for rapid adaptation and innovation, LCNC platforms will become indispensable. Joget as an open-source platform is committed to staying at the forefront of this technology, continuously enhancing our platform to meet evolving needs. We see ourselves as pioneers in shaping the future of application development, empowering businesses to thrive in an ever-changing digital landscape.

M-Files®

Ensure that
knowledge flows
quickly,
effortlessly,
and **securely.**

The M-Files metadata-driven document management platform enables knowledge workers to instantly find the right information in any context, automate business processes, and enforce information control.

m-files.com

THREE WAYS

to Gain a Competitive Advantage Using Information Management

By Antti Nivala, Founder and CEO at M-Files

That old saying “knowledge is power” is one that all of us are very familiar with, whether it’s from work, school, or life. Gaining that insight or competitive edge by accessing and consuming information can help everyone make better-informed opinions and decisions and improve potential outcomes. But as more and more data is saved and consumed across organizations, it also becomes harder to find the right information when you need it.



When it comes to managing your information within an organization, that “insider’s gold” needs to be easily leveraged by your employees so that the latest and greatest insights can be a key part of what makes your company successful. But how can a company ensure that all of this is managed in a centralized location? The answer is information management.

Let’s look at the three ways to secure a competitive advantage with your company’s information.

Introduce federated search capabilities

What’s the use of having “insider’s gold” in your information if you can’t find it when you need it? This is where federated search comes in. Federated search allows knowledge workers to search multiple collections of text at the same time, making it easier for employees to find the data they need to excel at their jobs and improve business performance.

So how does it work? Most organizations have information stored on several different repositories – including network shares, hard disk drives, and cloud-based storage systems – that can soon become a complex, disparate web. Rather than wasting time searching for a particular document in each of these repositories, federated search

allows knowledge workers to go through every repository at once. This increases the speed employees can retrieve information and act on the insight contained within it, which not only helps employees work smarter, but also improves client relationships by having access to the information they require at your fingertips.

Maximize the value of data

To become a successful digital organization in today’s increasingly turbulent business landscape, companies need a strategy to not only easily discover the information housed within the organization, but also maximize the value of critical data. We have already established that knowledge is power, but failure to value and manage data can leave knowledge work businesses open to losses because of improper security, problems with sharing and collaborating, and poor data quality.

By instituting an information management strategy, companies can often improve inefficiencies within their business and reveal opportunities to improve revenues. This can include enforcing better integration with marketing and sales systems to improve customer service or learning

the market value of your data and offering new services based on that information, which all create additional revenue streams. However, the biggest gain from maximizing the value of your data can often be felt within your organization. Management can learn to recognize trends and pinpoint problems by using data as business intelligence, enhancing organizational efficiency, and establishing new strategies to help the business exceed its goals.

Ensure your data is secure and compliant

The best information management strategies do more than simply relieve companies of the burden of finding information. They enable employees to gain insight from that information and secure it to reduce business risk and ensure the company remains compliant with data privacy regulations. Most businesses consider compliance a burden, but it should be looked at as an opportunity to win and retain customers. Prioritizing data privacy protection can be a major competitive differentiator.

Businesses, especially in heavily regulated industries like finance or health care, need to set and enforce governance rules and company policies to

ensure only authorized people can view and share sensitive information. The added benefit? Governance rules can make it easier to keep audit trails that can be accessed at any time. Therefore, when a customer or regulator asks for evidence about a potential data privacy issue, the organization can easily pull the information requested in real-time to avoid hefty fines.

Focusing on compliance not only increases customer loyalty by ensuring data rights are being respected, but it can also help with data cleansing, which can improve efficiency. Creating a data map of the organization can help streamline operations by eliminating “ROT” – redundant, obsolete, and trivial data that can eat up storage and bog down processes – and ensure customer information is kept up to date.

By deploying an effective information management strategy, organizations can use their information to make more informed business decisions, improve customer loyalty, and create new revenue streams. Information is the golden ticket to help increase competitive advantage and improve the bottom line – you just need to know how to use it and protect it.



M-Files[®]

**THE SMARTER WAY
TO WORK**

Interview with **SUHAIB TAWALBEH**

M-Files Partner Manager
Middle-East



How do you work smarter, not harder?

When knowledge workers can access documents and information on any device, from any location, at any time, they are indeed working smarter! M-Files ensures that remote workers have quick and easy access to the information they need to do their jobs. Automated business process workflows throughout the document lifecycle help reduce errors and increase work quality. Encryption and access rights ensure the security of documents, while easy collaboration tools mean that employees no longer need to resort to shadow IT. Modern information management platforms can streamline operations to make them more cost competitive, driving the overall efficiency of the companies. Innovative information management solutions can help firms stand out from the pack and deliver a better customer experience. Platforms built on metadata and complemented by AI technologies can help leading organizations work smarter, reduce risk and future-proof their business.

How are document automation tools delivering value?

Organizations that utilize no-code automation interface tools can remove the barriers of complex document automation processes. M-Files Ment is leading the way by empowering organizations with one-of-a-kind self-service tools that enable knowledge workers to release automated content anywhere and generate documents directly from third-party input in a secure and compliant way.

How is AI radically transforming information management?

Over the last decade, virtually all industries have been impacted and improved by the growth of artificial intelligence. However, one area that has changed radically, but many might not think of, has been the document management ecosystem. Every day, businesses create and process massive amounts of information – contained within it is the insight they need to better understand their market, better understand their customers, and create more effective products and services. By making sure that key personnel have access to the right data at the right time, AI assistance can mean the difference between success and failure.

How can you boost the digital client experience?

Collaborating with colleagues and clients can be complicated today. More teams are working remotely, making it difficult to collaborate on documents in real time. While digital technology makes it easier to share files, the sheer volume of documents to be managed and tracked makes collaboration a challenge. M-Files helps organizations find, share, and collaborate on critical business information with internal and external stakeholders efficiently and securely. The M-Files Hub-share collaboration solution utilizes customizable dashboards and branded hubs to facilitate information exchange between clients, vendors, and other external parties, delivering a real-time, digital collaborative workspace. By enabling better visibility and information control across systems, repositories and stakeholders, M-Files provides organizations with a competitive advantage as they deliver higher-quality work with lower risk.



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CNS Partners with DYNATRACE TO ACCELERATE CLOUD MODERNIZATION

Software Intelligence Platform helps organizations accelerate digital transformation with greater confidence and lesser risk.

Luis Porem - VP EMEA Partners, Dynatrace



CNS recently announced that it has partnered with software intelligence company Dynatrace (NYSE: DT) to accelerate cloud modernization. The Dynatrace® platform combines extensive hybrid and multi-cloud observability and continuous runtime application security with advanced AIOps to deliver answers and intelligent automation from data. This helps customers transform the way their digital teams work, enabling them to deliver new services faster and proactively optimize digital experiences.

The partnership between CNS and Dynatrace creates an opportunity for organizations to invest in solutions that can build and sustain market and customer relevance. The comprehensiveness of the Dynatrace® Platform can simplify IT complexities and create an agile environment that increases operational competency, ultimately elevating contribution to their respective national digitization agendas and meeting evolving customer needs.

“As organizations look to innovate faster, they increasingly rely on dynamic and distributed hybrid and multi-cloud architectures,” said **Luis Porem, VP EMEA Partners, Dynatrace**. “The enormous quantity of data emanating from these environments has surpassed human ability to manage. With observability, runtime application security, advanced AIOps, and continuous automation built into the platform, Dynatrace provides digital teams with the most precise and actionable insights into

their applications and infrastructure. This enables organizations to migrate more services to the cloud and transform faster, with greater confidence and less risk. We are excited to work with CNS to empower its customers to continue to push the boundaries on innovative digital experiences and services.”

“We aim to find solutions that deliver a seamless and unified customer experience”, said **Asef Sleiman, General Manager at CNS Middle East**. “Our partnership with Dynatrace will allow us to capitalize on the advanced AI-driven platform, empowering our customers to deliver exceptional user experiences and drive continuous improvements which can rapidly adapt and respond to their business needs, putting the seamless customer experience in place. We look forward to placing the full scope and potential of full landscape observability and intelligent performance optimization into the hands of our customers and enabling them to transform and optimize their businesses well into the future”.

Interview with **ASEF SLEIMAN**

General Manager at CNS
Middle East.



Tell us a little about your background and what led to your new leadership role as General Manager of CNS Middle East?

From a background perspective, I have over 23 years of experience in the IT industry, mainly focused on orchestrating successful business outcomes, strategic selling, & distribution management. I joined CNS Middle East in 2018, & my latest appointment as General Manager comes from my dedication and contributions to the Company & its ongoing growth. Previously, I served as General Manager for our Abu Dhabi branch, as well as Regional Director for the Innovation & Technology Business Unit, where I played a pivotal role in driving innovation & delivering robust commercial results.

Can you share with us your vision for CNS Middle East under your leadership?

At this juncture, I am very excited to be leading CNS Middle East into its latest growth phase. We will leverage our 35-year-old legacy as a regional IT leader and expand our presence across various industry verticals. My goal is to enhance CNS Middle East's positioning in the market as an innovative, regional one-stop-shop, by incorporating new technologies and services that will not only benefit our existing customers but also attract new ones. We aim to become a reliable and efficient business driver for our clients.

What are the main opportunities which you see from within your new role, and how do you plan to capitalize on them?

From a leadership perspective, a key opportunity for us would be to foster greater synergy within our teams. We want to understand the evolving IT industry landscape and position ourselves as a dependable solutions provider. By offering innovative solutions, we will continue to contribute to our

clients' success. In addition, we are investing heavily in training our workforce on emerging technologies such as artificial intelligence, Internet of Things, data analytics, cybersecurity, and cloud solutions. Our aim is to provide cutting-edge, customized solutions that meet our customers' specific needs.

Could you elaborate on how CNS Middle East plans to remain at the forefront of technological advancements in the region?

As the technological landscape evolves, we are truly committed to staying ahead of the curve. Our investment in training and development is a testament to this commitment and we will continue to explore and adopt emerging technologies, as part of our integrated solutions. By closely monitoring trends and listening to our customers, we ensure that CNS Middle East grows as their trusted partner, capable of meeting all of their IT needs.

It's clear that CNS Middle East is gearing up for an exciting future under your leadership. Is there anything else you would like to share about your plans, or the Company's direction moving forward?

As a key priority, I would like to emphasize our unmatched dedication to our clients and customers. At CNS Middle East, we are here to support our customers on their digital transformation journey and firmly believe that our ongoing focus on innovation, teamwork, as well as our understanding of industry shifts enables us to provide them with better solutions. Building on our strengths as strategic partners to our clients, I am very excited to be leading the team during this exciting phase and thrilled about the opportunities which await us in the upcoming future.



Cloud done right.

The world needs
software to work perfectly



Deep
observability



Casual
AIOps



Application
Security

www.dynatrace.com

DYNATRACE

Launches the First SaaS-based Observability Platform in the UAE

Software intelligence company Dynatrace (NYSE: DT) today announced the availability of the Dynatrace® platform on Microsoft Azure hosted in the United Arab Emirates (UAE), making it the first SaaS-based observability and application security platform hosted in the region.

Michael Allen - VP of Worldwide Partners



Rising cloud complexity is creating challenges for many organizations in the UAE as they continue to prioritize digital transformation. A recent study revealed the number of tools needed to monitor the end-to-end technology stack makes it difficult to operate efficiently. Organizations need full-stack, hybrid, multi-cloud observability and advanced AIOps and automation to tame this complexity and drive large-scale digital transformation.

Harish Dunakhe, Sr. Research Director of Software and Cloud at IDC, said, “For more than 60% of organizations in the UAE, migrating to the cloud has become a foundational platform in driving their digital journeys. We expect cloud adoption to grow at around 25% in the UAE between 2021 and 2026, with organizations steadily moving their critical business applications to the cloud. Solutions that help organizations improve observability and AI-enabled IT Operations Management (AIOps) will be essential in reducing the complexity for organizations in the UAE.”

The Dynatrace® Software Intelligence Platform combines broad and deep observability and continuous runtime application security with the most advanced AIOps and automation to provide answers and intelligent automation from data at an enormous scale. As a result of its native availability on Microsoft Azure hosted in the UAE, joint customers will benefit from enhanced performance and data sovereignty. In addition, with just a few clicks, they can deploy Dynatrace through

the Azure Marketplace to deliver flawless and secure digital experiences.

“Dynatrace is committed to partnering with customers and partners in the UAE to drive cloud modernization and innovation,” said Michael Allen, VP of Worldwide Partners at Dynatrace. “With the Dynatrace platform now available as native SaaS on Microsoft Azure hosted in the UAE, our joint customers can instantly benefit from seamless access to the platform’s industry-leading observability, AIOps, and application security. This enables them to accelerate innovation and drive consistently better business outcomes.”

Naeem Yazbick, Regional Director UAE at Microsoft, added, “Microsoft and Dynatrace share a vision of assisting the world’s leading organizations in accelerating innovation and driving successful business outcomes. We are excited that the Dynatrace Software Intelligence Platform is now available as a SaaS solution for our customers in the UAE, since it enables them to leverage all the benefits of the Azure platform’s underlying cloud-native, web-scale architecture while operating entirely in the Azure cloud. In addition, its native presence in the Azure Marketplace will make it easy for IT professionals to find and realize the benefits of this powerful solution.”

Dynatrace CEO, **RICK MCCONNELL,** On Why Observability Matters and How Its Unique

Why is observability critical? Digital transformation is exploding, and cloud deployments are growing. Last quarter, the big three cloud providers, AWS, Google, and Microsoft Azure, reported \$40 billion in revenues, a growth of 36% per year - \$160 billion annualized revenue.



That is not always wise cloud spending. It is not just an absolute explosion of data but also an increased complexity, especially when you add multi-cloud and hybrid clouds. The current way of analyzing that data to ensure that your systems and software are working well has not changed — network operation centers and IT ops centers with many people and dashboards. With more data, software, infrastructure, applications, and end users, the triage process becomes that much harder. Organizations trying to manage that environment manually will inevitably run into substantial operational problems.

Marching toward zero-day response

Dynatrace has evolved from application monitoring to full-stack observability that delivers answers and intelligent information. IT, security, development and (increasingly) business operations team can triage faster and have better situational awareness, leading to automated remediation. The next step on the journey is building the logic and intelligence into code through an API, driving toward a zero-day response where software can be self-correcting—an exciting vision.

Marching toward zero-day response

The view at Dynatrace is that the only way to prevent the collapse of the cloud is by deploying Artificial Intelligence for IT Operations (AIOps)

capabilities to deliver precise answers as to where issues are happening and situational awareness of how the ecosystem is running.

Four capabilities enable the Dynatrace software intelligence platform. Dynatrace OneAgent collects metrics throughout every tier of the application stack automatically. Based on findings, OneAgent automatically activates instrumentation specifically for the stack and auto-injects tags into web application pages.

As OneAgent discovers all the components and dependencies in the application environment, Smartscape technology creates an interactive map of how everything is interconnected.

PurePath is a tracing and code-level analysis technology that automatically captures and analyzes transactions end-to-end across every tier of the application stack, from the browser down to the code and database level. Davis is the Artificial Intelligence (AI) engine that drives automation. Understanding how these capabilities work together emphasizes the power of an integrated platform.

OneAgent and Smartscape create a vertical and horizontal topology capturing real-time data, allowing Davis to understand every relationship between entities at every moment. Davis automatically establishes and adjusts baselines for performance across the entire ecosystem. When problems arise, Davis detects them instantly with context on what went wrong. Davis knows the relationships and dependencies from the data center and hosts, through containers and services to cloud services and mobile applications.

PurePath captures and analyzes every transaction's trace from browsers, mobile, and web services across every tier of the application stack.

Davis understands applications and services to the code level. When an entity has a problem, Davis understands critical metrics, such as users affected or business impact, and can react accordingly.

Davis locates the precise root cause with context. Operators will know if the problem results from a bottleneck of deployment change and can understand the impact of a server-side problem on actual end-user experience.

In addition, Davis quantifies the business impact and prioritizes problems based on impact - e.g., problems that impact a significant number of users. This enables "BizDevSecOps" teams to focus on what matters.

Extending the platform to application security

Dynatrace Application Security is an example of how to add more value to a successfully integrated platform.

Runtime Application Self-Protection (RASP) is an emerging security technology that has been added to the Dynatrace OneAgent extending the Dynatrace platform to application security.

Dynatrace combines RASP and observability for automatic and continuous analysis of applications, libraries, and code runtime in production and pre-production to detect, assess and manage vulnerabilities. Davis continuously watches entire production and pre-production environments to identify changes and provide answers about the source, nature, and severity of any vulnerabilities arising in real time. Dynatrace will detect what is running and pinpoint vulnerabilities instantly.

Wrapping up

The traditional monitoring approach was adequate when we were stove-piped in a mainframe, on-premises Windows, UNIX, or Linux servers with homegrown applications.

Today, data resides in hybrid-cloud, multi-cloud, and often with servers at the edge. Additionally, our applications are API based, which introduces myriad ways something can go wrong.

In short, if you deploy in the cloud, you need end-to-end observability with AIOps.

I advise the C-suite, and the notion of observability is not on the radar at that level. The lack of observability awareness will ultimately negatively effect the customer experience. The industry must do a better job of elevating the conversation in the C-suite.

As mission-critical applications get refactored or replaced in the cloud, observability will increase in importance. A solution is armies of people or multiple observability tools in the same way people use different security tools. But, at some point, the complexity catches up, and an end-to-end package is the solution. Point products might be better for doing a specific task, but the time it takes to integrate best-in-breed parts is outweighed by the time-to-market of a complete integrated package. The security industry is heading in that direction, and I believe the observability industry will follow the same model.

True end-to-end observability embraces various data types with traces, scans, metrics, logs, behavioral analytics, and user metadata. By looking at only one of those data types, logs, you have the hammer searching for the nail problem. Security breaches are not easy to find, if at all, in logs. Log4Shell is a good example of this and a use case showcasing how Dynatrace works. Whereas other solutions/approaches required days of work with imprecise results, Dynatrace identified all instances of Log4Shell in highly distributed hybrid and multi-cloud environments in minutes. What is needed is the ability to cross-correlate data of logs and system metrics altogether, giving the view and analytics of what happened. That end-to-end observability process through an automated AIOps engine is the secret sauce at Dynatrace.



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ANY DATA, PLACE, OR TIME

Safeguard your valuable data against attacks and system failure with built-in protections, detections, and recovery that's guaranteed.

 **NetApp**

Data Management and Data Centers in the UAE:

TRENDS AND INNOVATIONS

**Maya Zakhour – Director
- Area Partner Leader (EEMI) NetApp**



In recent years, the United Arab Emirates (UAE) has emerged as a global technological powerhouse, propelling the digital frontier through innovation and visionary initiatives. Within this dynamic landscape, the significance of data centers has surged, serving as the bedrock of the UAE's digital transformation journey. Amidst this exciting evolution, a series of compelling trends and practices are shaping the trajectory of the UAE's data center industry.

Foremost among these trends is the inexorable march towards hyperconnectivity and seamless integration of the Internet of Things (IoT). With the proliferation of interconnected devices fueling an exponential surge in data generation, the demand for resilient, scalable, and adaptable data centers has reached unprecedented heights. It's in this context that organizations such as NetApp have taken center stage, pioneering solutions that seamlessly assimilate, manage, store, and protect real-time data processing and optimizing operational efficiency.

The advent of IoT has given rise to a myriad of interconnected devices, from smart cities to industrial IoT deployments. These devices generate an immense volume of data that necessitate rapid processing and analysis. Data centers, once considered the back-end support system, have evolved into strategic assets at the forefront of digital transformation. NetApp's expertise lies in harnessing the potential of this data surge by

providing data management solutions that facilitate seamless integration, secure storage, and accelerated analysis. As data centers evolve to handle the deluge of data, NetApp's commitment to innovation ensures that UAE businesses can extract meaningful insights while maintaining data integrity and security.

At the vanguard of this transformation is the emergence of edge computing, a paradigm shift that caters to the insatiable appetite for low-latency applications. In a nation where swift responsiveness is non-negotiable, the rise of edge data centers is revolutionizing data processing dynamics. By decentralizing data analysis and processing, edge computing is eradicating latency bottlenecks, thereby enhancing end-user experiences. A prominent player in this sphere, NetApp is at the forefront, driving the development of edge solutions that bridge the gap between centralized data centers and the end-user landscape.

Consider a scenario where autonomous vehicles navigate the streets of Dubai. These vehicles rely on real-time data to make split-second decisions affecting the safety of passengers and pedestrians alike. Edge data centers situated within proximity to these vehicles ensure that the data generated is processed instantaneously, enhancing road safety,

and ensuring a seamless travel experience. NetApp's involvement in this space underscores its commitment to anticipating needs of a hyperconnected world, ensuring data is harnessed to its fullest potential, all while redefining the concept of data processing at the edge.

Furthermore, the UAE's relentless commitment to sustainability finds resonance in the data center sector, underscoring the need for energy-efficient practices. In alliance with local collaborators, NetApp is spearheading innovations that tread the fine balance between performance optimization and environmental stewardship. Through ingenious incorporation of renewable energy sources and pioneering cooling mechanisms, data centers are redefining the benchmarks of ecological responsibility while upholding operational excellence.

The UAE's data center industry faces a dual challenge: meeting the growing demands of data-intensive applications and reducing energy consumption. The collaborative efforts between NetApp and its partners exemplify a commitment to achieving both these objectives. By harnessing solar power and implementing advanced cooling technologies, data centers can significantly reduce their carbon footprint. NetApp's drive to establish sustainable practices not only aligns with the UAE's vision for a greener future but also paves the way for a data-driven landscape that is both ecologically responsible and technologically advanced.

As the digital realm expands, so do the contours of data security and resilience. Acknowledging the elevated cybersecurity risks, the UAE is channeling significant resources into fortifying its data protection infrastructure. Industry leaders like NetApp are engineering robust security protocols, fortified encryption methodologies, and AI-powered threat detection systems, bolstering the defenses of critical data repositories. Furthermore, the UAE's steadfast focus on disaster recovery mechanisms ensures that data centers are fortified against unforeseen disruptions, ensuring continuous data accessibility and integrity.

In an era where cyber threats are increasingly sophisticated and relentless, safeguarding sensitive data is paramount. Data breaches not only result in financial losses but also erode the trust of customers and partners.

NetApp's commitment to cybersecurity extends beyond products and technologies—it's a philosophy that emphasizes proactive risk assessment, continuous monitoring, and swift incident response. By partnering with UAE organizations, NetApp is not only ensuring the resilience of their data centers but also fostering a culture of cybersecurity that extends to all facets of the business landscape.

A defining facet of the UAE's data center narrative is the ascendancy of hybrid cloud ecosystems. Amidst a pursuit to optimize flexibility and control, hybrid cloud architectures are gaining ascendancy, enabling seamless orchestration of workloads across diverse platforms. NetApp's proficiency in hybrid cloud solutions empowers businesses to navigate this intricate landscape, guaranteeing seamless data mobility, scalability, and judicious cost management.

The pursuit of agility in the digital age has led to the hybrid cloud becoming the preferred IT model for many UAE organizations. It offers the flexibility to keep sensitive data on-premises while utilizing the cloud for dynamic workloads. This duality empowers businesses to innovate faster, respond more effectively to market demands, and achieve operational efficiency. NetApp's expertise lies in providing a unified data management platform that spans on-premises and cloud environments, ensuring that data can flow seamlessly and securely between these realms. As UAE businesses embrace hybrid cloud strategies, NetApp's solutions facilitate the migration, management, and protection of data, enabling them to leverage the best of both worlds.

In culmination, the UAE's data center landscape encapsulates its enterprising spirit and commitment to innovation. The convergence of hyperconnectivity, edge computing, sustainability, security, and hybrid cloud frameworks paints a portrait of a data infrastructure that is agile, secure, and resilient. As the UAE readies itself to host the GITEX event this October, these trends and practices will assume the spotlight, unveiling the nation's mastery in data center technologies. Within this panorama, NetApp continues to remain steadfast in sculpting the future of data centers in the UAE and beyond, fostering a digitally empowered and technologically astute society.

Interview with **MAHER FARAH**

Partner Manager, UAE &
Africa, NetApp



How NetApp is protecting customers' data from ransomware?

At this point, it's safe to say that the plague of ransomware isn't receding anytime soon. By 2031, it's expected that an attack will occur every 2 seconds. That's almost faster than you can say the word "ransomware."

The average expense of remediating a ransomware attack in 2022 was \$4.35 million. Moreover, the downtime and recovery time resulting from an attack can be ten times the average ransomware payment. This alarming statistic highlights the urgency of addressing this issue. The financial consequences of ransomware attacks are substantial.

As a leading data management company, NetApp employs various measures to protect customers' data from ransomware attacks. The approach incorporates several key strategies and technologies. Firstly, NetApp offers a comprehensive suite of data protection solutions, including backup and recovery, disaster recovery, and snapshot-based technologies. These solutions enable customers to create multiple copies of their data, stored in different locations, ensuring data availability even in the event of a ransomware attack.

To provide an additional layer of protection, NetApp employs immutable data storage capabilities, such as SnapLock. These features prevent unauthorized modification or deletion of data, making it impervious to ransomware or other malicious activities. In addition, NetApp integrates various security technologies into their solutions,

leveraging advanced threat detection, behavior-based analytics, machine learning algorithms, and anomaly detection. These technologies facilitate the identification of potential ransomware activity and enable swift response to mitigate its impact.

Data encryption is another critical aspect of NetApp's security measures. They support data encryption at rest and in transit, ensuring that even if data is compromised in a ransomware attack, it remains unreadable without the encryption keys. NetApp's encryption capabilities play a vital role in safeguarding customer data from unauthorized access.

To further enhance security, NetApp enables customers to implement granular access controls and role-based permissions. By restricting access to sensitive data, organizations can minimize the risk of ransomware spreading throughout their infrastructure. NetApp's access control features adhere to the principle of least privilege and effectively restrict unauthorized access.

Recognizing the importance of education, NetApp emphasizes the need to educate customers about cybersecurity best practices. They offer resources, training, and guidance on data protection, secure configurations, and user awareness. These efforts aim to empower customers to minimize the risk of ransomware incidents.

Lastly, NetApp has introduced the Ransomware

Recovery Guarantee Program. This program ensures the recovery of NetApp Snapshot data from a NetApp SnapLock Compliance volume in the event of a ransomware attack. Customers who deploy SnapLock Compliance according to best practices and as configured by NetApp Professional Services will be compensated if their SnapLock-protected data is not recoverable. This guarantee provides customers with additional peace of mind and underscores NetApp's commitment to protecting their data.

What makes NetApp solutions different from the competition?

In recent years, the IT industry has been buzzing with the concept of digital transformation. While cloud technology has undoubtedly accelerated innovation, it has also posed a new challenge: effectively managing multiple clouds and on-premises data centers in a hybrid multi-cloud world. This is where the "evolved cloud" comes into play.

The evolved cloud offers a fresh perspective on cloud technology, aiming to unify hybrid multi-cloud environments and enable the achievement of the "4 Sses" that make NetApp solutions exceptional in today's digital landscape: **Simplicity, Security, Savings, and Sustainability.**

In terms of simplicity, the evolved cloud brings together hybrid multi-cloud operations and ensures consistency across environments. It simplifies the management of diverse cloud environments.

Regarding security, the evolved cloud provides enhanced visibility and resiliency across environments, offering comprehensive protection for your data and systems.

When it comes to savings, the evolved cloud leverages AI-driven automation to continuously optimize costs, reduce risks, and increase efficiency. It eliminates the need for laborious manual processes.

Lastly, sustainability is a key aspect of the evolved cloud. It empowers you to have greater visibility and control over your environmental impact by reducing waste and boosting efficiency, thereby reducing your carbon footprint.

The foundation of the evolved cloud rests on three pillars. Firstly, it enables seamless integration

between clouds and data centers, breaking down the existing silos. Secondly, it provides connectivity with full visibility and control across environments, allowing you to have insights into every aspect of your data estate. Finally, optimization powered by automation saves time, money, and human effort, making the management of cloud resources more efficient.

What is the future of data storage in the region?

The future of data storage in the region is expected to be shaped by several key trends. Cloud storage solutions offered by major hyperscalers like Amazon Web Services (AWS), Microsoft Azure, and Google Cloud are gaining popularity due to their scalability, flexibility, and cost-effectiveness. These providers offer a wide range of storage options, some of which are based on NetApp Technology. Additionally, edge computing is gaining momentum as the proliferation of IoT devices and the need for real-time data processing increases. Flash storage and solid-state drives (SSDs) are becoming more prevalent due to their faster read/write speeds, lower power consumption, and greater reliability compared to traditional hard disk drives (HDDs).

NetApp has been a leader in flash storage technology, offering faster data access and higher performance. Data privacy, security, and compliance are also critical concerns, with an increasing emphasis on robust security features and compliance capabilities. NetApp addresses these concerns by providing features such as ransomware protection, encryption, access controls, and compliance with industry regulations. Hybrid storage solutions that combine on-premises storage with cloud-based storage are gaining traction as well, allowing organizations to strike a balance between performance, security, and cost-efficiency.

NetApp focuses on hybrid cloud solutions that enable seamless data management and movement between on-premises infrastructure and public cloud environments using a single operating system and a single interface. Furthermore, NetApp integrates artificial intelligence (AI) and machine learning (ML) capabilities into its solutions, enabling organizations to automate data management tasks, optimize storage resources, and gain valuable insights from their data.

How is Software-Defined Storage Transforming Hybrid Cloud Architectures?

Software-defined storage is revolutionizing hybrid cloud architectures by delivering enhanced agility, scalability, and efficiency for managing storage resources. It empowers organizations to capitalize on the advantages offered by both on-premises and cloud storage environments, guaranteeing optimal performance, cost-effectiveness, and data mobility. NetApp plays a pivotal role in driving this transformation through several key initiatives. Firstly, the Unified Data Management that offers seamless data migration across diverse storage systems and cloud providers, ensuring uninterrupted data mobility. Secondly, the Storage Efficiency program which harnesses advanced data reduction technologies like deduplication, compression, and thin provisioning to optimize

storage efficiency. This maximizes resource utilization while minimizing storage costs. Thirdly, NetApp prioritizes scalability and flexibility, enabling businesses to effortlessly accommodate expanding data requirements both on-premises and in the cloud. This ensures uninterrupted operations without disrupting existing systems. Additionally, NetApp offers robust Data Protection and Disaster Recovery capabilities, incorporating features like snapshots, replication, and backup integration. This ensures reliable data protection and swift recovery in the event of a disaster. Lastly, NetApp's Automation and Orchestration, specifically through NetApp Blue XP, streamlines storage provisioning, management, replication, backup, tiering, and monitoring tasks. This automation enhances operational efficiency, reducing the time and effort necessary to manage complex hybrid cloud environments.



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MPS Company enters into partnership with FUJIFILM

MPS Company, which operates from within GCG Enterprise Solutions has signed a partnership agreement with Fujifilm – One of the world’s largest printing solutions manufacturers and leading makers of Multifunction (Print, copy, scan, and fax, all in one) Printers.

The tie-up effectively brings Fujifilm’s premium quality standards and world-renowned expertise in imagery to the MENA region and marks a major addition to MPS Company’s Managed Print Solutions portfolio. MPS Company takes pride in responding swiftly and accurately to its client’s Managed Print Solutions needs delivering comprehensive solutions which range from remote management of consumables right after installation to reconfiguration and maintenance, as well as the optimization of fleet management performance and uptime.

The Company also extends full support for physical implementation, along with expert training. Delivering world-class technology and quality, Fujifilm’s Multifunction Printers house superior printing capabilities that boost business efficiencies, enabling printing, scanning, copying, and faxing with ease, while producing superb image quality.

Speaking about the new partnership, Christopher Darnley, General Manager from Fujifilm stated that “Delivering efficiencies and productivity to

businesses through sustainable technology, has been central to Fujifilm’s success over the years. Aligned with our goal of empowering the potential and expanding the horizons of tomorrow’s businesses, we are delighted to be launching our Multifunction Printers in the region with MPS Company serving as our key partner. We are confident that their expertise and unmatched service capabilities, coupled with their deep-rooted relationships with Government organizations and SMEs, will support the successful launch of our Multifunction Printers in the UAE and beyond”.

Sajeev Nair, Sales Manager for Fujifilm at MPS Company also took the opportunity to elaborate on the new partnership, stating that: “As a leading multi-brand print solutions provider, MPS Company has consistently offered the best solutions to its clients. With Fujifilm, the MPS Company team shares not only the same values but also a common vision. We are extremely proud to announce this partnership and are very excited about making the Fujifilm range of Multifunction Printers an unbeatable proposition for businesses in the UAE”.



Driving Innovation and Growth: An Exclusive Interview with **SAJEEV NAIR**

Sales Manager
at MPS Company



MPS Company, a prominent player in the multi-brand print solutions industry, recently forged a strategic partnership with Fujifilm, a global leader in imaging and technology solutions. This partnership has set the stage for a promising future in the world of multifunctional printing (MFP), further solidifying MPS Company's position as a go-to provider for cutting-edge print solutions. We had the privilege of sitting down with Sajeev Nair, Sales Manager at MPS Company for Fujifilm, to discuss the dynamics of this partnership, MPS Company's decision to choose Fujifilm, and the ambitious goals they have set for their collaboration.

Could you tell us more about MPS Company and its role in the printing solutions industry?

MPS Company has been a trusted name in the world of print solutions for many years. We operate under the umbrella of GCG, one of the leading print and technology solution providers in the region. Our expertise lies in providing multi-brand print solutions, catering to the diverse needs of our clients. We're committed to offering cutting-edge technology, outstanding service, and cost-effective solutions to businesses of all sizes.

That's impressive. Now, let's talk about your recent partnership with Fujifilm. What led MPS Company to selecting Fujifilm as a partner?

The decision to partner with Fujifilm was the result of careful consideration. Fujifilm has a robust reputation for innovation with the latest LED print technology in the imaging industry. Their MFPs are renowned for their exceptional performance,

reliability, and advanced security features. We saw a clear alignment in our values, in particular with regards to delivering a uniquely rewarding customer experience in printing. Fujifilm's dedication to sustainability also resonated with us, as it aligns with our environmental responsibility goals.

Can you elaborate on the ambitions which Fujifilm has for this partnership with MPS Company?

Fujifilm has ambitious plans for this collaboration. Firstly, they aim to expand their market reach through our extensive network and expertise. This partnership will enable us to offer Fujifilm's state-of-the-art MFPs to a wider range of customers, from small businesses to larger enterprises. Secondly, we're working closely on research and development initiatives to create customized solutions that cater to the specific needs of our customers. Fujifilm's innovative technology will undoubtedly play a pivotal role in enhancing our product offerings. Lastly, we're committed to providing top-notch services and support, ensuring that our customers receive the full benefits of Fujifilm's products.

It sounds like a win-win partnership. How do you envision this collaboration benefiting your customers?

Our customers will benefit in several ways. Firstly, they'll have access to Fujifilm's cutting-edge MFPs, which are known for their superior performance and innovation. This will help them streamline their document management processes, increase productivity, and reduce operational costs. Secondly, the partnership allows us to offer more comprehensive solutions, tailored to each customer's unique requirements. This means more efficient workflows, better print quality, and ultimately, improved business outcomes. Lastly, with Fujifilm's commitment to sustainability, our customers can align their print solutions with their environmental goals, reducing their carbon footprint.

That's fantastic. Before we wrap up, could you share your vision for the future of MPS Company with this partnership in place?

Our vision is to become the go-to destination for businesses seeking innovative and sustainable print solutions. We aim to not only meet but exceed our customers' expectations by offering a wide range of cutting-edge products and services. With Fujifilm as our partner, we see tremendous growth potential. We want to be at the forefront of the industry, setting new standards in quality, innovation, and customer satisfaction.





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Navigating the AI Frontier: Latest Advancements in Artificial Intelligence

Audai Altaie, Business Development Manager at GCG Enterprise Solutions



What's the most significant advancement in AI that you've seen in the last year?

The advent of GPT-4 by OpenAI stands out as a major milestone. This model has 175 billion machine learning parameters, making it adept at various tasks from text completion to medical diagnostics. What sets it apart is its proficiency in understanding context, which brings us closer to achieving Artificial General Intelligence (AGI).

Is AI technology nearing the point of understanding human emotions?

There are substantial advancements in Emotion AI, but we're not quite there yet. While current systems can identify facial expressions or vocal nuances, they don't "understand" emotions as humans do. These technologies are powerful tools for enhancing customer service or mental health diagnostics, but they still lack a deep understanding of human emotions.

What industries do you see being most affected by AI in the next decade?

Healthcare and automotive sectors are poised for revolutionary changes. AI can assist in drug discovery, early diagnosis of diseases, and even robotic surgeries. In the automotive industry, the advancements in self-driving technology could make autonomous vehicles a common sight.

Is job displacement a real concern with the rise of AI?

The question isn't whether jobs will be displaced; it's about how society will adapt. Automation and AI will inevitably change the job landscape. The key is to focus on reskilling the workforce for the jobs of the future. We should view AI as a partner that can handle repetitive tasks, freeing us to focus on more creative and complex problem-solving activities.

How far are we from achieving AGI, or "Superintelligent" AI?

AGI remains an aspiration rather than an imminent reality. Current AI models excel at specific tasks but lack the general problem-solving abilities that humans have. However, with the pace of research and development, it's challenging to predict when AGI might emerge. Ethical considerations around AGI are as important as the technical challenges.

Could AI ever surpass human intelligence?

Theoretical arguments suggest that it's possible for AI to surpass human intelligence. However, that assumes that intelligence is quantifiable, and that AI can master the intricate blend of creativity, empathy, and nuanced understanding that characterizes human thought. So, while it's conceivable, it's also fraught with philosophical and ethical questions that we've yet to answer fully.

Finally, what would you recommend for someone looking to start a career in AI?

Start by gaining a strong foundation in mathematics and computer science. From there, specialize in machine learning and data analytics. There's a plethora of online resources and courses to help you get started. Always stay updated, as the field is constantly evolving.

Artificial intelligence remains a fascinating and rapidly evolving field. As advancements continue, it's crucial to stay informed and consider the broader implications for society. Thank you for joining us in this deep dive into the future of AI.

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