

BY WILLIAM FARIA

DUBAI: The regional network security spending in the GCC-wide sector is set to grow from \$340 million to \$1 billion by 2018, according to a Frost & Sullivan report.

The growth looks evident at the ongoing inaugural Future Technology Week, a new collective banner encompassing four specialised industry trade platforms: Gulf Information Security Expo & Conference (GISEC), Gulf Enterprise Mobility Exhibition & Conference (GEMEC), the Internet of Things Expo (IoT X) and The Big Data Show opened on Tuesday at the Dubai International Exhibition and Convention Centre.

The Future Technology Week is Dubai World Trade Centre's new umbrella identity that has brought together close to 10,000 plus public and private sector Information Communications Technology (ICT) professionals, mainly comprising providers, vendors and buyers - to converge and explore software, hardware and infrastructure investment opportunities.

The consolidated platform arrives as Internet of Things (IoT) and Internet of Everything (IoE) technologies spur rapid regional growth in the adoption of secure connectivity, enterprise mobility and big data services.

As the GCC moves towards a new era of cyber security readiness and IoT savviness, Future Technology Week will provide a cluster programme for the participants.

Spread over three days, Future Technology Week includes a series of ground-breaking technology exhibitions, game-changing plenary talks and innovation-centric workshops and entrepreneurial competitions featuring ready-to-market inventions that will disrupt the future of how civilians and organisations live, work and connect.

Future Technology Week is supported by Dubai Smart Office as the Smart City Partner to drive awareness on Dubai's Smart City initiative.

PACIFIC CONTROLS

Pacific Controls, a leading provider of Internet of Things (IoT) managed services solutions globally and Middle East's largest Tier 3 secure data centre/cloud services provider, has collaborated with WSO2.Telco, creator of a ground breaking digital enablement platform, to launch Middle East's first Digital Business Hub.

The Digital Business Hub provides "API as a Service" and is designed to enable enterprises and Telecommunications companies (MNOs) to transform the way they engage and partner in the digital ecosystem.

The Digital Business Hub will also contribute towards the acceleration of the on-going transformation of Dubai into the world's most advanced and connected Digital Marketplace.

The launch of the Digital Business Hub follows successful WSO2.Telco hub deployments in Singapore and India which currently serve a combined total of over 1 billion mobile subscribers. The Digital Business Hub in Dubai will be jointly owned by Pacific Controls and WSO2.Telco and will be hosted in Pacific Controls' state-of-the-art Jebel Ali Data centre. The Digital Business Hub incorporates features similar to the other two Hubs, and further provides the ability to connect with the other hubs, making it part of a global ecosystem. Notable features of the Hub are built-in APIs for Operator network services, monetisation, and a powerful Identity Gateway which is GSMA Mobile Connect Compliant.

Dilip Rahulan, Executive Chairman & CEO, Pacific Controls says: "We are delighted to partner with WSO2.Telco in this advent to accelerate delivery of digital services in the Middle East region. Offered as a platform across the Middle East, the Digital Business Hub will serve as the gateway for innovation, collaboration, entrepreneurial development. Users can experience access to various digital services in a new transformed engagement format which would enable quicker go-to-market strategy."

Kumi Thiruchelvam, CEO -

WSO2.Telco, says: "We are proud to have partnered with Pacific Controls to further a Digital Business Hub vision, designed to accelerate national and regional digital strategies for MNOs, enterprises and Digital Marketplace."

PANASONIC

Panasonic, one of the global leaders in technology, are also showcasing its latest data archiving solution LB-DH8 Series Optical Drive at the Big Data Show.

The new game changing technology will offer businesses a 50 years of seamless data storage and archiving.

The reliable new LB-DH8 Series optical disc library system is a long term data archiving strategy designed for sustainability. This system will meet the most complex data challenges, attracting organizations with its ability to store data for an extended period of time.

According to Yasuo Yamasaki - Director, System Solutions and Communications Division, Panasonic Marketing Middle East and Africa (PMMAF), "Our comprehensive study of the system solutions market revealed that there is a strong need to look beyond what's been done and develop a strategy that would surprise the customers of Data Archiving product category. As a customer focused company, Panasonic is determined to propose products and services to realise customer values and to continue leveraging its expertise by offering innovative

business solutions."

Panasonic's LB-DH8 Series optical disc library system combines sets of Data Archiver Magazines, with 12 reliable Blu-ray Disc media in each one. This allows a storage life of more than 50 years which is safe and secure for large volumes of data at a low running cost. It is an excellent solution for the mid to long-term storage of information assets. The device provides a large-volume recording media that is optimal for data archiving in an age when data is increasing exponentially.

Noriyuki Hayashi, General Manager, B2B & Project Business, System Solutions, PMMAF affirms, "Panasonic has developed the LB-DH8 Series which requires a minimum initial investment and allows configuration with just one base module. With its long-term data storage suitability, the number of units can be extended as the amount of data increases. It has an easy maintenance feature which reduces the downtime during business hours. Its resistance to heat and humidity also lessens the AC usage and reduces costs as compared to hard discs."

"In the future, the optical discs are expected to form the mainstream of data archiving and set to facilitate business sustainability," Hayashi adds.

MICROSOFT

To demonstrate the advancement in cloud technology, Microsoft showcased live demos on Emotion

Detection, IoT Remote Monitoring solutions and Social Analytics at the Big Data Show.

Demonstrations highlighting customers leveraging Microsoft technologies were also presented.

Attendees at the Microsoft booth were able to experience the power of Microsoft Cloud technology through the emotion detection application, by uploading their photographs. The emotional API in this latest cloud tool uses photo images as an input and runs a set of operations using the Face API, generating results through analyzing facial expressions. The new cutting edge cloud based technology provides emotion recognition algorithms that enable users to build more personalized applications. Emotions API in the tool identify eight core emotions - anger, fear, contempt, neutral, happiness, sadness and surprise - based on facial expressions and allocate numerical values for them accordingly.

Microsoft's Azure IoT Suite was developed to provide a complete end to end solution for its customers. The first pre-configured remote monitoring solution delivered on the Azure IoT Suite was also demonstrated at the Big Data Show, revealing the ease of monitoring telemetry from devices over time for receiving actionable results. The IoT hub in the Azure IoT Suite has the capability to process massive volumes of data, and the stream analytics service helps detect anomalies and aids in archiving data from various IoT devices. This enables users to

customize solutions and get the best of both worlds.

The third demonstration at the event utilized the tremendous influx of data extracted from social media for listening and analyzing it for intelligent actions. Social Media Analytics solutions have the ability to listen to social networks in real time and create analysis and visualizations through Power BI. Unlike many other dashboard solutions, Power BI can render live dashboards with moving charts and continuously updated visualizations for monitoring real-time streams from supported data sources.

Necip Ozyucel, Cloud & Enterprise Solutions Lead, from Microsoft Gulf said "Cloud technology is fast becoming ubiquitous and is permeating all aspects of our daily lives. Demonstrations at the Big Data event are meant to communicate the relevance of latest cloud tools and the possibility of computers performing human functions. Always a step ahead, Microsoft aims to revolutionize modern technology usage by building applications that can also be used as tools for insights and intelligent actions, thus enabling our users to achieve more."

PALO ALTO

Saeed Agha, General Manager of Palo Alto Networks Middle East also highlighted challenges & opportunities of the evolution of the security landscape within the region.

He noted that businesses in the Middle East, as across the globe, are faced with security threats that are growing in both number and complexity, targeting key information and critical systems.

"Our key interest, and hence direction, has been to support our customers and partners, enabling them to take the full advantage of our leading and innovative technology in the form of our next-generation security platform," said Agha.

Some of the critical security concerns for the organisations are:

The state of preparedness as an organisation and the need to continuously re-look at existing security systems to prevent and manage the complex attacks and threats.

Balancing the total costs of ownership and demands of a robust security strategy which often involves constant updates/upgrades and training requirements to effectively manage the evolving attacks and new vulnerabilities is a key concern for organizations.

Another concern for the Chief Security Officers is to find the right skill set, and then retain, train and develop their teams. Managing the demands of the organisation, and fulfilling the security measure, by utilizing the resources, and the skill set is critical as CSO do not have unlimited budgets.



Pacific Controls and WSO2.Telco officials at the Big Data event on Tuesday.