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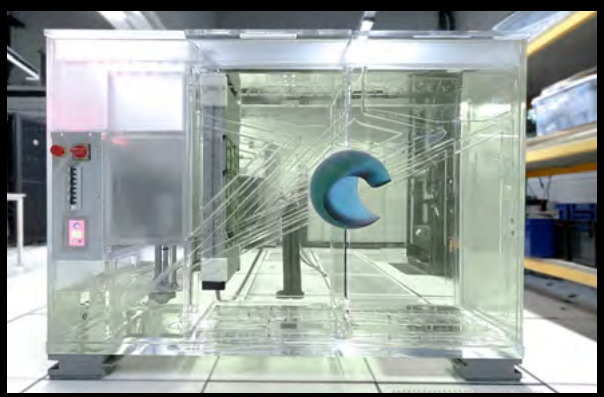

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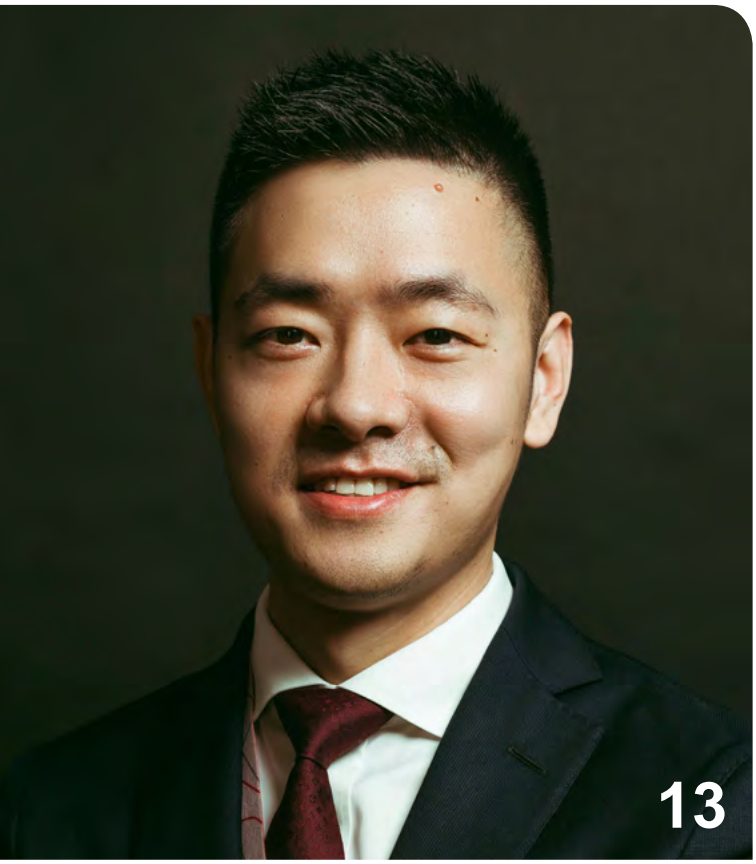

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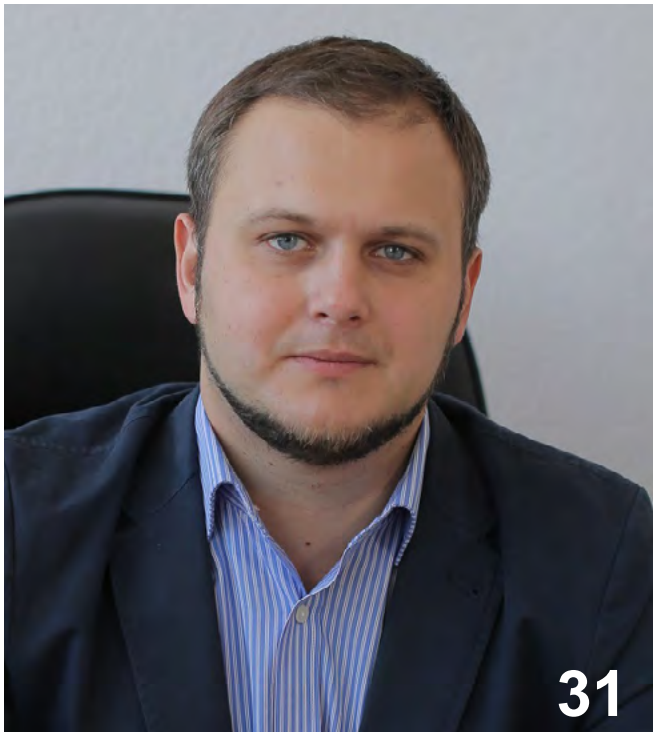

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Editor's Note

Dear Readers,

The month of March brings our attention to one of the Telecom Industry's largest global events of the year, the GSMA Mobile World Congress 2022 at Barcelona. The expectation is that the show would be two to three times larger than 2021, and according to the organizers, the event is on track to meet or surpass that expectancy. Stretching across seven halls - MWC 2022 is expected to consist of 1500 exhibitors, 4YFN, the Ministerial Programme, and new for this year, Industry City which will make for a busy and vibrant deal-making environment.

Since over a decade, Teletimes has been a Supporting Partner to MWC Barcelona and will be participating in the event. I may be contacted at +34 658 662 222. I will be there personally along with our editorial team and am looking forward to meeting our partners, contributors and other tech enthusiasts at the event. With the pandemic in the rearview mirror, I can't express how excited I am to be going to the event in person.

This edition features a piece about the Saudi Telecom Group's efforts to stay ahead in terms of Digital Leadership within the MENA region. This is visible through stc's launch of the MENA hub which has a 1 billion USD investment involved and will promote innovation and digitalization across the Middle East and North Africa. stc has also recently deployed multiple data centers across the kingdom, and these projects are all part of a long list of initiatives that stc has been making from the forefront of the MENA digital journey.

As always, you will find the latest news and insights from all major players in this edition of Teletimes International. Your feedback is welcome on khalidathar@teletimesinternational.com

Enjoy Reading!

Khalid Athar
Chief Editor

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In line with its progression plans

stc showcases the digital investment opportunities in KSA and build global partnership

With the Kingdom's ICT market seeing a huge leap and the digital infrastructure investments exceeding 15 billion dollars, Saudi Arabia is witnessing several milestones and will continue to move forward in adopting technologies ensuring the application of the digital transformation. From another angle, the private sector is pursuing contribution to the Kingdom's goals. With this in hand, private national companies are chasing the same goals and that is characterized through different aspects. Among which is the MWC (Mobile World Congress), to further explore opportunities on global scale.

stc the Saudi Digital Enabler, will share its trailblazer and leadership about the progression and future of connectivity. stc showcases the digital leadership in the MENA region, highlights its sustainability effective practices in the region, explores investment opportunities in the Kingdom and engages with international partners. stc launched its initiative to establish a major digital hub "MENA Hub" for the Middle East and North Africa with an investment of 1 billion USD, which ensures the leading position of KSA across the ICT sector and stc's role as leading player in the region and aims to enable the Kingdom's economy growth and gross domestic product.

Moreover, stc deployed multiple data centers across the Kingdom to serve various sectors with its advanced technologies and launched the digital operations control center (DOCC) which is considered the largest integrated operating center in the region. stc constructed its next-generation cloud-enabled Data Centers which will accelerate the implementation of the Kingdom's digital transformation objectives

by providing world-class seamless data distribution. stc's revenues reached SR 135 million in 2020, within its colocation and managed hosting services and it is worth the mention that stc's market size stood around SR 725 Million, placing the group's market share at 20%.

The group developed cloud computing at a rate that has not been seen before. stc Cloud the digital platform offers cloud services to more than 3,000 different entities in the Kingdom's government and private sectors. stc's Virtual Data Centers (VDC) have been a key component of its cloud offering as it allows businesses to install their own software on virtual machines enabling businesses to get up and running quickly and easily.

Eng. Olayan Alwetaid, GCEO of stc said: "Our DARE strategy is digitizing stc, accelerating performance, reinventing experience, and expanding in scale and scope everything we do. This has required a complete transformation of our operations, methods, and speed of working. This has transformed our focus and investing from the better understanding of our customers and business clients and investing behind their most pressing needs as they digitize their lives and businesses more and more. So, opportunities are not just telecoms, but multiple other products and services such as 5G, cloud computing, IoT and data analytics. These emerging technologies, which are expected to represent more than 40 percent of new revenue growth in the technology sector through 2023, will be the fundamental building blocks of this journey".

While enhancing the security solutions in the tech world, stc launched a new subsidiary company, the Advanced Technology and Cyber Security Company, 'sirar', as a technical arm in the field of cybersecurity in reaction to the growth in reliance on digital technologies. To protect against cybercriminals banking and payment providers, stc constantly is on the look to utilize more advanced security infrastructure and a robust cybersecurity strategy.

stc's 5G technology is enhancing the overall ICT sector, as it gives millions of people access to more opportunities than never seen before in the MENA region. The group continues to develop its technologies and ensures its technology is conducive to a sustainable future for KSA and the wider region.

During MWC 2022, stc will feature its internal stakeholders: stcpay the Saudi's digital wallet and how the fintech is progressing, and InpireU program to shed light in sustainability practices. Apart from its internal stakeholders, the group will also feature its external stakeholders characterized by representing the opportunities that Saudi Arabia has in terms of tech, investments and business, through the Ministry of Communications and Information Technology, Invest Saudia, Monsha'at, and the Ministry of Culture.

At MWC, stc will be signing with giant tech names several MoUs including, Ericsson, Nokia and Huawei for expanding the 5G network to deliver higher multi-Gbps peak data speeds, ultra-low latency, more reliability, massive network capacity, increased availability, and a more uniform user experience to more users. Higher performance and improved efficiency empower new user experiences and connects new industries.

"Our DARE strategy is digitizing stc, accelerating performance, reinventing experience, and expanding in scale and scope everything we do."

Eng. Olayan Alwetaid, GCEO - stc

stc will be signing an MoU with "Salesforce" to further enable the digital transformation, to provision organizations and improve their brand's reputation, customer experience, and customer retention ratios through the implementation of necessary software, as digitally transformed organizations can adapt to the evolving technological landscapes and tackle sudden shifts in their industries.

Furthermore, stc will feature a commercial edge deal with Huawei in relation to SABIC's operation, to benefit from special connectivity and integration, and offer accessible cloud-based services including marketing, management and accounting tools to facilitate residential, commercial, self-storage concerns. In addition, stc will sign a Cloud Partnership with Cisco and Huawei, where Cisco Cloud Partner Program will help its channel partners enter the cloud computing marketplace, through three tracks: Cloud Builder, Cloud Provider and Cloud Services Reseller. As for the Huawei Cloud Partner Program stc help Huawei Cloud Partner Network HCPN partners build success on Huawei Cloud by providing valuable business, technical, and marketing support.

Another partnership will be signed with Microsoft, where Microsoft will enable through its Azure private multi-access edge compute (PMEC), a solution targeted at dramatically simplifying the deployment of highly distributed, secure, private 5G networks and empowering the development of low-latency services at the customer edge.

Lastly, stc will ink another contract signing partnership agreement with Huawei, to enhance the FTTR; The Fiber to the Room all-optical Wi-Fi solution that extends directly the optical fibers to each house room, achieving gigabit coverage everywhere at home, especially that the Huawei Inspiration Lab proposes an innovative photoelectric composite micro-optical cable and FTTR construction solution.

"We have been working with our global partners to harmonize the local content methodology, and to measure the baseline of the telecommunications and information technology sector in cooperation with the Ministry of Communications and Information Technology, which in turn shall support local content as part of the goals set for Vision 2030 and for stc, while playing a vital role in realizing the Kingdom's vision and goals whether as a digital facilitator or as a local content enhancer and consequently provision various industries." Alwetaid concluded.

stc signs 15 MoUs to support and develop the ITsector and enable digital transformation in the region at LEAP22

stc concluded its participation in the LEAP Conference and showcased several innovative services, technologies and digital solutions that contribute to accelerating the digital transformation of various sectors to provide a safe environment for digital infrastructure that enables connectivity for business sectors by providing the largest advanced 5G network in the Middle East, ensuring advanced transactions for various sectors.

stc has also announced the initiative to establish a MEAN Hub for the Middle East and North Africa region, with an investment of $1 billion. stc also announced its intention to establish a new company specialized in data center hosting, international and regional connectivity, with an initial capital will be SAR 100 million.

It concluded its participation in LEAP after announcing the agreement of the initiative to establish a factory of localizing data centers in the Kingdom in partnership with Huawei. stc cooperated with Ericsson to support the 5G core network and business support systems as a way to enhance the independent 5G networks, in addition to signing an agreement with Microsoft Arabia to develop areas of innovation, cloud technology strategies and 5G solutions.

stc signed an agreement with the Ministry of Municipal and Rural Affairs and Housing to enhance governance and strategic cooperation in the areas related to information and communication technology, and to develop cooperation in improving the smart city system and digital initiatives.

stc also showcased the advanced communication technologies that it provided to the telemedicine center in the Jazan region, where the patient can meet with his doctor remotely to inspect and diagnose him from his place of residence. Moreover, it is also possible for the patient to be given a medical advice and how to treat himself through an electronic audio, video or information system through the company's cloud digital infrastructure, only by linking this system with various health care facilities through telehealth systems (communicative medicine), which will enhance and facilitate the provision of health care and raise the quality of medical care services for citizens and residents.

In its pavilion, it presented the 5G technologies used in ports, as these technologies contribute to providing fast and secure communication solutions that contribute to the operation and management of port operations through smart and real-time monitoring and automation of container landings as well as the entry and exit of trucks through smart vehicle routing. This increases the efficiency of operations inside the port.
While the 5G technologies enable taking advantage of the educational hologram technology, communication is made between universities in various parts of the Kingdom aiming at improving the learning experience between students in one city and their teacher in another city. All through the use of hologram devices linked to the 5G network provided by stc.

stc showcased IoT services in the medical field; which help control personal smart sensors and transfer patient data from home to the clinic or hospital aiming at integrating medical devices and the possibilities of exchanging data between them. Also as a way of improving the methods physicians provide health care and enhancing patient participation and interaction with physicians by managing multiple devices connected to the Internet. Hence, allowing the possibility of converting IoT data into actions by physicians.

The stc 5G mobile cart was present to introduce 5G technologies and their multiple uses. During the LEAP conference, the cart presented the services and speeds of the 5G network and its importance in enriching the customer experience, introducing modern services and technologies and contributing to supporting smart cities and digital homes by providing high connection speeds and a short response time that contribute to raising the level of security, comfort and energy savings through connecting home appliances with high-speed Internet.

Also, stc academy announced its strategic partnership with Huawei, during LEAP, that attracted technology experts from around the world. The partnership agreement aimed to develop and enhance the 5G capabilities on a national level and on stc scale as well. The agreement included a national competition in the 5G technology where students will undergo specific training sessions and acquire a certificate in utilizing the 5G technology. In addition, the agreement included establishing a major lab model for 5G technology that contains necessary and main requirements for the educational process. The lab was planned to be the main source of 5G trainings at high quality on a national scale. T

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Huawei take a 'LEAP' of faith with Cloud Commitment in KSA

Teletimes Report

Teletimes International was present at the inaugural LEAP 2022 technology conference which was held in Riyadh last week. The event attracted the participation of some of the world's biggest technology players – and key industry stakeholders from across the Middle East IT ecosystem for 3 days of intense networking, as Saudi Arabia made a big statement in relation to its aspirations to diversify its economy by becoming a hub of technological advancement and innovation.

Commitment to the Cloud

Huawei has firmly established itself as the world's leading ICT vendor, and its presence across the Middle East continues to expand. However, during LEAP it was clear just how committed the Chinese company is in terms of helping the KSA achieve the goals of its digitalization objectives which are laid out in the Saudi Vision 2030 blueprint.

On Day 1 of LEAP 2022, **Guo Ping, Rotating Chairman at Huawei** outlined their cloud strategy in the Kingdom, which he believes will only serve to foster an environment that is designed to allow innovation to progress and will accelerate digital transformation across Saudi Arabia.

During his detailed keynote presentation at LEAP, Ping revealed that Huawei would build a cloud region in Saudi Arabia, and he expressed his confidence that the project would be live by the end of 2022. He said the establishment of Huawei Cloud would enable businesses and government entities to have access to more robust and secure cloud services, that will generate huge value for the local economy.

In addition to this, he outlined how Saudi Arabia's confirmation that they plan to become one of the world's top 20 tech companies in a bid to reduce their dependency on oil gave them great optimizm for the future.

"The new cloud region will create new social and economic value in Saudi Arabia and the wider Middle East in line with their digital development strategies. Going digital is now a key global consensus. Over the past three years alone, many global enterprises have fully embraced digitalization, with the top 10% of these organizations growing their revenue as much as five times faster than those who have not embraced digitalization. Huawei's own customers, partners, and developers can rely on our services to help industries in the region go digital," said Ping.

Huawei has been in the KSA marketplace since 2004, and as Ping highlighted has cultivated and nurtured strong relationships with some of the country's largest network operators such as stc and Mobily, leveraging their cutting-edge technology and solutions to build world-class networks in the Kingdom, in areas

which were previously underserved, and the KSA is also home to one the most tech-savvy and young populations across the GCC.

The dynamic and charismatic rotating chairman of Huawei, also pointed out how Huawei enjoys good relationships with industry titans in Saudi Arabia, such as Saudi Aramco, and presented that as further evidence of the trust major brands has in Huawei, and how their lengthy presence in the market puts them in a great position to drive and lead the country's ambitious digital transformation program over the next 10 years.

"For the past 17 years, the company has assured stable Saudi telecom networks during major national events such as the Hajj that demands high quality networks – and Huawei has also worked with industry leaders like Aramco on intelligent oil field operations, and I think these collaborations indicate clearly how important a role Huawei's diverse portfolio of solutions and technologies have played in key industry verticals across the Kingdom," said Ping.

He concluded his presentation by highlighting how Huawei was fully committed to helping the KSA achieve its aspirations to be one of the first countries in the world to have a large-scale AI model.

"We have also pledged to cultivate talent for the regional AI industry. In Saudi Arabia, Huawei will support the Kingdom's effort to become one of the first countries to have a large-scale AI model – and we firmly believe this will help the country build more intelligent platforms in domains like Arabic-language identification, pharmaceutical R&D, disease detection, and many others," said Ping.

Digital Power

The role of technology in supporting carbon neutrality was also in the spotlight at LEAP. The Huawei Digital Power business focused on the intersection between digital and power electronics technologies to help create zero-carbon ICT infrastructure in the Middle East, and to support zero-carbon electricity generation in line with recent national sustainability commitments. Huawei showcased the latest green energy-saving products at their impressive stand during LEAP, some of which have shown to save 30% on power consumption compared to traditional products.

Teletimes, along with other media colleagues from across the Middle East, were afforded the opportunity to attend a press briefing from **Safder Nazir, Senior Vice President of Digital Industries at Huawei** Middle East.

"The new cloud region will create new social and economic value in Saudi Arabia and the wider Middle East in line with their digital development strategies."

Nazir is one of the most respected and coveted digital thought leaders in the IT ecosystem in the Middle East, and he outlined the role Huawei was playing in terms of helping Saudi Arabia become a leader in sustainability.

"Our datacenter facilities are designed to reduce our carbon footprint due to the prefabricated nature of how we do it, and secondly, we are delivering the lowest PUE (Power Utilization Efficiency), and as a result we have the most energy efficient

datacenter project in the world. We believe our energy goals are very well aligned with the objectives of the Saudi Vision 2030 program, particularly from a sustainability perspective," said Nazir.

At Huawei's immersive stand at LEAP, they documented the meteoric transformation undertaken by Shenzhen over the last 40 years, and Nazir said that Saudi Arabia can take inspiration from that project, citing that the absence of legacy infrastructure can enable them construct megacities.

"Shenzhen is one of the most advanced cities in the world, and is young in nature, and it has gone from being a fishing village to a megacity in less than 40 years has a great similarity with what is happening in this region. These cities don't have that legacy of infrastructure that exists in Europe and North America, so it is easier in many ways to infuse new technologies and construct new cities that have technology in their DNA, and places like Shenzhen is a great example of what can be achieved", said Nazir.

Nazir also revealed his delight that Huawei is going to play a major role in driving

the development of Saudi Arabia's new sustainable city NEOM.

"We have already deployed an integrated operations center in Yanbu, which is an industrial city, but we are delighted to be working with other worldwide faMoUs projects like NEOM, and our cutting-edge technologies and solutions are going to empower a project like that to execute their goals and objectives," said Nazir.

On Day 2 of LEAP 2022, **Frank Dai, President of Huawei Cloud Middle East** gave us a detailed briefing that shed more light on Huawei's cloud strategy in the KSA, following the announcement made by Huawei's rotating chairman Guo Ping on Day 1 of the tech conference.

Dai referenced their longevity in the KSA marketplace and noted how Huawei was the biggest partner of telecom players such as stc and Mobily.

"We have been here since 2004, and we are without doubt the biggest partners of the likes of stc and Mobily, and I think it's fair to say that over the last 20 years, we have been focused on the business of connectivity. However, I think over the next 20 years we will focused on digitalization," said Dai.

Dai also highlighted that it was now increasingly evident that Saudi Arabia was changing as a society and is becoming much more open, and praised the vision and leadership demonstrated by the leadership in the Kingdom.

"LEAP is a fantastic illustration of just how serious Saudi Arabia is about becoming a major force globally in the tech and IT landscape. They have attracted huge participation from all the key industry stakeholders from across the region, and you know that it has the potential to get bigger and better and is set to become a key date in the calendar for all involved in the ICT business here in the Middle East," said Dai.

Dai leads Huawei's cloud business unit across the Middle East, and he said that this area was going to be critically important for the new digital economy in Saudi Arabia.

"We firmly believe at Huawei that the whole world is going to be digital, and the key element of that digitalization will be modern infrastructure. Huawei Cloud has the modern infrastructure that is ultimately required to support the entire society here as they attempt to embrace digital transformation," said Dai.

The President of Huawei Cloud Middle East revealed that the Chinese ICT behemoth is also introducing the 'everything-as-a-service' model to the KSA market, ranging from infrastructure, to technology, to experience.

He echoed the sentiments expressed by Guo Ping on Day 1 of LEAP - and outlined their cloud plans for Saudi Arabia.

"We are expanding our cloud coverage across the region, and as our rotating chairman Guo Ping announced during his keynote presentation on Day 1, we will launch a cloud region here in Saudi Arabia. We want to determine what the best architecture for cloud looks like. We really believe in our QingTian architecture that is designed to support customers to run and manage their workloads whenever it suits them the best, and we are very excited at what we can achieve here in the Kingdom," said Dai. T

Huawei explores how countries in the ME region can take the lead in digitization at 1st LEAP summit

Steven Yi

During first week of February LEAP conference held in Riyadh, Huawei showcased how a new generation of cutting-edge technologies and applications will help nations to achieve their digital transformation agendas successfully, sustainably, and securely. In addition to being a strategic partner to the inaugural LEAP conference, a number of international Huawei executives participated in forums throughout the three-day event.

LEAP was held against the backdrop of rapid digital transformation in Saudi society, in line with Vision 2030 goals. The country aims to become one of the world's top 20 tech economies using digital to create a more diverse economy.

Huawei's rotating chairman Guo Ping delivered a keynote speech on the opening day of LEAP on how companies and countries in the region can take a lead in global digital innovation. The synergy of modern technologies was also explored by Frank Dai, president of cloud business at Huawei Middle East, while Edwin Diender, CIO of the global energy business unit at Huawei, looked specifically at how the digitization journey can support a global energy transition and carbon-neutrality goals.

Steven Yi, president of Huawei Middle East, said: "As the host of LEAP, Saudi Arabia's digitization roadmap exemplifies the transformative role of technology across all sectors of the society. The Kingdom has put digitization on the fast track and is now amongst the global pioneers in deploying new generations of ICT solutions. LEAP has served as an important international forum to build consensus and deepen collaboration in areas that will create new economic and social value for all."

Under the theme of "Dive into Digital", Huawei's exhibition at LEAP demonstrated the full end-to-end capabilities of its ICT expertise, with representation from its enterprise, carrier, and consumer business groups, as well as its cloud and digital power business units.

Huawei's enterprise business group explored scenario-based solutions across five major industries including government, energy, transportation, finance, and education. The company's carrier business group meanwhile focused on strategies for creating future-oriented networks, cooperating with telecom carriers to enable Saudi Arabia's digitalization transformation and achieve Vision 2030. Visitors to LEAP further explored eight experience zones from Huawei consumer business group looking at the future of smart devices and mobile services ecosystems. Cloud computing was another important domain at this year's LEAP, with Huawei displaying the latest cloud-native, AI capabilities for supporting governments and enterprises to intelligently upgrade through HUAWEI CLOUD.

The role of technology in supporting carbon neutrality was also in the spotlight at LEAP. The Huawei Digital Power business focused on the intersection between digital and power electronics technologies to help create zero-carbon ICT infrastructure in the Middle East, and to support zero-carbon electricity generation in line with recent national sustainability commitments. Huawei showcased the latest green energy-saving products, some of which have shown to save 30% on power consumption compared to traditional products. T

Interview: Khalid Athar

Security and Privacy through Design

Aloysius Cheang
Chief Security Officer, Huawei Tech (UAE)

talks about the Cybersecurity landscape in the Middle East and Huawei's approach to security in exclusive interview with Teletimes International

Cheang has two decades of international experience in managing and delivering multi-million dollar cybersecurity programs globally. He is currently a Board Director for UK-based cyber leadership think tank, the Centre for Strategic Cyberspace + International Studies.

Cheang was a Co-Founder and Managing Director for Cloud Security Alliance Asia Pacific (CSA). Prior the CSA, he was the Worldwide Head of Security for Vodafone Global Enterprise and a Security Practice Leader with PricewaterhouseCoopers Singapore, having started his career with the Singapore Ministry of Defence.

Cheang is sought-after by numerous international news outlets for his professional perspective, and has provided commentary and opinions to the BBC, Times, Wall Street Journal, ZDNet, ISMG, Xinhua News, SCMP, The Hindu, The Nation, China Times, The Straits Times and ChannelNewsAsia.

Khalid Athar: Please tell us about the Huawei strategy to fortify information security.

Aloysius Cheang: Our strategy is very simple. We are here to help our customers to take up the Digital Transformation journey by ensuring that our products are designed with security right from day one, right from scratch, to ensure privacy and protection.

KA: COVID-19 saw more and more people coming online along with higher cybersecurity risks. Could you tell us about some of the challenges that were faced during this time and how you overcame them?

CA: Our products are designed with three special features that address the cyber pandemic that you mentioned. They are all designed for prevention against any mass weapon of mass destruction, disruption and distraction.

When we talk about distraction: it's all about your identity being stolen online and there is no traceability in whatever you do. (So that you couldn't trace back) When we talk about disruption, it means loss of service, it means no availability or no resiliency. Our products address that concern and then, I also mentioned mass destruction - that means that we make sure our products are designed such that you will withstand any kind of major issues that may be coming from external factors or hackers or internal major mis-configuration issues or or any intentional sabotage by the staff internally.

At the end of the day, we develop systems that are safe, secure and resilient, right from the start. This is called security by design and privacy by design principles.

KA: You are Huawei's first CFO in the region. Could you tell us a little bit about your experience with the region's cybersecurity landscape?

Our products are designed with security right from scratch to ensure privacy and protection.

Today, cybersecurity is a board level issue - if it doesn't reach the board, you can never realize the full potential of the strategy.

AC: The regional cybersecurity landscape is still very much in the infancy stage compared to many other regions like the EU, Europe and US or even from where I come from, from Singapore and Southeast Asia. Despite the fact that it is in the infancy stage, it is progressing very rapidly and is improving very rapidly. And you can actually see this in the standings like Saudi was ranked second in the ITU cybersecurity index and UAE is ranked fifth. You can clearly see that these are the two major countries in GCC which are ranked in the top five. So, despite it being in the infancy stage from a certain point of view, there are things that the government is doing right which enables the high rating in the ITU's global cybersecurity index.

That said, more needs to be done to galvanize the industry together. We need to work together to make it a more vibrant industry and we need to see more cybersecurity startups. We need to see the cybersecurity industry banding together to establish practices to achieve certain goals that are industry led rather than government led. And this is where we are aiming to help the government transform by participating in the public private partnership. We work closely with the government so that the government can actually be the driver at the back of the scene to tell you to do more.

As an industry, we have to be more proactive in terms of security because in security, there's no compromise.

KA: What are the major threats to information security in the Middle East?

AC: In the Middle East, the problem is not too different from the rest of the world. The major trend today that we are still facing is ransomware. Because, you know, people are going after money, right after high value targets, and there's a lot of high value targets in the Middle East. This is what you saw with Aramco last year. I think there'll be more and more Middle Eastern companies that will be targeted by ransomware.

KA: How can companies in the telecoms industry take steps to protect themselves from cyber attacks in the future?

AC: For cybersecurity, in the telecom industry, last year, we were talking about adopting the GSMA best practices like for example, GSMA 5G knowledge base and GSMA certification, so we send our telecom equipment for the certification, which is a third party or open and transparent certification scheme that GSMA has developed. So this year, we are going to do one step further. We have participated in collaboration with the OIC CERT under the OIC to develop a 5G security framework. This year, we would like to see how we could drive the adoption of this framework among the OIC nation states and at the same time develop on this framework to make it grow globally and be the leading 5G security standard. And with the inputs coming in from 57 countries, there is potential to make it even better than what we have. The 5G security framework is a living document, it will forever be evolving and different from the traditional way of doing standards where every study and review is only after every three to five years.

KA: What is a quick way to identify if a good cybersecurity structure is in place?

AC: We can start by looking at the company structure. When cybersecurity standards are in place, the entity has a cybersecurity strategy to speak about in the first place. For example, you see that in UAE, they launched the cyber secret National Cybersecurity strategy by TRA and that speaks volumes about whether you have an idea about what you are going to do from a security perspective or not.

Secondly, it is to look at whether you have somebody at the very top that endorses and owns the cybersecurity strategy just like Dr. Kuwaiti owns it under the Cyber Security Council, so it's across the whole UAE government.

It is important that someone who owns it is in the top level executive management or has a seat in the board. Today, cybersecurity is a board level issue - if it doesn't reach the board, you can never realize the full potential of the strategy.

KA: How would you summarize the importance of cybersecurity for telecom companies?

AC: We always have a duty to protect the interests of our customers, because our customers' peace of mind is our peace of mind. When it comes to security, there is no compromise for Huawei. We will always place it as our number one priority. T

Saudi Digital Academy and Huawei to cooperate in nurturing future digital talent

The Saudi Digital Academy (SDA) has signed a MoU with Huawei to cooperate in developing local talent within the technology domain, supporting the Kingdom's digitization goals outlined in Vision 2030. The memorandum was signed between SDA CEO Mohammed Alsuhaim and Deputy CEO of Huawei in Saudi Arabia Steven Liu in the presence of HE Eng. Haytham AlOhali, Vice Minister of Communications and Information Technology; Eng. Faris AlSaqabi, Deputy Minister for Future Jobs and Capabilities; Shunli Wang, Vice President of Huawei Middle East, and Eric Yang, CEO of Huawei in Saudi Arabia, at the global technology conference LEAP.

The two organizations will work together on the launch of new projects within the Huawei ICT Academy Program that involves building a talent supply chain covering the entire process of learning, certification, and talent promotion. Through such projects, SDA and Huawei aim to support 8,000 Saudi trainees through the Huawei ICT Certification Program. The two parties will also collaborate in upcoming editions of Huawei's annual Middle East ICT Competition, which in 2021 was run in partnership with the Saudi Ministry of Communications and Information Technology (MCIT). SDA and Huawei further plan to collaborate in supporting the 'Attaa Digital' initiative, empowered by MCIT, including the delivery of trainings for Huawei HMS developers in the Kingdom.

Expanding its own capabilities, SDA will engage Huawei in a variety of knowledge-sharing activities. The latest memorandum outlines plans for Huawei to train and certify 100 Saudi trainers from SDA through its Huawei Train the Trainer (TTT) program, focusing on areas such as AI, cloud, security, data center and 5G. Huawei will also conduct a digital leadership camp for SDA and MCIT leaders.

In the area of job creation, SDA and Huawei have also confirmed an ambition to host a joint ICT job fair by the end of 2022 that expands opportunities for local talent in the Kingdom.

Mohamad Alsuhaim, CEO of Saudi Digital Academy, said: "SDA has a legacy of working with prestigious academic institutions and private sector leaders in the development of its programs. This memorandum with Huawei will open up new opportunities for Saudi digital talent to both develop cutting-edge skills and to be leaders of the future digital economy."

Eric Yang, CEO of Huawei Tech Investment Saudi Arabia, said: "Local talent is constantly required to drive digital transformation on a national level. Through partnerships like this with the Saudi Digital Academy, we are able to create an even stronger digital ecosystem that serves both recent graduates and ICT professionals, contributing towards the progress of Saudi Arabia's Vision 2030 which places a strong emphasis on the potential of the ICT sector." T

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Etisalat makes key leadership appointments to drive growth across its operations

Etisalat Group has announced the appointment of Mikhail Gerchuk as CEO - International and Khalifa Hassan Al Forah Al Shamsi as CEO - Etisalat Consumer Digital. Reporting to Hatem Dowidar - Etisalat Group CEO, Gerchuk and Al Shamsi will help secure the Organization's growth mandate. Gerchuk will be responsible for providing comprehensive direction to develop and implement the international telco strategy and the accompanying long-term plans needed for practical, maintaining growth across international operations. Al Shamsi's appointment is part of Etisalat Group's ongoing digital transformation strategy to significantly expand Etisalat's digital portfolio by growing the existing business, as well as capturing new opportunities in the consumer market, through its new dedicated vertical – Etisalat Consumer Digital.

The announcement follows the appointment of Salvador Anglada as the CEO of Etisalat Enterprise Digital in November 2021, to drive digital transformation by enabling enterprises and governments to become smarter through the use of the latest technologies such as Cloud, Cyber Security, Internet of Things (IoT) and AI. Etisalat Enterprise Digital brings together the best industry digital experts, assets and platforms with a unique service and operating model, providing end-to-end digital vertical propositions to enable smarter developments, education, healthcare, transportation and a smarter economy. It has a successful track record in delivering large digital projects and solutions by providing comprehensive services in consultancy, business modeling, solutions design, program management, execution, delivery and post-implementation support and operation services.

These appointments are a testament to Etisalat's commitment to accelerate digital transformation and provide outstanding customer experiences while investing in and empowering its UAE national capabilities to excel in their career path of choice. Where Etisalat Enterprise Digital is focused on the strategic growth of its digital offerings to cater to the needs of its enterprise customers, Etisalat Consumer Digital will expand its digital portfolio in the consumer market.

Khalifa Al Shamsi
CEO-Consumer Digital

Mikhail Gerchuk
CEO - Etisalat International

Al Shamsi began his career with Etisalat spanning nearly three decades and has a proven track record in telecom and digital services backed by a solid commercial and technical background. He has had a solid hand in Etisalat's first move into growing digital adjacencies, leading the deployment of mobile services, fibre-based broadband and advanced data services. He has held several leadership positions within Etisalat Group, including Head of Mobile Networks, Chief Marketing Officer and Chief Digital Officer. His role in building the business unit 'Etisalat Digital Services' was paramount to generating new revenue streams and accelerating business growth. In his previous role as the Group Chief Corporate Strategy & Governance Officer, he was a key contributor to the vision and future strategic priorities of Etisalat Group.

With over 20 years of experience in the telecoms industry, Gerchuk has held several notable leadership roles with Vodafone, MTS, and VEON, covering marketing, product and services development, and launching new business segments. In his most recent role, he was the Senior Advisor – Telecom, Media and Technology Practice – at McKinsey & Company, London. Before that, he was the VEON CEO for the Eurasia region, where he was instrumental in successfully turning around the decline in business revenue and achieving strong growth, thus increasing profitability dramatically. T

Etisalat crowned as the strongest telecom brand in the world

Hatem Dowidar CEO - Etisalat Group

Etisalat has been ranked as the world's strongest telecom brand and is the first in the Middle East and Africa (MEA) region to achieve this milestone recognition by Brand Finance, the world's leading brand valuation authority.

With a telecom portfolio of well over US$ 12.5 billion, Etisalat not only retained its AAA brand rating but also its position in MEA as the strongest brand across all categories and the most valuable brand portfolio . These accolades underline the UAE's leadership position globally in its cutting-edge telecom infrastructure and strategic advances in digital transformation.

Committed to customer value creation

Eng. Hatem Dowidar, CEO, Etisalat Group, said: "To be recognised as the world's strongest telecom brand and as the most valuable telecom brand portfolio in MEA underline the success of our strategic initiatives to build a robust telecom infrastructure that creates added value for our customers wherever we serve. With our relentless focus on being customer-centric, we continue to push our horizons by investing in next generation technology that enhance our service offering and help shape the digital future."

He added: "In this digital-first era, our focus is to be agile to meet the

David Haigh
Chairman & CEO, Brand Finance

evolving requirements of our customers and deliver relevant and flexible services. Since our inception in 1976, we have been led by a vision to create a world-class telecom infrastructure that is central to economic progress. We are inspired by the support and guidance of the UAE leadership to stay innovative and future-focused so that we can continue to empower communities and enrich lives."

Astute brand leadership

Brand Finance also named Eng. Hatem Dowidar to the Elite List of Brand Guardians globally. This recognises the ground-breaking initiatives that he launched since he joined Etisalat in September 2015, which played a key role in propelling Etisalat's business growth. Assuming the role of Group CEO in 2020, he stewarded the company's growth through the fast-changing telecom and technology landscape following the COVID-19 pandemic. His astute brand stewardship served as the foundation for enhancing Etisalat's brand reputation as well as employee engagement.

David Haigh, Chairman and CEO, Brand Finance, said: "Guided by the vision to 'drive the digital future to empower societies', Etisalat is the world's strongest telecoms brand of 2022, as well as retaining its status as the strongest brand in the Middle East and Africa for the second consecutive year. Etisalat's brand focuses on togetherness and plays its part by providing a first-class telecoms infrastructure across its footprint. Exceptional rollout of 5G technology has also meant that the Etisalat Group's portfolio of brands is the most valuable amongst telecoms Organizations in the Middle East."

Attributing the success to his team at Etisalat, Dowidar added: "Our significant brand value growth is the result of the contributions and dedication of our employees across all the markets where we operate. Alongside our partners, they are the cornerstones of our efforts to be a digital-first company that is future-ready, while upholding our vision to empower societies, and turn challenges into opportunities."

Path-breaking achievements

With the UAE leading the world in fibre-to-the-home (FTTH) penetration rate, Etisalat's robust fibre-optic infrastructure enhances the customer experiences across all business operations. Etisalat raised the benchmark as the world's fastest network by delivering the best 5G experience at Expo 2020 Dubai as its official telecommunication and digital services partner, surpassing the expectations of millions of visitors. Etisalat has built a dedicated network for Expo 2020, which is the first 5G commercial site in MENA with more than 8,000 Wi-Fi access points, 8,500 mobile access points, and 700 km of fibre-optic cable.

"Etisalat's brand focuses on togetherness and plays its part by providing a first-class telecoms infrastructure across its footprint. Exceptional rollout of 5G technology has also meant that the Etisalat Group's portfolio of brands is the most valuable amongst telecoms Organizations in the Middle East."

As the UAE celebrates its 50th anniversary, Etisalat has leveraged its 46 years of telecoms experience and its investment in telecom infrastructure to enable the progress of the people and business alike, in addition to supporting vital sectors such as healthcare and education, especially following the pandemic. Through its 'Stay at Home' campaign, over one million students across the UAE completed their studies online seamlessly.

Empowering the digital future

As the telecom sector continues to evolve at breakneck speed, Dowidar is focused on strengthening Etisalat's strategic role in empowering the communities it serves in global markets. "Our proven ability to deliver seamless connectivity is our differentiating strength. We are fully equipped to unlock the potential of digital technologies to drive digital transformation at all levels – from government to business to individuals. Our recognition as the world's leading telecom brand further fuels our ambition to expand to new geographies and build innovative partnerships, underpinning Etisalat as a brand that makes a positive difference."

Etisalat's digital arm has already made great strides in its digital B2B services, particularly in cybersecurity, the Internet of Things (IoT), and cloud connectivity. Help Ag, Etisalat Enterprise Digital's cybersecurity arm, protects customers against identity theft and serve as an effective digital transformation vehicle.

Brand Finance is the world's leading independent branded business valuation and strategy authority. Founded in 1996 and headquartered in the City of London, it aims to 'bridge the gap between marketing and finance.' Brand Finance evaluates over 5,000 brands across all sectors and geographies every year. The 500 most valuable brands are included in the Brand Finance Global 500 report. T

Smart, homogeneous and cloudy

8 important trends in edge computing

***Marc Veelenturf** - Chief Executive Officer Middle East and Turkey of Atos*

Edge computing is becoming more intelligent, competing with conventional networking strategies and expanding cloud services into distributed overall solutions. Analysts assume that in the future 75 percent of the data in company networks will be processed via edge computing. On the way there, companies should be aware of eight key trends.

1. Edge computing becomes intelligent with AI and machine learning

Edge devices are getting more and more computing capacity. Drivers of this development are artificial intelligence applications. The latencies of cloud access are often too high for AI, and short response times are required in industry. A typical example is anomaly detection: If there are disruptions in the operational process, the AI systems have to react immediately.

Fortunately, many machine learning solutions are twofold: training the models and running them. The training side requires high-end cloud solutions as large amounts of data are processed. The resulting models are slim and work on standard hardware at the edge, where short response times are guaranteed. Edge computing makes AI easier and more widely applicable. According to new studies, 73 percent of large companies and almost 60 percent of smaller companies are already using machine learning.

2. Edge computing and 5G campus networks - the couple of the future

Large companies in particular with many business premises and larger premises will increasingly use 5G technology to set up campus networks. These are private networks for internal communication. They have the potential to become an alternative for connecting sensors, gateways and edge computing devices.

So far, WiFi and Ethernet have been the most widely used, but 5G offers more for the Industrial IoT: Companies can implement all communication requirements with a single network that provides excellent support for bandwidth and network quality management. In addition, 5G can work with low-energy hardware. A

clear couple of the future.

3. Less data: process videos on site

Real-time video streams together with artificial intelligence help to monitor buildings and company premises or to detect objects in production processes. But high-resolution cameras generate enorMoUs data streams - with an 8K camera, this can be 100 Mbit per second and camera. An evaluation of all camera streams in the cloud is unrealistic, the automated detection of alarm situations - such as stepping on the tracks in public transport or leaving unattended luggage - must take place on site. For this purpose, powerful edge servers have been established, which, with their high computing capacity, pre-analyze the camera feeds in real time and only transfer relevant material to the cloud, and also trigger alarms if necessary. This development will continue in the coming year.

4. More control: No digital twins without edge computing

The simulation of structures or processes with a digital twin is one of the most successful applications of Industry 4.0. The idea behind it: parallel to the actual production processes, virtual processes fed with data run in real time on the computer. They are used for monitoring, control and simulation. In this way, the digital twin of a machine can easily demonstrate how changes in the processes work.

Again, edge computing is becoming the norm due to the large amounts of data being processed. Because these virtual processes can be implemented more easily with edge computing, especially in real-time applications for analysis and control. The general trend is evident here again: edge computing is becoming more powerful and its range of tasks is expanding.

5. Edge Cloud and Smart Edge - everything for the applications

According to a recent study, edge computing will develop into an exponentially growing market. Behind this is an interesting development with great future potential for 2022: time-critical tasks in the cloud are moving to the edge. This is how parts of IoT stacks are ported to edge devices. Hyperscalers are also expanding their cloud services to include additional edge services - for example in the form of edge appliances managed by the hyperscaler and operated on site. "On the edge".

Telecom companies have also discovered the potential of edge computing and are increasingly offering edge-based value-added services that use a large number of the telecom operator's network offerings

Processing data quickly and on-site is one of the principles of edge computing. But the technology can do more: It can replace conventional networking strategies and expand cloud services into distributed overall solutions.

- this is called MEC (Multi-Access Edge Computing). An example of such a value-added service is VSaaS (Video Surveillance as a Service) with automatic detection of intruders in a family home. The idea is old, but only with edge computing does it become practical and commercially viable.

6. The end of the device zoo: edge computing becomes homogeneous

Many companies use numerous edge devices that come from different technology generations. This is because the early IoT providers used not only their own developments but also adapted microcontrollers such as Arduino boards or microcomputers such as the Raspberry Pi. They are practical for basic applications, but not powerful enough for modern edge services with data analytics and machine learning.

The variety of IoT sensors and other edge devices will not disappear, but there is a trend towards standardized, off-the-shelf edge servers. In Telekom jargon, this is referred to as uCPE (Universal Customer Premises Equipment), i.e. universal systems on site at the customer site.

7. Security: Central authentication and device identities

The individual machines networked via the edge, including edge devices, must be unequivocally identified throughout the IT and provided with access rights to central resources. IT security tasks such as IAM (Identity & Access Management) or the issuing of so-called certificates for identification come to the fore.

Classic assumptions such as "everything is safe in the LAN within the company, outside there is danger" are no longer applicable, because edge computing is blurring the boundary between inside and outside. New approaches are needed, such as the "zero trust" paradigm. It follows the principle that all internal and external parts of an IT or cloud/edge application must be secured equally.

8. Decarbonization doesn't stop at the edge

The trends described so far have a downside that will soon be intolerable: they are driving up energy consumption and impacting a company's carbon footprint. Energy-saving technologies and the better use of energy promise a remedy – for example by using waste heat. Above all, high-performance edge data centers require energy management that has to be considered right from the start. Here we see a trend that will characterize the coming decades: In the future it will be a question of increasing energy efficiency and at the same time implementing further sustainability measures through innovative technologies.

Edge computing makes the cloud better

In the future, edge computing will prevail wherever the cloud alone cannot fully exploit its advantages: in real-time applications, big data and artificial intelligence. Companies should therefore prepare in good time and adapt their edge infrastructure with standard hardware and software. In the long term, the intensive cooperation between edge and cloud will become the new normal in industrial IT: Both technologies contribute to success with their strengths. T

stc launches MENA Hub by 1b$ to reinforce digitization and enable the local economy's growth

stc has announced the launch of its initiative to establish a major digital hub "MENA Hub" for the Middle East and North Africa with an investment of 1 billion USD, which ensures the leading position of KSA across the ICT sector and stc's role as leading player in the region, and aims to enable the Kingdom's economy growth and gross domestic product. The launch came in on the sideline of LEAP International Conference, which kicked off on 1st February in the capital, Riyadh. This comes in cooperation with regional and international partners. The hub will link three continents, benefiting from the strategic location of the Kingdom, and promoting investment in international communication services and data centers. The hub will include the installation of a number of highly efficient cables to meet the future requirements of cloud services, by investing in an advanced fiber optic network that ensures continuous availability of services.

"stc is committed to be the digital pioneer to achieve KSA Vision 2030 by developing digital business so the Kingdom will be the

regional hub and link the three continents. In addition to attracting direct and indirect foreign investments and stimulating more local investments. Hence, our goal is to build this property for the region and turn our goals to reality", said Olayan AlWetaid, CEO stc Group.

Technologies such as 5G, artificial intelligence and augmented reality are used in stc's innovative products and services, while new technologies such as the Internet of Things and cloud technology are accelerating in achieving sustainability goals. Therefore, stc provides impartiality and transparency to the products of the Saudi market in line with business sustainability through the diversity and flexibility of its assets. This comes by creating the right environment for an open market concept that enriches the ecosystem in developing countries where all customers and partners (content providers, cloud providers, international and national carriers) can communicate directly or through other means.

"We are proud to contribute to transforming the digital industry in the Kingdom into a leading industrial power and a global logistics center, and the development of the local industrial sector, which puts Saudi Arabia at the forefront of global countries among data-dependent economies, stressing the transformation of business environments and the local community to be digitally connected in order to achieve an advanced digital economy", concluded Alwetaid. T

"The path to the future"

Tackling the electronic E-waste problem using sustainable & responsible reverse supply chains in a Circular Economy

I - What is Electronics Waste?

Electronics recycling is the process of recovering material from old devices to use in new products. E-waste is a symptom of an industrial production system inherited from the steam-driven days of the first industrial revolution in the 18th century. E-waste is also at the very first about wasting rare earth metals. Metals which are essential for IT equipment and very costly to produce.

Electronic waste (i.e. e-scrap) is described as discarded electrical or electronic devices and only makes up 4% of the waste stream, but it accounts for 70% of the toxic pollution in earth landfills. Informal processing of e-waste in developing countries can lead to adverse human health effects and environmental pollution.

II - The fundamental problem - The linear, 'Take-Make-Waste' process & scarcity

The linear, 'Take-Make-Waste' process is based on the assumption that the production system has infinite resources where materials are:

- Extracted from the earth's crust,
- Transported to manufacturing sites,
- Used to produce products knowing that all materials not part of end product are discarded as waste.
  Later on, these products are transported to users and finally, at the end-of-life,

E-waste is one of the biggest problems for our planet today and we are not even completely aware of the problem as a society.

"There are certain moral, economic and financial incentives to stop this explosive growth of e-waste."

discarded as waste.

III – Digitalization - The global e-waste problem is escalating!

In the 21st century we should know better:

- Fossil fuels are limited and have a negative heath and planet impact
- Rare earth elements (rare materials)

are scarce. In electronic components heavy metals and harmful materials such as lead, cadmium, beryllium, brominated flame retardants and rare minerals if not properly handled can cause severe environmental damage and harm to human health
- Water is scarce

By definition, this classical way of producing is unsustainable.

It's just a matter of time

World volumes of end-of-life e-products is expected to rise by 33% over a 5 year period according to studies in the past such as Solving the E-Waste Problem (STEP) Initiative.

E-waste trends will continue to grow: Global E-waste Monitor 2020 reported that an estimated 53.6 million metric tonnes (Mt) of Waste Electrical and Electronic Equipment (WEEE) was generated in 2019. That represented a 21% jump in the five years since 2014 (with e-waste on a predicted course to 74 Mt by 2030).
China and the United States topped the world's totals in market volume of WEEE, and e-waste, however, an e-waste per capita gives a different view on e-waste production with North America having an approximate 20.9kg per capita and China having approximately 7.2kg per capita of e-waste.

IV - IT recycling - Laws & Regulations

There are some moral, economic and financial incentives to stop this explosive growth of e-waste. A lot of the electronic devices are IT and Telecommunications Equipment and are used by corporate consumers. As such, in a way, these corporate consumers are taking part in the explosive growth of e-waste.

"The way we cool off electronics in data centers may be generating the e-waste recycling problem as we know it"

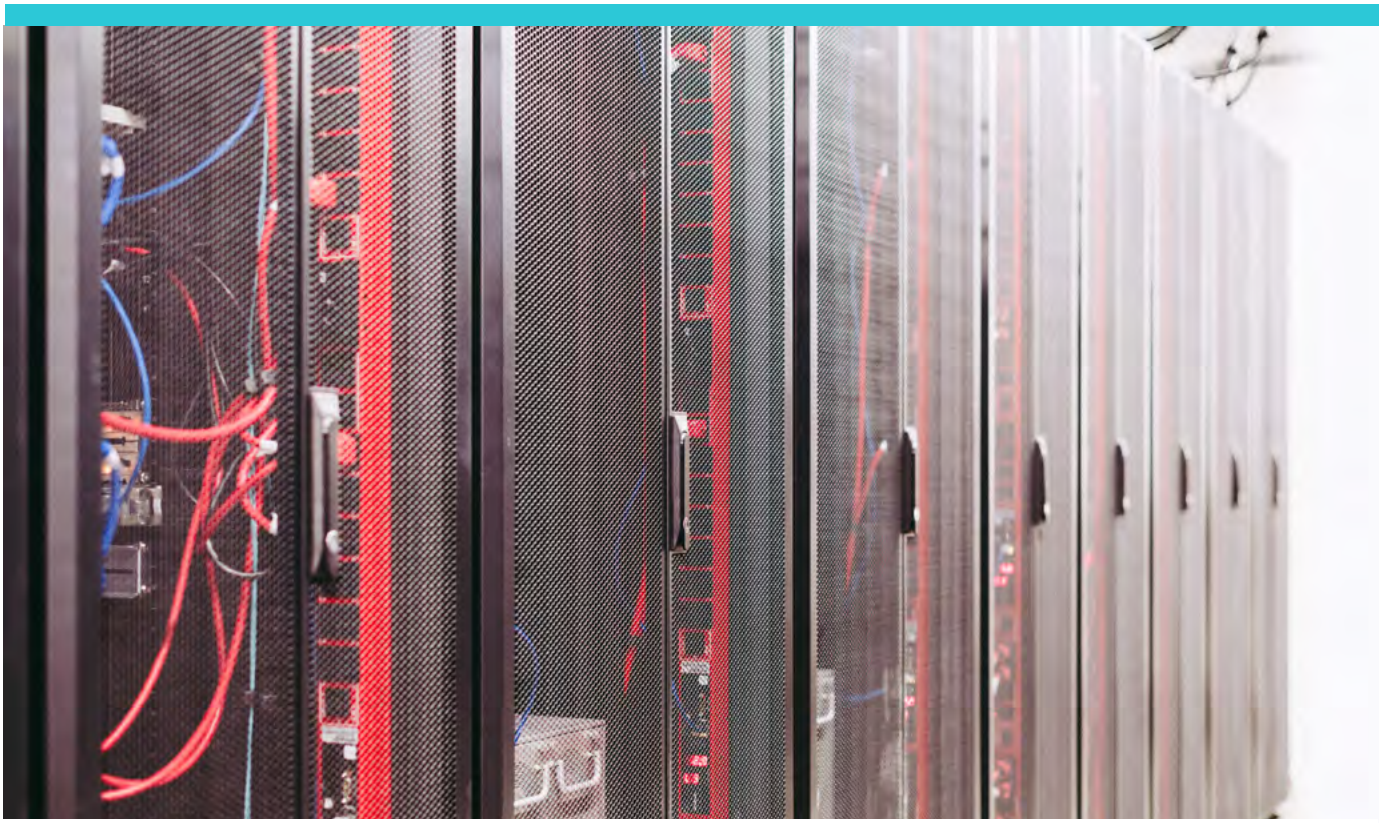
V - Conclusion

The problem is not related to the way we collect it and we scatter it. E-waste will never be solved or even reduced without using new technologies such as Full Immersion Cooling DTMTM technology.

We need to make companies & governments working together to build reverse supply chains that are sustainable, safe and responsible, and which ensure that materials do not flow into the informal sector whilst maximizing progress towards a circular economy for used and end of life information and communications technology, and electrical and electronic equipment.

The story we have long been talking about with these little electronic components warming up, which over the years has reached limits of laws of physics as we know, ended up to be the overall components (CPU, GPU, FPGA, ASIC, memory, condenser, hard drive etc.) on the PCB and the way we cool them today is obsolete.

"Nothing will change as long as we are using air and water cooling. There is no Green Datacenter using such a solution for cooling!"



Data Centers and their cooling consume huge amounts of energy and also lead to e-waste. We obviously need Data Centers but we also need to do better at how we maintain them.

DTMTM FULL immersion technology by Immersion4 can impact the whole supply chain, the movement and processing of materials and the value of the finished product. The need and the value of the raw materials will be mostly avoided to create a highly efficient / economical reverse supply chain model which is essential to achieving a circular economy.

"Immersion4 will be the greatest help in reducing e-waste up to 90% using FULL immersive DTMTM technology to remove cooling complexity"

At the appliance level – DTM ICETM Coolant fluid is the thermal conductor

- No more issues related to physics laws - Thermal and mechanical gradients critical factors defining MTBF using AIR cooling are:
- solved as inexistent.
- No more need to use heat sink materials on the top of 'Hot spot"
- Appliance power supply can be reduced by up to 50%
- No more space needed for AIR circulation
- No humidity, no corrosion, no oxidation, no dust, no need for PCB protection layer aka:
- conventional coatings and brominated flame retardant
- No more fan and air circulation needed
- No "liquid to the chip" complexity

At the datacenter level - No datacenter infrastructure required

- No AC, no HVAC, no In Row, no chemical fire suppression, no AIR IN row circulation & filtration (ASHRAE standard), no water cooling evaporation.
- Only half size UPS and Backup system.

This is not only about technology. This is about legislation and policy - all together national, regional and global, overseeing the associated standards, quality and boundaries, and the movement of materials which make up the reverse supply chain.

A regulatory framework will be required to support more sustainable and responsible stages of open and closed reverse supply chains in the electronics sector but it's NOT what will make the change. The change will come from the consciousness of each of us and our awareness of what we leave behind for future generations. T

Vodafone Qatar reports 77% increase in net profit for 2021

Rashid Fahad Al Naimi
MD - Vodafone Qatar

Sh Hamad Abdulla Jassim Al Thani
CEO - Vodafone Qatar

Abdulla Nasser Al Misnad
Chairman - Vodafone Qatar's

Vodafone Qatar P.Q.S.C. has announced its financial results for the year ended 31 December 2021, which reflect the Company's success in maintaining its growth trajectory.

The Company reported an annual Net Profit of QR 327 million, a 76.9% (or QR 142 million) increase compared to the previous year mainly driven by EBITDA growth, despite the impact of COVID-19.

Total revenue for the year increased by 14.8% year-on-year to reach QR 2.5 billion due to continued growth in the Company's postpaid, fixed broadband services (GigaHome), managed services and equipment and related services. Service Revenue grew by 10.4% to QR 2.2 billion. Vodafone Qatar is now serving 1.9 million mobile customers representing a growth of 16.3% compared to last year.

EBITDA surpassed QR 1 billion reflecting strong growth of QR 223 million or 27.5% compared to last year, positively impacted by the higher service revenue and the continued cost optimization programe. Consequently, EBITDA Margin improved by 4.1 percentage points to reach 40.8%.

Based on Vodafone Qatar's commitment to enhance shareholder value and the strong financial performance, the Board of Directors have recommended the distribution of a cash dividend of 6% of the nominal share value, i.e. QR 0.06 per share, which will be presented at the Company's next Annual General Assembly for approval.

Commenting on the results, Vodafone Qatar's Chairman, Mr. Abdulla Nasser Al Misnad, said, "Vodafone Qatar started 2021 by making further significant investments to enhance and expand its network, which allowed us to better support all of our consumer and business customers across Qatar. We have also worked hard to continue adapting to the new landscape in which we are now operating in as a business, due to the long-term impact of the COVID-19 pandemic, as well as set ourselves up for the future. Now, through our efforts to proactively accelerate and promote the digital transformation of Qatar, we look forward to playing a pivotal role in what is set to be a very productive year for both our company and the country. All of this would not be possible without the exceptional leadership of our Executive Management Team and the relentless efforts, loyalty and commitment to providing the highest quality customer service of our employees, who I thank on behalf of the Board."

Mr. Rashid Fahad Al Naimi, Vodafone Qatar Managing Director added, "Vodafone Qatar finished 2021 with a 76.9% increase in Net Profit year-on-year and with 16 consecutive quarters of higher year-on-year revenue. This, despite the sustained impact of the COVID-19 pandemic on global markets and headwinds that continue to erode the overall market value of the telecommunications industry worldwide. The Transformation Strategy that Vodafone introduced in 2018 is still in its implementation phase, and its effectiveness can be seen through the trend of constant growth that we have achieved in the past year. The Company is consistently improving the returns it provides to its shareholders, which is led by revenue growth and continued cost control, and we are confident that we will be able to continue to do so in 2022 and beyond."

Sheikh Hamad Abdulla Jassim Al Thani, CEO, Vodafone Qatar, elaborated, "2021 was an exceptional year for Vodafone Qatar. Thanks to our clear business strategy, and by relying on innovation we have been able to continue moving towards our desired goals at an ever-increasing pace. We increased our efforts to develop and enhance our industry-leading network, especially with regards to our 5G capabilities. T

Standard-setting guides tech for sustainable development

Industry and governments aim to help shape global digital transformation agenda ahead of ITU standardization assembly

Industry leaders and policy makers will gather at the end of the month to share ambitions for technical standards to drive sustainable development worldwide.

The discussions on 28 February – hosted by the International Telecommunication Union (ITU) in Geneva, Switzerland – offer a platform for companies, countries, regulators, and academia to align with United Nations development priorities for the decade.

The ITU Global Standards Symposium also highlights the rising share of ITU standardization work dedicated to environmental sustainability, healthcare, road safety, financial inclusion, and the creation of smart cities and communities.

Technical standards developed through international collaboration aim to harness the accelerating uptake of technologies in fields such as 5G, the Internet of Things, and artificial intelligence (AI) to help meet UN Sustainable Development Goals.

"The global ITU membership is uniquely positioned to drive digital infrastructure development, connect the unconnected, and build confidence and trust in digital technologies," said ITU Secretary-General Houlin Zhao. "International standards can bring the benefits of digital transformation to everyone, everywhere."
Setting the standardization agenda

The symposium paves the way for the decisive ITU World Telecommunication Standardization Assembly (WTSA) between 1 and 9 March.

WTSA-20 – delayed for two years by the COVID-19 pandemic – is poised to set the course for ITU's standardization work to meet emerging industry and societal needs. It comes amid mounting climate fears, the ongoing health crisis, and rising demand for technical standards, as all sectors accelerate investment in digital technologies to improve efficiency and transform multiple businesses and services.

"All voices are heard in the inclusive ITU standardization process, where every step forward is determined by consensus decision," said Chaesub Lee, Director of ITU's Telecommunication Standardization Bureau. "Working together on international standardization, we can build consensus on how new technologies should factor into our future."

Convening stakeholders from around the globe

ITU – the UN specialized agency for information and communication technologies – encompasses a unique global membership of 193 Member States and over 900 companies, universities, and international and regional organizations.

The symposium's steering committee will submit recommended actions for ITU's membership at WTSA, which is the governing conference for ITU's standardization arm, known as ITU-T. This global event, normally held every four years, also approves the mandates of standardization expert groups (ITU-T Study Groups) and appoints their leadership teams.

In parallel, an on-site exhibition will showcase innovations in fields like optical networks, datacenter liquid cooling, and blockchain, as well as demos of metaverse worlds created with no-code programing.

A side event marking International Women's Day on 8 March is dedicated to promoting women's leadership in standardization.

The symposium and the assembly are both to take place in Geneva, Switzerland, at the International Conference Center Geneva (CICG) and ITU headquarters.

Online remote participation will be available for both events, although participation in WTSA decision-making will be limited to delegates attending in person.
Participation in the Global Standards Symposium is open to all.
Confirmed speakers at the symposium include:

- *H.E. Nele Leosk, Symposium Chair; Ambassador-at-Large for Digital Affairs, Ministry of Foreign Affairs, Estonia*
- *H.E. Ursula Owusu-Ekuful, Minister for Communications and Digitalisation, Ghana*
- *H.E. Khumbudzo Phophi Silence Ntshavheni, Minister of Communications and Digital Technologies, South Africa*
- *H.E. Teodoro Willink, Vice-Minister for Telecommunications, Ministry of Science, Technology and Telecommunications, Costa Rica*
- *Olga Algayerová, Executive Secretary, United Nations Economic Commission for Europe*
- *Hossam El-Gammal, Executive President, National Telecom Regulatory Authority, Egypt*
- *Javier Garcia Diaz, Director General, Spanish Association for Standardization, Spain*
- *Jung Hae-yong, Vice Mayor for Economic Affairs, Daegu, Korea*
- *Martín Olmos, Undersecretary of Information and Communications Technology, Argentina*
- *Gil Reichen, Mayor, Pully, Switzerland*
- *Joan Ribó, Mayor, Valencia, Spain*
- *Jean Todt, UN Special Envoy for Road Safety*

Infinet Wireless

to display its cutting-edge solutions for the interconnected world at MWC 2022

Infinet Wireless, the global leader in fixed wireless broadband connectivity, is set to exhibit its solutions for the ever-present connectivity, at Mobile World Congress 2022 (MWC), the world's leading mobile industry and technology event. Focusing on provision of the connectivity in different locations, including smart cities and rural areas, Infinet Wireless will be displaying its cutting-edge solutions for the interconnected world at Stand 1C30 in the Fira de Barcelona venue from February 28, 2022 to March 3, 2022. Additionally, the company's experts will share their experiences in the field of the latest Infinet Wireless' deployments around the world.

The core Infinet Wireless product that will be on display is the company's diverse Point-to-Multipoint solution InfiMAN Evolution, which is both universal and flexible, and appreciated by all kinds of tech professionals in wireless communication. It delivers industry-leading capacity, which helps to increase profit. It also has built-in router functionality, eliminating the extra cost and inconvenience of installing a router at the customer's premises.

InfiLINK Evolution, which is the Point-to-Point counterpart of the InfiMAN Evolution is another stellar member of Infinet Wireless product portfolio. It delivers impressive throughput and facilitates the control of traffic security thanks to a built-in firewall and rich security features. This product family can be deployed in a wide array of applications, such as WISP last

Dmitry Okorokov
CEO - Infinet Wireless

mile access, high-capacity infrastructure backhauls, long-range rural connectivity, in support of Smart City solutions, safe zones monitoring/surveillance systems, and traffic management frameworks .

Along with the InfiMAN Evolution and InfiLINK Evolution product portfolios, the Quanta solutions family will be in the spotlight. It includes Quanta 5, Quanta 6 and Quanta 70, which are operating in the infrastructure consisting of Point-to-Point radio links in the corresponding 5 GHz, 6 GHz and 70 GHz frequency bands. These solutions ensure robust connectivity at a fair distance which makes them suitable for a wide range of applications.

Infinet Wireless' innovations can be confirmed by the wide geographical scope of the company's installations and integrations. Creating the Smart City infrastructure in Las Condes community of Santiago de Chile, building up a radio link of 180 km to provide connectivity in challenging terrain of Indonesia, backing up the essential data of the Omani company Muscat Overseas Group, spotting traffic violations on Kazakhstan's roads – Infinet Wireless has achieved all this over the last couple of years since the COVID-19 outbreak. Even in this unprecedented time Infinet Wireless continues to maintain its image of a disruptive company which embraces the new reality and helps many people in the world who believe in digital equity to make their dreams of bridging the digital divide happen.

"We're proud to say that our company innovations allow us to get with the time," comments Dmitry Okorokov, the CEO at Infinet Wireless. "Moreover, it's an honor for us to be at the forefront of the digital transformation happening around the world nowadays. Mobile World Congress is not just an event, it's the tech community which brings the future closer,"he concluded.

Infinet Wireless experts will welcome the attendees of Mobile World Congress at Stand 1 C30 in the Fira de Barcelona venue from February 28, 2022 to March 3, 2022. T

TAWAL of stc Group fully acquires Awal Telecom in Pakistan

Abdul Majid

TAWAL, the leading Saudi ICT infrastructure company and one of stc Group subsidiaries, has announced its entry into the Pakistan's market via a full acquisition of Awal Telecom. The move, which is TAWAL's first foray outside Saudi Arabia, is an initial step in the company's international expansion roadmap.

TAWAL has agreed in principle on a full acquisition of Pakistani tower company AWAL Telecom from its shareholders. The acquisition will see TAWAL bring significant capital investment, processes, and expertise to the market and introduce innovative products to its portfolio.

The deal, which is subject to regulatory approval from the Pakistani authorities, will see AWAL rebranded as TAWAL Pakistan and form the launchpad of TAWAL's operations in the country. AWAL, a fully licensed operation by the Pakistan Telecommunications Authority, currently builds and operates in the country's northwest region primarily.

Olayan Alwetaid, Chief Executive Officer of stc Group said: "We are very pleased of TAWAL's entry into Pakistan market as one of stc Group subsidiaries. TAWAL is looking forward to fruitful partnerships with the country's mobile network operators and meeting the demand for robust telecommunications infrastructure there. We believe that TAWAL is in a strong position to extend its footprint outside Saudi Arabia and are exploring opportunities in key markets regionally and globally."

Mohammed Alhakbani, Chief Executive Officer, TAWAL said. "Pakistan is an exciting market with high growth potential, and TAWAL is looking forward to extending our digital transformation and ICT infrastructure development capabilities to the country. The country is witnessing growing mobile service penetration, which is creating infrastructural demand that TAWAL is ideally placed to address. We are excited about adding the AWAL team to our international operations under the TAWAL umbrella and laying the groundwork for further global expansion."

With four major mobile network operators servicing 238 million people, Pakistan is the 5th most populous country after China, India, the United States and Indonesia (excluding the European Union). The country currently has over 189 million cellular subscribers and 108 million-plus 3G/4G subscribers, with mobile voice and mobile broadband subscriptions having seen double-digit growth in recent years. The expansion of 4G LTE and 5G mobile networks is expected to drive market and revenue growth, along with the wider availability of value-added services. Yet there are currently fewer than 40,000 tower sites in the country, implying significant build potential over the next several years.

TAWAL owns a portfolio of over 15,500 telecom towers in Saudi Arabia. It operates in the KSA under license, to provide wholesale services for infrastructure that is issued by the Communications and Information Technology Commission in 2019. The company is actively supporting Saudi Arabia's digital transformation plans in line with the Saudi Vision 2030. It is expanding its reach across new cities and rural areas in Saudi Arabia and is actively rolling out smart-city-ready technologies such as camouflage telecom towers, smart poles capable of supporting 5G and IoT devices, in-building solutions (IBS), and small cells. T

Intersputnik becomes a sponsor for ITU headquarters project

The Intersputnik International Organization of Space Communications has decided to become a sponsor of the new International Telecommunication Union (ITU) headquarters project in Geneva, Switzerland.

Intersputnik – an international satellite communications services organization and active ITU member – will sponsor a cafeteria in the new ITU building, whose construction is scheduled to start in 2023 and finish in 2026.

The 200-seat cafeteria will be named the "Intersputnik Café".

The building will face Place des Nations in the heart of Geneva's international district. As conceived by the architects, this new home will enhance ITU's image as a key global institution for peace and cooperation and underscore the organization's commitment to sustainable, inclusive technological development.

"I welcome Intersputnik's decision to sponsor the cafeteria in ITU's future home," said ITU Secretary- General Houlin Zhao. "It will serve as a reminder of the ties that bind ITU and Intersputnik in our pursuit to bring the benefits of space communications and digital transformation to all people."

Houlin Zhao
Secretary General - ITU

Ksenia Drozdova
DG - Intersputnik

Partnership promoting satellite tech

Intersputnik and ITU – the United Nations specialized agency for information and communication technologies (ICTs) – have been working in close partnership since 1983, when the first cooperation arrangement was signed.

Satellite technologies are of vital importance for the telecom industry, where ITU is entrusted with the key global coordinating role on the use of frequencies and orbits. Bearing this in mind, Intersputnik welcomed the opportunity to contribute to ITU's new headquarters.

"By participating in the new ITU building preparations, Intersputnik along with its esteemed Member States and Signatories reaffirms its commitment to remain involved in and keep contributing to the global processes aimed at achieving the UN Sustainable Development Goals, primarily bridging the digital divide," said Ksenia Drozdova, Director General of Intersputnik. T

Intersputnik joins GSO Association

The Intersputnik International Organization of Space Communications has gained full membership of the Global Satellite Operators Association (GSOA), a platform to promote satellite communication services and the common interests of satellite operators. The Association, formerly known as ESOA (EMEA Satellite Operators Association) used to focus on Europe, the Middle East and Africa. However, January 2022 saw the expansion of the geography of the Association's activities, which was announced as a move to bring together new members among satellite operators from across the world. This is how ESOA transformed from a regional structure into a global one.

By bringing together national, regional and international satellite operators, GSOA represents the interests of the satellite community, advances industry interests, and advocates positions on key global platforms, in bodies and agencies in charge of regulation, standardization and development of future telecom networks. Leading policymakers and international organizations such as the International Telecommunication Union (ITU), the 3rd Generation Partnership Project (3GPP) as well as other major global economy and ICT players, including the World Economic Forum, etc., recognize the Association as the representative body for satellite operators. As a part of its activities within the global telecoms industry, GSOA works closely with all relevant organizations to ensure a seamless integration of satellite communications into the next-gen networks and future ICT environment. GSOA's mission is also to encourage the use of satellite communications for achieving the UN Sustainable Development Goals as well as contribute to space sustainability. T

Gulf Future Business to Open a Business Center in Saudi Arabia

Teletimes Report

Gulf Future Business (GFB), a Bahraini company, plans to open its first Business Center located in Saudi Arabia's business district area this year 2022.

GFB Business Center will provide companies soft-landing zone into the Saudi market with fully furnished working space, complete amenities, and support services. This will help accelerate their market entry, support their ongoing operations, and generate opportunities for each company on board.

The "Gulf Future Business Center in Saudi Arabia" was specifically designed to incubate companies all over the GCC operating in other activities and have products, services, solutions, and expertise required by the Saudi market.

Ahmed Al Hujairy, CEO of Gulf Future Business, said in a statement on this occasion, "We aim to assist companies seeking to capitalize on development prospects in the Saudi market by offering them with a well-equipped facility that includes comprehensive business solutions, superior information technology infrastructure, and professional administrative services."

Al Hujairy added that the center is now prepared to incubate companies, with the group hoping to expand in this center to fulfill the needs of enterprises. He affirmed that a strong presence in the Saudi market would assist the companies in succeeding and thriving in a huge economy that is experiencing rapid expansion.

Saudi Arabia is one of the largest Group Twenty (G20) countries. The G20 is made up of 19 countries and the EU. The international forum brings together the world's major economies, whose members account for more than 80% of world GDP, 75% of global trade, and 60% of the population. Big multinationals have already chosen Saudi Arabia due to its rapid growth of local Fintech services and a growing number of Fintech players leveraging the local investment ecosystem, which has unparalleled potential, " Al Hujairy concluded. T

Huawei ranked among Top 10 Most Valuable Brands of 2022

Brand Finance has named Huawei among the top 10 most valuable brands for 2022 in its recently published Brand Finance Global 500 2022 report, jumping up 6 places from 2021 despite facing many unforeseen challenges.

The Chinese tech giant has ranked the world's 9th most valuable brand for 2022. Its brand value improvement defies the odds amidst the heavy scrutiny it faces from the US.

The report from the London-headquartered brand valuation and strategy consultancy showed a staggering year-on-year growth of 29% in Huawei's brand value to $71.2 billion.

Every year, Brand Finance puts 5,000 of the biggest brands to the test, and publish nearly 100 reports, ranking brands across all sectors and countries. The world's top 500 most valuable and strongest brands are included in the annual Brand Finance Global 500 ranking – now in its 16th year.

As a whole, the tech sector is once again revealed to be the most valuable industry, with a cumulative brand value of close to US$1.3 trillion in the Brand Finance Global 500 rankings. T

Etisalat Digital partners with NICE to bring the CXone Cloud platform to the UAE

Etisalat Digital has announced a partnership with NICE to drive the availability of the CXone platform in the UAE. The collaboration provides Etisalat customers with a clear, seamless path to the cloud with CXone while enabling frictionless digital self-service and agent-assisted customer experiences. With CXone, Etisalat Digital is uniquely positioned to advise and empower Organizations to transform their business via effective, engaging customer communications now and into the future. NICE CEO, Barak Eilam, and Etisalat Enterprise Digital CEO, Salvador Anglada, were present at the signing ceremony held at the Etisalat Digital Hospitality Lounge at Expo 2020, Dubai.

Etisalat Digital chose to collaborate with NICE following a comprehensive review of Contact Center as a Service (CCaaS) providers that revealed CXone as the leading CX platform with a proven ability to drive digital transformation well into the future. Capabilities such as easy migration to the cloud, the ability to rapidly innovate and offer cutting-edge features, flexibility to scale as needed, easy management of remote agents working from any location as well as multiple contact centers drove the decision for the collaboration. As part of this alliance, Etisalat Digital will drive strategic investments in building managed services practice around NICE CXone - a first of its kind in the region.

Among the NICE solutions to be offered by Etisalat is the CXi, (Customer Experience interactions) platform, a new framework delivered through a unified suite of applications on the CXone platform. CXi empowers Organizations to intelligently meet their customers wherever their journey begins, enables resolution through AI and data driven self-service, and prepares agents to resolve customer needs successfully. It enables a frictionless end-to-end service experience, combining digital entry points, journey orchestration, smart self-service, prepared agents and complete performance improvement, all embedded with purpose-built CX AI and based on a native open cloud foundation.

Salvador Anglada, CEO of Etisalat Enterprise Digital, said: "Etisalat Digital is committed to deliver the most advanced and efficient customer engagement solutions as a cornerstone in the digital transformation journey of businesses and governments. NICE and CXone are an ideal partner for our contact center practice that will deliver the most innovative solutions for an exceptional customer service experience."

Barak Eilam, CEO, NICE, said: "Our partnership with Etisalat Digital demonstrates NICE CXone's accelerated international expansion, and we're excited to work together to bring the benefits of the cloud to agents and customers in the UAE. CXone provides the essential technology businesses need to exceed today's customers' expectations in a unified cloud native platform, fast-tracking digital transformations and digital fluency for companies of all sizes across the globe." T

IFS delivers another market beating year with software growth at 22%

IFS has announced its financial results for the full year ending December 31, 2021.

The company saw a 22% growth in software revenue in 2021, with cloud revenue going strong at a 105% increase year on year despite Covid-19 headwinds. Our ability to enable our customers to deliver outstanding Moments of Service™ quarter after quarter has been essential for IFS in achieving sustained growth over the last two years, with a 2020/2021 CAGR (compound annual growth rate) of 22% in software revenue and 36% in recurring revenue.

Across industries, companies evolved their business models by leveraging digital technologies and driving innovation into their services, outcomes and/or products in a bid to differentiate and gain competitive advantage in uncertain times. The need for companies to build adaptability in their organizational set up, as well as agility in their responses to shifting customer and consumer demands became crystal clear.

IFS stayed true to its commitment to accelerate its customers' time to value, and its unwavering industry focus has continued to deliver solutions that not only meet customers' needs as they navigate their new business normal, but also enable them to proactively plan and transform for the medium and longer term.

Some key milestones for IFS in 2021 included:

- In February: The company's rebranding celebrated 30+ years of success brought together under the promise of always delivering great Moments of Service™. The launch itself was acclaimed and secured multiple awards**.

- In March: The launch of IFS Cloud™, a tech-rich single cloud product with embedded digital innovation that delivers a clear path to Evergreen and a lower TCO. The product also earnt the company several awards***.
- In April: The launch of IFS's sustainability strategy and pledge to become carbon neutral by 2025 as well as the appointment of Lewis Pugh as IFS's sustainability ambassador.
- In June: The acquisition of ITSM and ITOM provider Axios Systems to extend the company's service offering.
- In July: The acquisition of Customerville, already used by IFS in its Voice of the Customer program, and poised to help IFS customers deliver great Moments of Service™.
- In October: The company announced the winners of its first Change for Good Sustainablity Awards which saw over 35 global companies partake, as well as the launch of IFS Cloud's latest release including the new sustainability module.
- In November: The launch of IFS assyst 11.4 which brings digitised IT self-service to the entire Organization through a much-simplified enterprise pricing model.

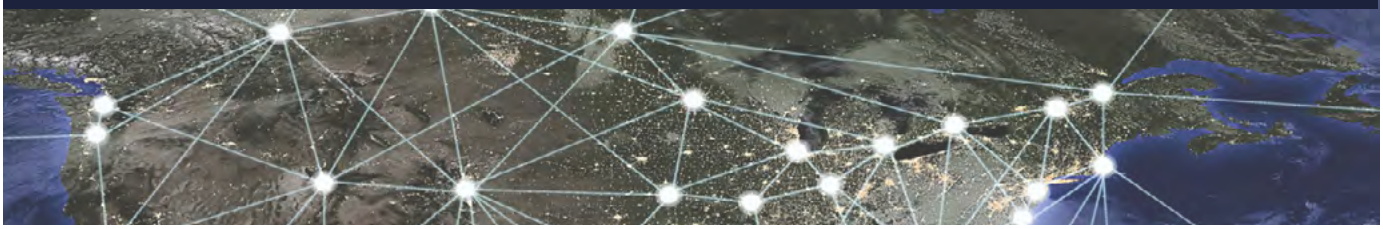
IFS CEO Darren Roos commented: "Four consecutive years of double-digit growth is something the entire organization is hugely proud of, particularly in view of the challenging circumstances we've experienced since 2020. He added: "in 2021, our goal to help companies deliver their greatest Moments of Service™ also became a reality through our M&A strategy. We successfully integrated two companies into IFS and, since our acquisiton of Axios systems in June, have increased subscription bookings for IFS assyst by 236 percent compared to the same period in 2020." Roos continued: "the numbers paint the picture of a strong and healthy business and I am particularly delighted that we are not compromising on any other metrics to achieve this level of sustained growth."

IFS Chief Financial Officer, Constance Minc, commented: "The 2021 results are very important because they cement IFS's impressive performance trajectory with another year of double-digit software revenue growth while continuing to expand our margins. Our comittment to lead the industry in customer satisfaction, growth and profitabiltiy is unchanged."

Throughout the year, IFS has continued to nurture its customer-first culture by strengthening its service organization and its partner ecosystem as well as maintaining an active involvement in the work delivered by the IFS Foundation in Sri Lanka, a nation that is home to over 1,500 IFS employees.

In line with WorkWave establishing itself as a standalone business at the end of Q2 2021, the performance reported above excludes WorkWave's contribution to the IFS Group. Performance including WorkWave saw software revenue grow at 32% YTD and the IFS Group reach $984M USD revenue in 2021. T

Verizon Business and Atos to power industry-leading predictive analytics 5G edge solution



Verizon Business and Atos has announced an industry-leading partnership to power intelligent IoT solutions with private 5G multi-access edge computing for businesses, government and communities worldwide. The 5G edge solution will transform the way companies can leverage predictive analytics, allowing them to improve operational efficiency, mitigate risk and increase revenue.

Combining the expertise of Verizon and Atos, organizations will be able to create immersive digital experiences that fully exercise 5G environments on the edge of their networks, representing the next breakthrough in business value. The Verizon-Atos solution provides an end-to-end architecture that includes hardware, 5G, application and automation, field services and service desk support. The joint solution cost effectively overcomes scalability and latency challenges.

Verizon will implement Atos Computer Vision platform in their private 5G multi-access edge computing as part of the joint solution for enterprises, providing ready-to-deploy business use cases in various industries. The Atos platform plays a role in bringing key capabilities in AI-powered video analytics to mission critical environments. Additionally, Verizon has validated Atos' BullSequana Edge servers to help continue its powerful 5G capabilities, unlocking advancements of network security, connectivity and data management.

The joint solution will focus on large scale, cloud and AI-powered data analytics to help businesses operate more efficiently. In one of the use cases, the platform will analyze

Jean-Philippe Poirault
Head of Telecom, Media and Technology - Atos

Tami Erwin
CEO - Verizon Business

180 billion data points every hour. Using this system, the engineers and operators will be able to pinpoint exactly when and where operation downtime is predicted, up to 30 days in advance. Further, key metrics and trends will lead to operational efficiency and remove points of failure over time. These insights can come from a localized part of the system and can be applied across a global landscape.

"This new, joint solution will provide enterprise customers with an unprecedented level of insight into their operations, and we're excited about the prospect of building on our existing partnership with Atos. We know the future will be built on our leading 5G network, and today's announcement is another example of how our products and solutions are having a genuine impact on business efficiency and revenue today," said Tami Erwin, CEO, Verizon Business.

"We are proud to combine our uniquely positioned digital transformations in telecommunications and edge computing with Verizon Business' reliable, high performance 5G networks to revolutionize the way people live, work and play. This industry-leading partnership exemplifies how we will innovate the 5G marketplace to the benefit of new and exciting user experiences for both business and consumers alike," said Jean-Philippe Poirault, Head of Telecom, Media and Technology, Atos.

Atos has been recognized as the overall global Leader in artificial intelligence on the edge in ISG's Provider Lens™ 'Internet of Things – Solutions & Services' Quadrant Report 2021, ranking highest from all global companies evaluated both in terms of portfolio attractiveness and competitive strength. Similarly, Gartner named Atos an edge AI tech innovator for 2020.

stc is the first in the MEA while advancing a 7th position globally for 2022

stc ranked first among the communications and information technology companies as per the MENA classification of Forbes magazine, with its brand value growth by 16% year-on-year to reach $10.6 billion. The Saudi digital enabler stc also advanced 7 positions globally to rank 184th Most Valuable Brands in the Middle East and Africa for 2022.

This global progressive ranking came in as a conclusion of the recent achievements performed by the company, especially after its successful secondary public offering of its 100.2 million shares, which represented 5.01% of its shares by the Public Investment Fund. The offering represented a significant achievement for stc as a joint stock company, as it led to enhancing the liquidity of its shares, making it accessible to a larger group of investors, and diversifying its investments and strategy in investing in various fields, including the financial technology "Fintech" after stcpay obtained its license as a bank Digital, from the Central Bank of Saudi Arabia (SAMA).

stc has also established the largest data center project in the region with an area of more than 180,000 square meters during the third phase with 16 data centers, which included 17,000 storage units, serving 8 sites distributed over 6 cities.

stc Group's achievement reflects the affirmation of the success of its strategy, by focusing on providing a distinguished customer experience and a pioneering market growth. It was also able to maintain its leadership and enhance its brand's strength in the Kingdom and the region, based on its several unconventional paths enriching the experience of its customers, with digital solutions and services, as it did during 2021.

This ranking came after the Brand Finance brand classification by Forbes that was recently issued, which topped stc as the most valuable brands in the telecom and digital sector and ranked it as the strongest in the Middle East for the second year in a row, with a 32% growth in brand value since the rebranding in 2019. T

MTN South Africa chooses iSON Xperiences to manage its customer service

Global customer experience management firm iSON Xperiences has been appointed as the outsourced customer service provider for MTN South Africa. Combined with the Vodacom business attained through its recent acquisition of Altron People Solutions, this five-year deal sees iSON Xperiences now covering more than 50% of the market share in the telecom segment in the country.

"The project sees iSON Xperiences managing half of the outsourced customer service business of MTN South Africa. We feel we can add considerable value to the Organization, given our extensive experience in the telecom sector in Africa and the rest of the world," says Pravin Kumar, Global CEO of iSON Xperiences.

The South African project reflects the exceptional work iSON Xperiences has done for the MTN Group across the continent in a similar call-center outsourcing agreement put in place in mid-2015. As part of that deal, iSON Xperiences has been responsible for managing 100% of the call center operations

of MTN in six countries, South Africa being the 7th. "iSON Xperiences has key expertise in lifecycle management contracts that are focused on growing the business of our customers. This reflects our strategic focus on long-term deals. For instance, other service providers might boast about how they manage 97% of their calls in 10 seconds. But if they do not help retain the customer, cross-sell, or increase average revenue per unit, then those claims have little value," Kumar says.

As is evidence of this, Kumar cites how iSON Xperiences has enabled the MTN Group to substantially increase customer experience with much reduced cost and has helped the company to increase its subscriber base significantly over the past five years after the outsourcing of the call centers.

"We have a proven track record of retaining our clients for many years because of this unrelenting commitment to helping them meet their objectives in retaining and growing their customer base. For iSON Xperiences, these projects are as much about the relationships with our customers as they are about creating local jobs. This has always been one of our core objectives when moving into Africa – to provide local people with the intellectual property and technology to join the job market. Fundamentally, we believe that local people must work in the customer service industry that serves that country," he says. T

Will 2022 sustain the sophisticated cyberattacks developed in 2021?

Steve Flynn, Sales and Marketing Director for ESET Southern Africa

After two years of unexpected events, how will 2022 stack against what is becoming a much more sophisticated approach to cybercrime? While cloud technology enjoyed an unprecedented increase in its adoption, entire industries were held back after major cyberattacks. To cap off an eventful 2021, many Organizations entered the festive season with some form of threat from the Log4J vulnerability hanging over their heads too. Awareness is, in effect, a form of prevention and understanding the increasing trends, which set the tone for the year to come in cybersecurity can only help build appropriate defence mechanisms.

As the world continues to move towards the increasingly common distributed workforce and the steady shift towards the cloud, ESET, a global leader in cybersecurity, says that there has been a greater and understandable demand for reliable end-point security with increases in targeted ransomware attacks. Despite the concern that remote computing has caused, it does present an opportunity for many Organizations to modernise their infrastructure and move more of the workloads into the cloud. The result, in many instances, is a more reliable, recoverable and scalable infrastructure set not only for its clients but for ESET too.

The cloud is the limit

Although more of a gradual upgrade rather than a dramatic shift, Organizations are moving their infrastructure off-premise as they opt for more reliability, the scalability offered from Cloud solutions that can adapt to the needs of the business.

Employees are returning to work, but it seems more likely that the new workplace

will be more hybrid, necessitating unique security requirements. A far greater emphasis on protecting end-point devices is required as security to The Edge is only reasonable in on-premise solutions. As a result, In 2022, it will be necessary for every Organization to evaluate their return to work policies and ensure that the security measures they have in place suit the needs of a hybrid workforce and the protection of their data. Many of the existing security technologies that Organizations have in place are inapplicable.

Cyberattacks on small businesses had a massive impact in 2021. Upwards of 60% said they could not recover financially from a severe cyber or ransomware attack. And the massive cyberattacks on the Department of Justice and another South African parastatal, Transnet, in 2021, showed that even large Organizations could suffer irreparable harm.

Consequently, there will be increasing demand for high-quality, reputable security software for laptops, which are the backbone for many SMBs and end-user mobile devices.

ESET LiveGuard is a feature that adds a layer of cloud-based protection specifically designed to mitigate threats that are new in the wild by intelligently moving to a protected cloud-based sandbox, virtually eliminating any threat of malware or suspicious scripts unknowingly being opened.

In the partner landscape, ESET provides efficient tools to enable how its partners solution their customers with the best support and cloud-based security products.

System-driven efficiencies

The pandemic continues to unsettle activities that partners and clients relied on previously: face to face get-togethers and engagements, training and other on-premise support. Support services and training – typically delivered in-person in the past – will continue to become the norm to facilitate online, but still, several systems at Organizations need to be adapted to facilitate this move.

The benefit of this shift to online-based interactions is that many Organizations, including ESET, have found new ways of providing customer support, training and business development, forcing a critical review of many systems and processes.

This fundamental shift will improve efficiency and efficacy in how ESET

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INTEGRASYS welcomes Jeffrey S. Hunsucker

The new Senior Sales Director in America, head of the Sales Office in Herndon, Virginia

With a lot of experience in successful sales in the Telecom & Satellite Industry, particularly in DOD & DOE. Jeffrey is a proven leader who responds to challenges with confidence and determination. He has been recruited by INTEGRASYS, to develop the business and lead the Americas sales teams. Having previously worked in positions like Director Key Clientele or Regional Sales Director in US & Canada, for INTEGRASYS partners such as iDirect, Comtech, or Spacebridge. Jeff brings a great knowledge of sales and management to a fast-growing company with innovative solutions as INTEGRASYS is.

Jeffrey has a strong track record of success in customer experience management, growing business and commercialization agreements within satellite industry. He has been managed and supported major accounts, provided solutions, and opened new accounts in territories that are not covered.

As a Senior Sales Director, Jeffrey will lead America's sales, with high communication skills to establish strong and long-term relationships with customers and partners, negotiate commercial agreements and manage complex sales processes.

"We are delighted to introduce our new hire, which adds value for the company and our customers. INTEGRASYS is always building success and innovation, through both their employees and products, and closer to customers." remarked Alvaro Sanchez, CEO at In Integrasys.

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engages with its partners, clients and customers.

Recently IDC MarketScape acknowledged ESET for the continued reinvestment of its profits into software development, core threat research, and threat hunting. The acknowledgement is a cornerstone of why ESET remains Europe's favourite cybersecurity brand and fast becoming a significant player in South Africa, too.

Partnering for success

ESET Southern Africa's engagement with its partners continues to deliver results. Successful partnerships are the core of a vendor's success. ESET's re-imagined engagement platform increased support and dedication to helping managed services providers and resellers achieve their sales goals is expected to build on the success that the company enjoyed in 2022. We expect this to be helped by excellent new products in the consumer and enterprise Cloud space.

Looking ahead

Organizations large and small saw – to some extent – the effects of not having adequate protection in place. Cyberthreats are sophisticated, and cybercriminals will stop at nothing to hold a business or individual to ransom, acquire data, or steal funds. And cybercrime is increasing unabated.

Sophisticated attacks are going to become more personalised, which will drive an even greater need to protect vulnerable proprietary applications from attack.

Organizations cannot operate today without some form of a protective solution in place regardless of where the infrastructure is located or what device it is on.

Global tech conference 'LEAP' in Riyadh highlights challenges of Fourth Industrial Revolution

Over the course of three days from February 1-3, Riyadh hosted one of the world's largest tech conferences, serving as a meeting place for the global tech community to discuss the most prominent social and cultural challenges facing the world.

LEAP, organized by the Saudi Ministry of Communications and Information Technology, had a lineup of more than 400 speakers from 80 countries and included the participation of over 700 emerging technology companies and startups.

Participation of Tech Pioneers

One of the global tech companies participating in the event was Micro Focus. The company specializes in software solutions and is a leading provider of enterprise programs globally, offering services to thousands of global customers to manage the core elements of their IT businesses.

At the conference, Micro Focus showcased the latest technology in IT service Management, Cybersecurity, Application Modernization, and Digital Transformational.

Additionally, Gonzalo Usandizaga, President of International, Middle East, Micro Focus highlighted technologies of the Fourth Industrial Revolution, such as artificial intelligence and robotics, and their impact on the future of work and employment.

Major Tech Shifts

Usandizaga said that Saudi Arabia is undergoing major tech changes, especially due to the Kingdom's Vision 2030, resulting in various Saudi sectors being disrupted by

the Fourth Industrial Revolution. "A major tech event in the Kingdom at the global level such as LEAP reflects the qualitative shift that Saudi Arabia is experiencing in various areas, in particular the tech sector in which Saudi Arabia has demonstrated its superiority," he said.

Usandizaga said that Micro Focus was proud to be a part of the conference, which he said provides "a link between revolutionary pioneers and technology innovators, and business leaders, governmental entities, investors and others."

The Fourth Industrial Revolution and the Future of Work

In his presentation at LEAP, Usandizaga spotlighted the contributions of the Fourth Industrial Revolution and AI technologies in reshaping the future of work, developing technologies, and creating new jobs; and hence the need to reimagine and reinvent work and most importantly Leadership.

According to Usandizaga, redesigning work in this way can streamline processes, increase efficiency, and enhance operational flexibility and agility.

The Fourth Industrial Revolution will also foster changes in hiring practices and expand the pool of available candidates and increase diversity for companies while helping to ease the broad workforce transitions that will play out across all countries. Eventually, this will change economies and societies, and make our world more interconnected than ever before.

Digitalization in Saudi Arabia

Usandizaga said that Vision 2030 has helped speed up digitization in all sectors of the Kingdom, praising Saudi Arabia's use of AI to deal with the repercussions of the COVID-19 pandemic, through several smart programs and applications.

He added that further technical developments are expected in Saudi Arabia, and that Micro Focus believed in the potential of the Saudi market in the technology sector.

IDEMIA collaborates with Microsoft to provide next-generation eSIM Connectivity services

IDEMIA has entered into a global collaboration with Microsoft aimed at delivering next-generation eSIM and connectivity solutions for consumer and M2M/IoT devices. The collaboration will bring together IDEMIA's advanced connectivity solutions and longstanding industry expertise with Microsoft's trusted cloud platform to improve support of eSIM services around the world", he added.

IDEMIA provides connectivity solutions that enable Mobile Network Operators (MNOs) to prepare for the exponential growth of connected services for both consumer and M2M eSIM-enabled devices. Today, the company works with over 500 MNOs worldwide to support connectivity through SIM cards, eSIM services for consumer and M2M devices (including smart meters and automobiles, as well as mobile authentication use cases. This relationship will enable the companies to broaden their support for mobile operators by delivering solutions with high levels of service availability, geo-redundancy capacities, as well as state-of the-art security technologies that improve resilience against DDoS (Distributed Denial of Service) attacks.

"We are very excited to strengthen our collaboration with Microsoft," says Ea Chaillioux, VP Strategic Alliances at IDEMIA. "The combination of the IDEMIA and Microsoft Azure expertise will enable us to deliver the best-in-class eSIM Remote Subscription Management services that secure connectivity for consumers, devices and citizens across the world."

"Access to secure Connectivity services has never been as critical as it is today. Our collaboration with IDEMIA will enable us to equip Mobile Operators with the secure, scalable infrastructure they need to future-proof their business, while offering consumers reliable and innovative services that improve the way they connect," says Tony Shakib, General Manager of Azure IoT at Microsoft.

Azure and IDEMIA are both certified by the GSMA for eSIM services.
Focus on next-generation connectivity.

The IDEMIA/Microsoft collaboration will accelerate development of advanced connectivity features and location-based services including:

- Hosting of eSIM Remote Subscription Management services for Consumer and M2M environments
- Global extension of the IDEMIA/Microsoft SAS-SM footprint in GSMA-certified regions
- Ongoing improvement of service levels proposed to address the criticality of eSIM business for mobile operators and IoT device manufacturers across the world
- Co-innovation of next-generation mobile operator solutions, based on Azure services
- Create synergies together to address the network slicing opportunity combining Microsoft footprint among MNOs for 5G back-end systems and IDEMIA's eSIM expertise

The services have launched in France and in the United States, with plans to roll out in other regions over the coming months. T

PTCL will take any decision on 5G considering the market position and conditions

Post's 7% growth in its revenues

Group President & CEO Hatem Bamatraf holds his maiden news conference

PTCL Group President and Chief Executive Officer Hatem Bamatraf has said that PTCL will take any decision on entering into 5G auction process in Pakistan keeping in view the market position and the conditions set by Government in the auction process. He further said, "Currently we are not in the process of any merger or acquisition, but this does not mean that we will not consider any good opportunity". He was addressing his first news conference at PTCL Headquarters in Islamabad after holding the charge as the group head in May, last year (Previously he was working as Group CTO at Etisalat Headquarters in Abu Dhabi).

Hatem reiterated the company's determination to strengthen its presence as the only Telecom Company of the country that offers a complete solution towards digitization which also includes operating a Microfinance Bank (UBank). He declared that this year PTCL has posted highest ever revenue growth in nine years.

The country's leading telecom and ICT services provider, Pakistan Telecommunication Company Limited (PTCL), posted 7% growth in its revenues, owing to a robust commercial strategy that cements its market standing.

The company has announced its annual financial results for the year 2021 at its Board of Directors' meeting on February 10, 2022.

PTCL Group

- PTCL Group posted a revenue of Rs 138 billion in the year 2021 which is 6.3% higher as compared to 2020.
- PTCL continued its growth trajectory by posting 7%YoY revenue growth which is the highest since 2013.
- PTML (Ufone) also posted a revenue growth of 4.3% despite stiff competition in the market.
- UBank continued its growth momentum and has achieved 8.4% growth in revenue.
- PTCL Group has posted a net profit of Rs 2.6 billion.

PTCL

- PTCL continued its strong performance throughout 2021. PTCL's revenue of Rs 77 billion for the year 2021 is 7% higher than 2020, mainly driven by Broadband and Corporate & Wholesale business segments.
- PTCL registered highest Fixed broadband Sales and Net Adds in 2021 since 2015, which allowed PTCL to grow in the broadband business segment.
- PTCL is the fastest growing Fiber-To-The-Home (FTTH) operator with highest Net adds within FTTH market in 2021.
- The company has posted operating profit of Rs 4.2 billion, which is higher by 21% compared to 2020.
- Net profit of Rs 6.9 billion is higher by 14% as compared to last year.

The company is continuously upgrading its existing infrastructure and network, besides expanding FTTH across the country to offer seamless connectivity for greater customer experience. Prompt deployment of FTTH and strong performance in Corporate and Wholesale segments are the cornerstone in PTCL's topline growth, which along with focus on cost optimization program, has significantly increased the company's profitability. T

TiVi5MONDE launches exclusively on ARABSAT across MENA region

Globecast and Arabsat, the leading satellite services provider in the Arab world, have announced that TiVi5MONDE has exclusively chosen the longstanding partnership to launch the channel in SD and HD across the MENA region. The free-to-air DTH channel launched 28th Jan 2022.

TiVi5MONDE, owned by French network TV5MONDE, is a 24/7 French language children's network, featuring cartoons, educational shows, and teen series. It's aimed at children and tweens aged four to fourteen, whether they are native French speakers or learning the language.

Dr. Badr bin Nasser AlSuwaidan, Arabsat Acting CEO, said, "Arabsat is always honoured to be one of the partners and satellite distributors of TV5MONDE's network of TV channels in the Middle East and North Africa region. Working with Globecast, we're very pleased to have been selected as the exclusive satellite distributor of the new kid's channel for our viewers in the Arab world. Arabsat has always been proudly classified by our viewers as the preferred satellite video neighbourhood of the Arab family. We pay close attention to the valuable and distinctive

Philippe Bernard
CEO and Chairman - Globecast

Dr. Badr bin Nasser AlSuwaidan
CEO - Arabsat

TV channels that are particularly relevant to the customs, traditions, and privacy of the Arabic family in our region."

Yves Bigot, TV5MONDE CEO, said, "We are very pleased to launch this new channel with our long-time partners Arabsat and to expand the TV5MONDE brand in the MENA region. We anticipate Tivi5MONDE driving interest among young north African Francophones and Francophiles while further promoting French-culture and language in this area."

Philippe Bernard, Globecast CEO and Chairman, said, "Satellite channel distribution is very powerful across the MENA region and our partnership with Arabsat has proved invaluable for many customers.

AVIA Appoints Matthew Cheetham as GM of the Coalition Against Piracy

The Asia Video Industry Association has appointed Matthew Cheetham as General Manager of the Coalition Against Piracy (CAP) with immediate effect.

Over the last four years CAP has made real inroads into the systemic problems of video piracy faced by the broadcast and streaming video industry in Asia Pacific. The blocking of pirate sites is becoming more common in many markets, laws have been introduced to limit access to infringing set-top devices, constructive relationships have been forged with intermediaries to limit access to pirate services and investigations and prosecutions have been effected. And yet the problem remains the single biggest

impediment to the growth of the legitimate content creation industry and ecosystem.

As the General Manager of CAP, Cheetham will take over from Aaron Herps and build on the accomplishments achieved by CAP to date, with the aim of creating a stronger and healthier environment in which the video industry can prosper.

"CAP is critically important to AVIA and the industry as a whole and I am delighted that in Matt we have such a seasoned and experienced executive taking over. Matt will bring his own ideas and energy to the role and I am confident CAP and the industry's anti-piracy efforts will grow in strength under him," said Louis Boswell, Chief Executive Officer, AVIA.

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The Ethernity CLOUD – One of the key players at the core of the confidential computing revolution

Cloud service providers solved a range of problems at their time. However, while operating in the cloud, users exposed themselves to a new set of worries. Data security and privacy, applications' uptime and confidentiality to name a few. As the number of data breaches increased, solutions became imminent.

A confidential and robust network

Ethernity CLOUD is one of the few blockchain endeavors in the area of private and confidential computing. Starting from the assumption that privacy is a human right, the project aims to deliver a platform that enables private processes in a decentralized manner distributed by smart contracts.

From the start, the project's main focus was laid out — build a trustless environment. To this extent, Ethernity CLOUD deploys a layer-2 solution on which secure encryption and hashing algorithms are used to ensure data confidentiality.

This is complemented by a decentralized network of nodes that ensures robustness, availability with virtually no downtime. This way, users will be able to save costs.

How it works?

The Ethernity CLOUD ecosystem has been designed with two types of users in mind. The operators and the customers. Operators are the users who run nodes and enhance the network. With an average computing unit and the right setup, anyone can become a node operator. In exchange, they are rewarded with ETNY utility tokens. In other words, Ethernity CLOUD is democratizing the access to the network, giving users the opportunity to get a passive income source.

At the other end of the ecosystem are customers — business or research institutions. These are the users who need access to the Ethernity CLOUD network in order to run applications in a decentralized manner. For this, they will have to purchase the computing power directly from the node operators. As an extra security measure, Ethernity CLOUD's ecosystem offer a rating system based on the good reputation and quality of service of each node provider.

Use cases

The digital world is in the middle of a revolution. Experiences are re-interpreted, re-thought, re-designed. It's the food we order, the things we buy, the games we play, the education we get, it's how we stay in shape. There is virtually no ground the digital hasn't crept into.

At the base of everything is data. Some are more sensitive than others. On a personal level, user identifiers such as the physical address, name, date of birth, and financial details are as sensitive as data gets.

Protecting data is where the Ethernity CLOUD shines. Imagine a bank that runs its applications on a confidential network rather than in the conventional cloud. Having a proper encryption algorithm standing in the way of a hacker accessing people's bank details — accounts, acquisitions, savings — is meant to offer some extra peace of mind to the end-users.

Current status and outlook

At the moment, Ethernity CLOUD is actively expanding its Testnet. Sources tell us that the roadmap shows a few exciting events this year. The Mainnet launch is also on the horizon but details are still under wraps. When it comes to the future, one thing is certain according to the Ethernity CLOUD — decentralization and data privacy will be engrained in the fabric of the Internet. T

Partnership between Moro Hub and SAP to enhance intelligent automation

In line with the efforts of Dubai Electricity and Water Authority (DEWA) to promote the position of Dubai as a global hub for digital technologies, Saeed Mohammed Al Tayer, MD & CEO of DEWA, has announced a partnership between Moro Hub (Data Hub Integrated Solutions). The initiative will allow government and private entities to unlock new efficiencies with intelligent automation across their mission-critical processes, that will be hosted from state-of-the-art Moro Hub's data centers, complying with data residency and cyber security requirements of the UAE. The offering will be based on converting clients' capital expenditures (CAPEX) to predictive operating expenditure (OPEX), primarily aimed to reduce the total cost of ownership and allowing the businesses to focus on their core operations, and the estimated savings will be 20 to 30% for customers.

The announcement was made during the 'Shaping the Future with Digital Innovation' Forum, which DEWA Organized in partnership with SAP at Expo 2020 Dubai. It was attended by Christian Klein, the CEO and member of the Executive Board of SAP SE, and HE Saif Humaid AlFalasi, Group CEO, ENOC, and other representation from Dubai Government entities from Roads and Transport Authority, Dubai Digital Authority, Dubai Health Authority, and many others.

"At DEWA, we are guided by the vision and directives of the wise leadership of Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE; H.H Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai; and H.H Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, to make the UAE one of the world's best countries in innovation."

Saeed Mohammed Al Tayer

Al Tayer noted that the UAE occupies an advanced position in the Global Innovation Index and adopts the latest innovative technological solutions in all key areas.

Al Tayer explained that the strategic partnership between DEWA and SAP started in 2009 when DEWA implemented SAP Wave 1 for Enterprise Resource Planning (ERP) system to measure, integrate, and automate all DEWA's processes to provide the highest level of service to its customers, employees and partners. The relations later extended to Moro Hub. Since 2018, Moro Hub became the Authorised Cloud provider for SAP HEC. This year Moro Hub has been certified by SAP as RISE partner – the first local provider to be certified in UAE - to offer in-country cloud-based, highly secure SAP services. SAP also supported our largest solar-powered Uptime TIER III-Certified Data Center in the Middle East and Africa at the Mohammed bin Rashid Al Maktoum Solar Park in Dubai.

Systems Ventures makes equity investment in JOMO

Aftab Raza Khan

Systems Limited has made a strategic investment in JOMO through its subsidiary Systems Ventures. This investment accents how Systems Ventures aspires to amplify digital innovation and support Pakistani businesses that steer positive economic disruption.

JOMO has one of the leading and

progressive eCommerce business model, and its excellence-guaranteed business framework played a momentous role in its rapid growth and set it apart from other key players. Systems Ventures is also excited to share the Board of Director's table with leading names such as The Services Group, Sapphire Group, etc.

Asif Peer, CEO of Systems Limited, expressed, "We are gratified to strategically invest in JOMO, Pakistan's fastest-growing fashion eCommerce company. With seamless last-mile delivery and uniquely positioned 'Try before you buy' excellence model, JOMO has firmly positioned itself as a leading eCommerce brand in the fashion ecosystem. As a technology partner and strategic investor, we are convinced that JOMO will be a trendsetter for other eCommerce ecosystem in Pakistan."

Highly satisfied with the equity investment, Ali Khan-Bajauri, Cofounder and CEO of JOMO, shared, "We are delighted to have a leading, global technology partner and investor like Systems on board. Systems investment closes our first round of private funding. Before reaching out to Venture Capital (VC) seed funding, we at JOMO wanted to choose the right specialists to fully enable us to create gold standards in technology, data, brand building, beauty, and fashion."

"We are super excited to announce that with the addition of Systems, we have all the right partners now sitting around the table to help propel JOMO become a truly Global Pakistani eCommerce company," he further added.

This significant investment diversifies Systems Ventures' investment portfolio and advances the goal of building a digital-centric marketplace. The company also aims to supplement the economic well-being of Pakistan by creating more job opportunities. T

SentinelOne and Mimecast integrate to improve End-To-End threat protection for enterprise devices and email

Integrated solutions offer holistic approach to incident response with XDR automation

SentinelOne, an autonoMoUs cybersecurity platform company has announced a new integrated solution with Mimecast (NASDAQ: MIME) designed to improve end-to-end threat protection, accelerate incident response, and minimize delays for security teams. With SentinelOne and Mimecast solutions, security teams can leverage cooperative defenses and rapidly respond to threats across email and endpoints for a holistic approach to incident response powered by XDR automation.

As tactics change, the sophistication of threat actors increases, and new vulnerabilities are constantly discovered, security operations teams are stretched to the limit investigating and remediating each incident. Email remains one of the most highly leveraged attack vectors. According to Mimecast's 2021 State of Email Security report threats have risen 64% over the course of the pandemic, and 70% of companies expect their business to be harmed by an email-borne attack. Organizations today must utilize integrated defenses to protect email and improve incident response capabilities, while helping to reduce complexity, minimize risk and decrease the demand on an already over-taxed and under-staffed security team.

"While Mimecast is often the first system to detect new threats through our multi-layered inspection capabilities, security operations teams are still spending the majority of time on the collection, normalization and prioritization of data on the threat, leaving little time to focus on solving the issue," said Jules Martin, Vice President, ecosystems & alliances at Mimecast. "Our integration with SentinelOne allows us to improve and accelerate the incident response capabilities we offer our customers."

"Mimecast is often the first system to detect new threats through our multi-layered inspection capabilities."

"As the cyber threat landscape continues to expand, detecting and responding to these threats in real-time is crucial for an organization's security infrastructure," said Ahmed Shah, senior vice president of strategic alliances, Optiv. "It's important to leverage trusted security platforms like those offered by SentinelOne and Mimecast to help identify and mitigate the risk of cyberattacks."

SentinelOne and Mimecast's integrated solutions strengthen and accelerates incident response capabilities across all security layers, including email, endpoints, and cloud. When a threat is detected in SentinelOne, the integrated solutions are engineered to significantly minimize delays as analysts can streamline response by automatically taking actions such as suspending email for a given user, blocking the user email, or quarantining the email account.

"The speed and sophistication with which threat actors are attacking organizations has become staggering, and too often SOC teams are burdened with investigating security issues as opposed to solving them," said Yonni Shelmerdine, vice president, product management, SentinelOne. "The integrated solutions enable our customers to accelerate incident response and contain threats faster by automatically quarantining affected users in Mimecast. The solution ultimately reduces complexity, minimizes risk and decreases the demand on SOC teams."

The integrated solutions from Mimecast and SentinelOne offer comprehensive protection across customer email and endpoints, significantly improving end-to-end threat detection and incident response with XDR automation. T

GLOBAL ICT, TELECOM & SATCOM EVENTS 2022

28 Feb - 03 March

MWC Barcelona

Barcelona, Spain

21 - 23 March

GISEC

Dubai, UAE

21 - 24 March

SATELLITE

Washington DC, USA

28 - 31 March

Capacity MIDDLE EAST 2022

Dubai, UAE

29 - 31 March

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Manama, Bahrain

23 - 27 April

NABSHOW Where Content Comes to Life

Las Vegas, US

May (TBA)

SAMENA Telecommunications Council – Building Digital Economies

Leaders' Summit 2022

Dubai, UAE

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CABSAT

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24 - 25 May

TELECOMSWORLD Middle East

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09 - 12 September

Amsterdam, Netherlands

09 - 13 October

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