

**MEA & APAC
EDITION**



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DATA PRIVACY- A GROWING BUSINESS PRIORITY



TRENDING STORY (MEA)

COVER STORY (APAC)

CXO TALK: MEA & APAC



A NOTE TO THE READERS

The UAE and APAC regions are two of the most prominent hubs for global business & trade. They boast of a highly competitive ICT market and are well on their way to conquering the digital age. As the technology landscape in both the MENA and APAC regions continues to evolve, the world will witness unique trends that will bind people, their lifestyles, and technology together.

At Digitaltech Media, we intend to explore these dynamic markets to understand how technology is accelerating the pace of digital transformation for both regions.

With over two years in the industry, Digitaltech Media has successfully launched its e-Editions in India & Globally, focusing on numerous technology updates, information, and insights every month.

Our latest edition, which is Digitaltech Media's inaugural -

e-Edition dedicated exclusively to the APAC/MENA region, aims to dig deeper into the trending technologies significantly impacting the MENA and APAC markets.

A quarterly publication, the APAC/MEA Digitaltech Media e-Editions will provide vital information about the developments in the field of IT in the Asia-Pacific and the Middle East & Africa region. It would also extend business & collaboration opportunities to the IT Channel Partners & OEMs in both the markets, enabling them to establish a strong tie-up while exploring IT trends & technologies together.

So, gear up as we deep dive into the technological developments of these booming tech terrains, and bring you stories, articles, and updates relevant for your growth & understanding.



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MENA

DigitalTrack Solutions to Enhance Focus on the UAE Market



Chennai-based DigitalTrack Solutions Pvt. Ltd. has been at the forefront of offering comprehensive IT solutions to businesses based on their IT infrastructure challenges.

Currently, the company offers a diverse range of Information technology services in its bid to support organizational infrastructure. From Storage Optimization to Cloud Migration, as well as Managed Security service, DigitalTrack focuses on meeting the hardware, applications, and networking requirements of businesses through its team of expert and certified specialists who are adept at monitoring, managing, and maintaining the complete IT environment.

With a strong presence in Singapore and India, including offices in Hyderabad, Bengaluru, Visakhapatnam, Coimbatore, Mumbai, and Madurai, the company has now expanded its wings to foray into the UAE region. In 2021, DigitalTrack Solutions set up its offices in Dubai in the UAE and Doha in Qatar. The company also recruited its sales & technical team locally, fully supported and backed by the DigitalTrack India team.

Digitaltech Media interacted with S.T.Muneer Ahamed, Managing Director, DigitalTrack Solutions Private Limited and NKR Venkat, Sales Director- Middle East & Africa, DigitalTrack Solutions Computer Trading LLC., to understand their strategy and expansion plans for the UAE market.



S.T. Muneer Ahamed
Managing Director,
DigitalTrack Solutions Private Limited



NKR Venkat
Sales Director- Middle East & Africa,
DigitalTrack Solutions Computer Trading LLC.

Below, read the excerpts of the interview.

When did DigitalTrack set up its office in the UAE market?

When it comes to the UAE market, DigitalTrack Solutions began exploring the region in 2018. We worked with several clients looking for IT Security Services opportunities and Security Project implementation activities with adequate support from local partners. Once we realized that the market has a huge potential, we decided to set up our dedicated office in Dubai in the mid of FY 2021. Presently, we have -

offices in Dubai – UAE and Doha – Qatar region. We have also recruited the sales and technical team locally, fully supported by our DigitalTrack India.

What products/solutions do you offer in the region?

We have 8 Business Verticals, including Network Infrastructure and Security, Data Availability, Information Technology Infrastructure (ITI), Cisco Business Practice, Artificial Intelligence, Cloud and Software, Managed Services, and Professional Services. We position ourselves as

VIDEO

a company that caters to end-to-end IT Infrastructure Solution requirements of a diverse set of clients in the region.

What motivated you to set up operations in the UAE Market?

We are looking to explore more business opportunities in the areas of IT Services, Data Centre building, IT Security services, Cloud Migration Services, etc. We intend to expand our footprint by offering the best support and IT infrastructure services to businesses in the UAE market.

Could you cite your go-to-market strategy and expansion plans for the UAE market?

We wanted to focus more on Banking and Insurance, Oil and Natural Gas, Infrastructure, and Hospitality segments. Going forward, we will work on projects in these domains and ensure best-in-class solutions to assist clients. Our services have helped clients run their businesses with the best integration, enabling them to minimize downtime and optimize project costs.

We are looking to establish a strong OEM and channel partner network in the region to achieve our end goal.

Can tell us more about your managed services offerings for businesses in the UAE region?

Managed Services is our prime focus area. We plan to bring more revenue by offering managed services solutions to organizations in the UAE market.

How will you differentiate yourself in the UAE market?

The UAE market has immense potential, and businesses here have much value and respect for our services. There is something referred to as - 'NO FREE LUNCH'. It is much applicable in the Middle East region. Hence, the concept of free service is not applicable here. Customers in the Middle East region encourage companies like us to quote service line items separately. They don't wish to compromise on the "Quality of Service". Our ability to focus on offering unparalleled IT Infrastructure support & services will differentiate us in the region.

Data Privacy - A Growing Priority for MEA Organizations



Data privacy governs how data is collected, shared, and used. In a more practical sense, it deals with numerous aspects like the control process around data sharing with 3rd parties, where and how that data is stored, and the specific regulations applicable to those processes.

Globally, almost all countries, have introduced some or the other form of legislation related to data privacy like the CCPA (California Consumer Privacy Act) or GDPR (General Data Protection Regulation). Thus, there is no -

denying that information & data privacy has become the need of the hour today.

In an exclusive interaction with Digitaltech Media, security experts from the MEA (Middle East & Africa) region share insights into the factors that businesses must consider when operating under the purview of data privacy laws. They also talk about the growth of data during and in the aftermath of the pandemic and how data & information privacy will remain of prime importance in the years to come.



Amro Jaber Ahamed

CIO and Director

Director at Ministry of Education - Dubai, UAE

Data Goldmine for Organizations, Requires Adequate Privacy & Protection

Amro Jaber Ahamed brings more than 12 years of demonstrated work experience in the software industry. An expert in information technology, he has successfully planned, architected, built and managed educational ecosystems, integrating 20 plus educational platforms with over 15 different learning platforms in the UAE. Throwing more light on how digital transformation has necessitated the need to regulate the flow of data, Amro elaborates why data privacy laws are gaining prevalence in the UAE as well as the way forwards for organizations focusing on data privacy & security. Below, read excerpts from his interview.

The Need to Regulate the Flow of Data

Digital transformation has led to a tremendous increment of data collection as the logic effect of the automation and digitization scale up. Business processes are very sophisticated and require proper data flow, enterprise architecture modelling, and frameworks for large firms. Big data is a core digital transformation aspect that should manage and build enterprise data flow, policies and regulations.

The Growing Importance of Data Privacy Laws

Laws exist to handle the relations between entities and individuals since data is considered a key asset today. This data is a goldmine for providers who sell the information and track user activities. This has made data privacy policies, standards, and laws important for businesses everywhere.

Operating Under the Data Privacy Laws

There are several factors that businesses need to consider while operating under the purview of data privacy laws. These include:

- Organizations should never treat customer data as goods that can be bought or sold.
- The more privacy they have, the less business disruption they face.
- Distinguishing the business customer with privacy security can be a key selling point and help the business boom.

Achieving Compliance Goals Faster

If you fail to take adequate steps to protect customer data, you'll be vulnerable to hacks that could lead to loss of consumer confidence, customers leaving, fines, lawsuits, and more.

However, there are specific laws like the General Data Protection Regulation (GDPR) that require organizations to only gather vital data, limit access to all the data being collected by organizations, use tools for managing passwords and avoid silos of data that often result in data vulnerabilities.

The Role of Partners in Preparing Customers for Data Privacy Compliance

As part of a change management process that should start with customers' awareness of the importance of complying with data privacy, -

the first step is to generate awareness for change. Building awareness implies sharing both the nature of the change and answering why this change is necessary to them. It means clearly explaining the business drivers or opportunities that have resulted due to the protection of data. It also means addressing why a change is needed now and explaining the risks of not transforming.

Change practitioners must kindle a desire for change in customers. They should influence individuals, but ultimately, the individual must choose to support that change. Many practitioners say that desire is the most difficult of the five building blocks to achieve. Desire is difficult because it is ultimately a personal decision and not under our direct control. While there are certainly ways to try and influence an individual decision to embrace a change, in the end, individuals must make this decision themselves. In a nutshell, increase the ability, skills, knowledge, tools, and processes to allow the customer to make the required changes.



Data Protection No Longer an IT Task But a Business Imperative

Dr. Mohammad Khaled

PhD -

Safe Digital Thought Leader

With over 19 years of proven track record in the areas of Corporate Governance, Cyber Security & Resilience, Corporate Excellence & Innovation, Smart & Safe City, Digital Transformation, Strategic Transformation, AI, Analytics, and Big Data, Dr. Mohammad Khaled is a futurist and technology leader. He was also among Asia's 100 Power Leaders in technology in 2022 in the UAE and is a key member of The Board of Advisors at Abu Dhabi University and British University in Dubai, among others. Below, he talks about the need for regulation to ensure best-in-class safety for data.

Has Digital Transformation made it Necessary to Regulate the Flow of Data?

Digital transformation also involves an explosion of digital data production, both in volume and velocity. This can be challenging for companies, as it requires successful data integration, efficient analysis as well as ensuring and prioritizing privacy. Digital transformation has created new security risks that concerns sensitive data like personally identifiable information (PII) or intellectual property (IP). An important element of digital disruption is cloud computing. However, it also involves threats to sensitive data, and its security has been debated constantly since its emergence. With a growing number of security breaches and different cybercrimes, with data being mined, monetized, and resold, customers are not only getting more irritated and upset but these incidents are also causing reputational, financial, and legal damages to companies that mishandle sensitive data. Therefore in today's world, data security is a vital factor, underlined by stricter regulations and severe consequences in the case of data loss. Furthermore, data protection is moving from being just an IT task to a strategic business imperative.

The Importance of Data Privacy Laws

We have been witnessing a proliferation of data protection laws during the last few years, -

which led to new compliance requirements for organizations. In the case of new regulations, it is vital to strike a balance between protection and free movement of sensitive data. Global compliance involves safeguarding sensitive data like payment and personal information. The EU's General Data Protection Regulation (GDPR) is a landmark privacy law and a milestone for the digital age. It has introduced new rights for individuals, such as the Right to be Forgotten and the Right to Portability, as well as made breach notification mandatory. The law brought data protection into the public eye and onto legislative agendas globally, including in California, Brazil, Thailand, and India.

Achieving Compliance Goals Faster

Businesses must consider the following factors when operating under the purview of data privacy laws:

- Protecting data on the go
- Controlling portable devices
- Data visibility on the endpoint

Preparing Customers for Data Privacy Compliance

We believe that having a vibrant, motivated, and enabled channel partner ecosystem is the key to our mission to protect data and all paths to it. Our strategy is to deliver a best-in-class channel program to engage, enable and accelerate our global channel partners to create a high growth, profitable and differentiated Cybersecurity business.

Data Privacy Global Trends -2022 & beyond

- Privacy Tech will build the centerstage.
- Post-cookie solutions will be put to test.
- Global Privacy Controls will gain traction.

Data is central in any modern successful technology strategy – whether it is in the storage, collection, protection, analysis, or use of this data. Data security, ownership, and privacy concerns act as both push and pull factors when it comes to the use of the cloud. These considerations will need to be factored in as businesses prepare for all aspects of their digital transformation strategies.

The Role of Channel Partners in Ensuring Compliance with Data Privacy Policies & Processes

Our partners can address new market opportunities and grow their business faster using our broad portfolio of analyst-recognized solutions, including SaaS and cloud offerings. They also can benefit from flexible licensing plans and access to a large and growing market segment.



Sagar Sethi

**SVP & Head of Security Services &
Data Protection | Group Security & BCM |
First Abu Dhabi Bank (FAB)**

Data Residency Laws Gaining Importance in the UAE

Sagar Sethi is responsible for ensuring that the FAB (First Abu Dhabi Bank) group (UAE and international) has a robust and effective Security Monitoring, Data Protection, and Brand Reputation monitoring framework in line with regulatory requirements and industry best practices. In an interaction with Digitaltech Media, Sethi shares vital insights into the data and information privacy policies and trends prevalent in the UAE market.

The Need for Regulating the Flow of Data

COVID has done more good to digital disruption than to humans. It is imperative to regulate the flow of data out of the virtual boundaries of nations. Data is the citizen or asset of a country and data residency is a valid regulation. Without purpose or valid justification, data should not leave the nation it belongs to. It also helps to track cross-border data transfer. While all this may sound easy, the reality on ground is much different. Today, Gen Z produces terabytes of data daily, with data subjects sitting across multiple countries and data controllers, as well as processors in the hybrid cloud environment.

The Importance of Data Privacy Laws

A growing number of online shopping, social media, online data sharing B2C portals are gathering your information while also providing free access to their platform. Data is the new oil, so we need to have data privacy laws like GDPR to safeguard the privacy of individuals in this virtual world.

How Can Businesses Achieve Compliance Goals Faster?

Businesses should collect data only required for the purpose, store it securely, use it only for the purpose defined in consent or contract, and most importantly, destroy it after the retention period. In case of any data breach, organizations should have well-defined and tested -

processes in place to notify the regulators and customers. Privacy risks are evolving on a massive scale, as the pandemic has accelerated digitalization. Businesses need to have robust information security practices in place, followed by privacy programs that are continuously improved to achieve compliance goals.

Preparing Customers for Data Privacy Compliance

In banking, a Direct Sales Agent (DSA) plays important role in sourcing or onboarding new customers through the collection of their personal documents. The DSA must follow similar privacy controls to ensure that information collected is based on purpose, stored safely using disk encryption, and transmitted using secure channels to avoid leakage. Additionally, they should have a security awareness program around privacy to mitigate human risks.

Data Privacy Global Trends and Outlook for 2022 and Beyond

Today, many developed countries have data privacy regulations in place. With smart government initiatives as well as digitalization at their peak, developing countries are in the process of launching privacy regulations to safeguard customers' interests. Recently, the UAE launched its Consumer Protection Regulation for the banking sector to protect -

customer data and restrict it for direct marketing use without proper consent. Additionally, data residency laws have also gained a lot of attention. For instance, UAE, Egypt, KSA, and Bahrain do not allow cloud hosting for their critical services outside their nation.

The major privacy risks in 2022 and beyond would be around the use of Hybrid Cloud, Big data Analytics, Third Party Risk, Cyber Security control failure, and AI.

The Role of the Channel in Ensuring Compliance with Data Privacy Policies and Processes

Channel partners must design out-of-the-box customized policy templates to standardize the regulatory requirement to ensure customers can easily understand the privacy regulatory needs. Furthermore, there are tools and practices such as Data classification to label and protect documents when data is collected, data leakage prevention (DLP) or tokenization when data is in use or rest, data discovery, and masking data in motion. It is important to understand regulatory requirements around usage of cloud and data residency requirements, as privacy or security controls applicable in traditional data centers won't be available in all cloud service providers.



Ram Soni

VP - Information Security Compliance & Assurance, Mashreq Bank

Adopt a Data Governance Approach As Perimeter Fades Away

With over 15 years of experience safeguarding digital assets while ensuring compliance to deliver the best business outcomes, Ram Soni is passionate about introducing innovation in the cybersecurity risk management domain. Adept at managing global regulators and related compliance, including DFSA, NESAs, NYDFS500, SWIFT, MAS, FFIEC, RBI, HKMA, and the cyber security frameworks of central banks in the MENA region, Soni holds deep expertise in information security, data protection, data privacy, and governance strategy. Read on to find his views on the burgeoning data privacy market in the MEA region.

The Need for Regulating the Flow of Data

Yes, it's inevitably required to measure the potential risk exposure to the data and data subjects. The concept of perimeter is fading away, owing to the adoption of advanced tech stacks and remote work models. This demands change in strategy from safeguarding data from a perimeter approach to a data governance approach in adherence to privacy principles such as data minimization, uses limitation, lawful ground, etc. A growing number of regulators and supervisory authorities are focusing on data minimization and data residency, which will help in reducing the collection, exposure, and associated risks to the organizations and data subjects.

The Importance of Data Privacy Laws Today

Data Privacy laws are vital for several reasons, such as:

- To protect the privacy and individuality of people.
- Protect the sensitive data, which might lead to risks manifold if it falls into the wrong hand – risk varies from individual to country's national security.
- Protect the data subject from any privacy invasion to the private sphere of the data subjects.
- Ensure that the data subject does not fall victim to any automated decision-making processes and has the right to challenge and correct. In this process, we limit the data –

collection, further results in limiting the data exposure and the organization's risk exposure related to data privacy and protection.

Achieving Compliance Goals Faster

Below are a few suggestions that may help in achieving compliance goals faster:

- Data Privacy & Data Protection Framework – establish a data privacy and protection framework in line with international regulatory expectations with a stringent common denominator as a baseline for compliance. Also, enable specialized skills to offer guidance on conflicting requirements and document the business needs / limitations.
- Privacy by Design (PBD) – enable PBD (the baseline controls) for all upcoming solutions and changes in the environment.
- Collection Limitation – collect only the data is required to fulfil the business needs (avoid data collection with a just-in-case needed mindset).
- Purpose Limitation – limit the purpose of use only to the purpose disclosed to the data subject.
- Fair, lawful and transparent processing of data.
- Apply an adequate level of security controls to assure confidentiality, integrity, and data availability.
- Assess and monitor your data processor to assure compliance.

Preparing Customers for Data Privacy Compliance

When it comes to preparing customers for data privacy compliance, one needs to ensure that the solution and services offered are off-the-self and compliant with the privacy regulation. Also it is vital to supply an additional installation / integrations guide with specific steps to enable the solution with privacy compliance.

Special guidance on the setting, which might impact the compliance status and may require discussion before making changes, as well as assurance compliance to privacy regulation and adopting privacy by design principles are some of the other ways to prepare them.

Data Privacy Global Trends and Outlook for 2022 & Beyond

I believe the privacy culture is established, following which organizations are equipped with the required frameworks and design. 2022 and beyond would focus on enabling the solutions and assisting in operational level controls to manage the expectation from the regulator and the data subject. Going forward, there would be an increased focus on supplier/data processor compliance and data residency.



Dr. Usman Zafar

Executive Chairman, World Business Hub (WBH), Board Advisor MICROLINK Networks

GDPR and e-Privacy Enforcement to Escalate Globally

Data Privacy is critical in the digital world, believes Dr. Usman Zafar of World Business Hub. An accomplished Business Management & Technology expert, he has successfully built and transformed organizations through the implementation of complex programs and strategic decision-making. Here, he talks about the need for protecting data and how Privacy Consultants are becoming popular across varied organizations.

The Need for Regulating the Flow of Data

Digital transformation post-covid-19 is becoming crucial for all types of organizations across the world. For some, digital transformation is about using artificial intelligence to improve the customer experience, while others could use cloud technology and analytics software to optimize their logistics processes. GDPR laws in the EU and UAE precisely covers data protection at the personal and organizational level. The Law governs the processing of personal data. Personal data is any information that can identify an individual. This can be named, emirates I.Ds, passports, visas, email addresses, and phone numbers. It can also be unique identifiers such as staff numbers and device I.Ds and biometrics. When you collect, store or use personal information, you must comply with this law.

The Importance of Data Privacy Laws

One of the new job titles that have become quite popular among medium to large organizations is "Privacy Consultant". Such consultants reveal vulnerabilities in an individual's personal, physical, and online security points. Data privacy is critical, and particularly so in a digital world. People have been locking up their data and documents in their office cabinets and bank lockers for decades.

But as more data migrates to the cloud, data privacy has become of greater concern for both owners of the data and regulators. A data breach can spoil the company's reputation, and the image doesn't wash off easily. Hence, it is crucial to strictly adopt the data security & privacy laws as well as educate employees and other stakeholders about them.

Achieving Compliance Goals Faster

The IT industry that paves the way also creates a few data processing challenges for businesses. Artificial Intelligence (AI), for example, relies on data, and may not follow data privacy trends, if not implemented correctly. Compliance goals can be achieved by setting your company's values act as a road map, establishing culture, ideals, and goals. Ensuring that all employees take their compliance training from time to time is fundamental to ensuring full compliance.

Preparing Customers for Data Privacy Compliance – The Role of the Channel

Many companies need to control and audit their data but are facing serious skill shortages to implement all such changes. Channel partners can play an extremely important role in achieving -

maximum business objectives. With GDPR fast approaching, channel partners are helping customers with advice and technologies to comply, although SMEs, in particular, maybe in a race against time to make this happen. The smartest investment is to put a strategy and plan in place, committing to a more modern approach to governing customer privacy and managing data compliance.

Global Trends in Data Privacy – Outlook for 2022

This is going to require companies to create comprehensive privacy programs that allow them to understand what data they collect, where it sits, how they use it, who they share it with, and the value of that data. It is not a one-time exercise and will require ongoing maintenance. We expect the enforcement of the GDPR and e-Privacy to escalate. Privacy vs. security has already gradually started to merge and share common interests and responsibilities. To ensure proper DPMS, companies need to align it with their ISMS and comply with other crucial standards and regulations.



Mohammad Ali Agheli
CEO, Saafaa and Management Executive
and BOD at Amnafzar Gostar Apadana

Data Privacy Gaining Ground in the Cyberspace

Proficient in the areas of VoIP, Information Security, and Open Source Software (OSS), Mohammad Ali Agheli has spent more than two decades in the UAE IT industry. Currently working as the CEO of SaaFaa, Agheli opines that businesses today are focused on reassuring users that data confidentiality will be maintained under all circumstances. He further adds that this trend will likely continue in 2022 & beyond. Read on to find out more about his views on data/information privacy and what makes data privacy laws prominent today.

How Digital Transformation has regulated the Flow of Data?

Many organizations and businesses have moved to the digital world mode (especially during the pandemic), leading to the growth of data in cyberspace. Therefore, it seems necessary to be able to control the flow of this data and maintain its security & privacy.

What Makes Data Privacy Laws Prominent?

The success of cyberspace and its affiliated businesses depends on the amount of data published by individuals and organizations. Given the amount of personal information and data that individuals and organizations produce per second, it is necessary to have an acceptable level of confidentiality and privacy of the data against the published information, allowing people to be more confident about publishing their personal data. That's why the issue of privacy in cyberspace is becoming more and more -

important. Also, the same reasons have contributed to the creation of laws- such as the GDPR and the CCPA, which are being improved every day.

Accomplishing Compliance Goals Faster

Under existing privacy laws, businesses must keep users informed about not only how their data is stored and processed, but also the reason for processing and storing that data and where the user's data is being stored. Also, businesses should specify the purposes behind processing personal data and clarify the laws under which the data is processed. Compliance with the rules in this area can help businesses avoid noncompliance-related issues.

The Role of Channel Partners

Channel partners need to reassure customers that their data is protected under privacy policies. In addition, they should educate people to prevent them from forthright sharing their data with other businesses that do not have specific rules and commitments to protect the privacy of their users.

Data Privacy Global Trends & Outlook

Nowadays, all the owners of internet businesses and mobile applications of services, primarily targeting individuals, have realized that users are worried and concerned about providing their personal information to them. Therefore, most businesses are trying hard to reassure users that the confidentiality of the data received from them will be maintained. Reform and strengthening of laws such as GDPR and the emergence of similar laws in other countries prove this claim.

According to me, this dramatic growth in the use and popularity of internet businesses due to the pandemic will intensify, and there may be stronger rules in this regard in 2022.



Rajiv Raman
HOD, Cybersecurity,
Syscom Distribution LLC

Data Privacy Vital for Improving Brand & Business Value

With a career spanning over 25 years, Rajiv is a cybersecurity professional with extensive experience in sales operations, business development, and techno-commercial operations across several industries, including the IT/Telecom and Consumer Product industry. Here, he elaborates more on how digital transformation has changed the manner in which organizations operate today and why data privacy laws can help prevent data breaches and loss of vital company data or information globally.

Digital Transformation Regulating the Flow of Data

Digital transformation has changed the way an organization operates today. Systems, processes, workflow, and culture are all part of this process. This transformation affects each level of an organization and brings together data across areas to work together more effectively.

Data Privacy Laws and its Importance Today

When data to be kept private falls in the wrong hands, it can adversely affect the organization and individuals. A data breach at a government agency can, for example, put top-secret information in the hands of an enemy state. A breach at a corporation can put proprietary data in the hands of a competitor.

Factors to Consider When Operating Under the Purview of Data Privacy Laws

Data privacy protection brings business value for several reasons, such as:

- It helps to meet compliance requirements.
- Preventing breaches that hurt businesses.
- Preventing breaches that hurt data subjects/individuals.

- Maintaining and improving brand value.
- Helps to strengthen and grow business.
- To support ethics.

Preparing Customers for Data Privacy Compliance –The Role of Channel Partners

The steps for developing a strong compliance strategy include:

- Defining your goals.
- Establishing a functional scope.
- Understanding the regulatory environment.
- Developing formal policies, procedures, and standards.
- Training your employees.
- Ensuring accurate record-keeping.
- Monitoring compliance.
- Aligning with your corporate culture.

Each of these steps when followed appropriately helps organizations to comply to the data privacy compliance laws today.

The Global Trends in Data Privacy–Outlook for 2022 & Beyond

Data privacy and protection remain core responsibilities for all organizations that process personal data, but how do we -

expect compliance to change in the coming months? I feel that the following will be some of the most significant data privacy and compliance trends in 2022.

Encryption helps ensure data privacy, but it could also be a data security tool. The main difference between data security and data privacy is that privacy is about ensuring only those authorized to access the data can do so. Data security is more about guarding against malicious threats.

Complying With Data Privacy Policies & Processes –How Channel Partners Can Help?

Channel partners must understand that their company has a huge responsibility of safeguarding customer data, including personal information, such as proprietary information and trade secrets. A company's data, next to its employees, is the organization's most essential asset. Partners can provide organizations with the right tools and solutions along with adequate information & guidance around data privacy policies and processes.



Reduce the stress of monitoring a large IT environment

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PAESSLER PRTG ENTERPRISE MONITOR

Paessler PRTG Enterprise Monitor-Meeting the Monitoring Needs of Large Enterprises

Large organizations operate a wide range of monitoring and analysis tools, creating detailed information regarding every IT component. However, they often struggle to identify just one tool that allows them to keep track of everything. This tool not only instantly informs them about an issue but is reasonably priced and simple to use as well.

This is where Paessler PRTG Enterprise Monitor comes into the picture.

It serves as an excellent solution for enterprises and offers a host of features and benefits. Read on to find a comprehensive review of the PRTG Enterprise Monitor.

The PRTG Enterprise Monitor-Features

The PRTG Enterprise Monitor is a unique product designed to monitor all devices, systems, applications, and traffic in large-scale enterprises with multiple systems and devices across varied locations.

Following are some of the features of the PRTG Enterprise Monitor

ITOps Board

Available only with the Paessler PRTG Enterprise Monitor, the ITOps Board feature provides a service-driven overview of multiple PRTG servers, automated alert management as well as service-based SLA monitoring and reporting to PRTG.

Flexibility and Scaling

It offers increased architectural and scaling flexibility for large organizations, enabling the deployment of 20,000+plus sensors across unlimited PRTG servers. The PRTG Enterprise Monitor features more than 250 pre-configured sensors as well as several options for customizing using the HTTP API or custom sensors.

Best Pricing & Flexible Licensing

With the PRTG Monitor, you get flexible prices per sensor/every year and an operating expenditure-based costing model that scales as per your requirement. Enterprise users are not required to switch their licenses or keep track of their maintenance renewal.

Single Overview for Network

The monitor provides a complete overview of the entire IT infrastructure using a single tool. -

This allows you to train your new staff quickly and manage migration projects easily. In addition to this, large enterprises can provide their external consultants with quick information, thereby saving both money and time.

Get Audit Support

Auditing for large-scale organizations often takes months since all the required information needs to be gathered. With the PRTG Enterprise Monitor, you get support for your audits using just one information source, saving your money and time.

Best service

The PRTG Enterprise Monitor service offers the best support from efficient network engineers along with a vast and growing partner network for consulting & training as well as Paessler's latest Resource Center, consisting of videos, live webinars, useful how-to's, and more.

What Differentiates the Paessler Enterprise Monitor?

As far as the Paessler PRTG Enterprise Monitor is concerned, the sensors form the basic monitoring element of the product. A single sensor typically monitors a single measured value within the network, for instance –the traffic in the case of the switch port, the free space within the disk drive, etc. Enterprises require around 5-10 sensors for every device or a single sensor for every switch port on an average. However, the Paessler PRTG Enterprise Monitor is an excellent tool for in-depth monitoring. It was also named the Gartner's Peer Insights Customer's Choice Monitor in the IT Infrastructure Monitoring Tools category.

Not only was the PRTG Enterprise Monitor labeled as a powerful tool but listed as one of the easy-to-use solutions available in the market today as well. Given that IT requires experts and plenty of time for managing every tool, the PRTG Enterprise Monitor offers a simple solution without modules or add-ons as well as a range of functions with every single license. The monitor is easy to run and set up and can be quickly scaled to match the needs of large IT enterprises.

Monitoring IT Environment & More

The monitor is vendor agnostic and uses different methods for monitoring everything within your IT environment. Starting with infrastructure to networks and virtual environments as well as hardware and applications to storage, it keeps an eye on everything.

It goes a step beyond IT and monitors medical devices and infrastructures and shop floors, environmental values within buildings, as well as any IoT setup. It comes with more than 250 pre-configured sensors and a range of easy-to-customize possibilities, making it flexible and easy to use.

In a Nutshell

To conclude, enterprises today understand the harm that even an hour of downtime can cost their business. A single minute of outage costs money. However, with the PRTG Enterprise Monitor, large-scale enterprises can prevent downtime as well as outages, minimize their MTTR and provide the data basis required for IT optimization in the long term. Besides, organizations can save money based on the fair pricing and licensing model offered by PRTG.





Praful Thummar
VP-Information Technology,
Jazeera Airways K.S.C.P

Making Continuous Learning his 'Mantra' to Success

Praful Thummar brings more than 26 years of experience in the airline industry combined with his passion for driving organizational growth and profitability. He utilizes his expertise to help business owners overcome obstacles while using technology as an essential tool for more than just completing business transactions. His efforts have won him several awards and accolades, including the CIO200 Legend Award for Business Operations Transformation, the CXO 50, and The Titans Badge of Honor, to name a few.

In an exclusive interaction with Digitaltech Media, Praful Thummar talks about how he embarked on his career in the IT sector and the challenges it entailed. He also sheds more light on his move from India to Kuwait, where he continues to work presently.

Journey into the IT and Aviation

Thummar began his journey in the area of infrastructure support, including networking. During that period, Novell Netware was widely used, and Microsoft was still in its infancy. He learned and became certified in both Novell and Microsoft.

After taking an aptitude test and interview with Air India, Praful was surprised to receive a call letter. "It was the result of continued learning, and that became my mantra for future success. My expertise in open technologies led me to work on migration projects from legacy systems and networks to new ones," shares Thummar.

At Air India, he got exposure to multiple resources, and along with an excellent IT team and mentors, he was able to roll out many projects in his seven years with the company. In 2005, he received a call from Kuwait to work for a new startup- a low-cost airline. It had a different business model and much risk as a startup compared to a government airline.

However, his craving for uninterrupted learning pushed him to take up this challenge.

"It was altogether a different experience where you decide the strategy and implement systems for the whole airline. When your designed solutions become a reality, and you provide the company with a significant head start, you achieve a different sense of satisfaction," he says.

Even though he has worked for Jazeera for more than 16 years now but feels he is still in a startup, owing to the ups and downs, as well as the emergence of new technological solutions.

Challenges Climbing up the Career Ladder

"As your career graph moves from technical to management, there is a big change in thinking," opines Thummar.

One learns to improve their knowledge and stay updated about the technology trends. "It also teaches you how to sell the ideas to the board and take full responsibility end-to-end," he further explains.

Role Model

During my interview at Nelco, a TATA group company, I was told, "We will not hire you as a trainee".

Instead, they decided to appoint me to the position of engineer. Praful was much impressed with their people-friendly policies and began learning more about Tata. During this time, Ratan Tata became his role model, and he began admiring Tata as a professional who valued people and society.

Other mentors who inspired him in his journey include Ashish Saha, Kishore Kanjilal, Himanshu Naik, Barathan Pasupathi, and Rohit Ramachandran.

Role & Responsibilities at Jazeera Airways

"My role as a startup team member allowed me to work beyond my regular IT role. It allowed me to think from different perspectives and create innovative solutions to solve user problems," he reiterates.

At Jazeera, he is responsible for strategy definition, setting up and managing infrastructure and systems for the airline as well as the airline's dedicated airport terminal.

India to Kuwait – The Career Transition

Praful experienced the biggest turning point in his professional and personal life when he moved from India to Kuwait. While Air India helped him create a strong base, Jazeera Airways gave him a lift to use the knowledge and skills to establish a full airline setup from scratch. The culture, working style, and attitude were different for him, and the only common ground was the airline industry.

“I had transitioned from an easy-going government airline job to a new low-cost business model startup airline. With staff from around 25 countries, he learned much about people from different nationalities and how they handled problems differently.

“I am fortunate to set up systems at many international airports across the MENA region, which enhanced my experience managing projects internationally,” he adds.

Words of wisdom- Final Thoughts

Thummar signs off by saying, “Initially, you may want to focus on being a product expert, which will provide you with some advantage, but as your experience grows, you need to move on to solution expertise. This will broaden your horizons. Continuous learning, particularly in the field of IT is the key to overall personal and professional growth.”



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An aerial night view of a city skyline, featuring several prominent skyscrapers illuminated with lights. The scene is overlaid with a blue, glowing network of interconnected nodes and lines, suggesting a digital or technological theme. The sky is dark with some clouds, and the city lights create a vibrant, colorful glow.

APAC



Durgadutt Nedungadi

**VP, India
& APAC at Netradyne**

Durgadutt Nedungadi - Driving Growth through Innovation

Durgadutt Nedungadi is the VP, India & APAC at Netradyne. He is an astute business leader with deep expertise in the India & APAC markets and Middle East/Africa offerings, spanning hardware, software, and services.

With the vast experience of scaling businesses, Durgadutt is chartered with driving growth initiatives across geographies for Netradyne - a technology start-up that is on a mission to use its deep expertise in Edge AI, Computer Vision, and Deep Learning to make the roads safer to drive. His prior experiences have been with MetricStream, HP India, Singapore, and Wipro.

Stepping into the IT Sector

At Netradyne, Durgadutt brings a notable amount of experience to the table. He holds a Bachelor of Engineering degree in Electronics & Communications. However, his path to success was not that simple and quick.

"I appeared for an interview for the role of a customer service engineer, during which the HR manager told me that though I met all the criteria, she would not give me the job. That opened my eyes to the possibility of a non-technical role," shares Durgadutt.

The HR further elaborated that his profile was better suited to a business/sales & marketing role and offered to put him in the fray for a sales role. "In hindsight, her influence on my career has been invaluable. Shortly after that, I was fortunate to receive a sales position with Wipro Infotech, which ignited my career in the IT sector," reiterates Durgadutt.

Professional Journey Takes its Course

Durgadutt opines that every career is a journey and that each stage is like a different station of the same railway.

He firmly believes that each stage offers immense scope to learn something new and unique. Durgadutt has had the fortune of working at both Wipro Infotech – for eight years, and then at Compaq/HP for a further sixteen years. He moved around multiple times during this time, starting with direct sales and then moving on to channel management, product management, solution sales, category sales, alliances sales, and enterprise marketing. During these times, he gained exposure at numerous levels. For instance, he became acquainted with multiple product lines (hardware, software services) and worked across different geographies.

"MetricStream allowed me to learn the Governance, Risk, and Compliance language. And with Netradyne, I continue to learn the value of integrating technologies like AI, ML, and Cloud to significantly impact safety on the roads that we travel on every day," elaborates Durgadutt.

Initial Challenges

Throwing more light on the initial struggles, Durgadutt explains, "The biggest challenge was to overcome the inherent resistance

to change, the reluctance to give up my comfort zone and step into unfamiliar territory. It is hard to take that first step, but once I realized how much of an amazing opportunity this would present me with in terms of career advancement, it became much easier."

Future Predictions for the UAE, APAC, and India Markets

Talking about the future trends, he elucidated that technologies like AI, ML, and Edge Computing will become ubiquitous across geographies and industries.

Durgadutt is quick to point out that India is leading the pack in bringing these technologies to the global market as the world's software factory. A McKinsey & Brookings study states that India ranks 6th globally in AI adoption by deployed compute power and patents filed, thus making it the default testing ground for commercial deployments.

"We are already seeing active deployments in healthcare (x-ray diagnosis in UAE, breast cancer detection by Niramai in India), transportation (autonomous taxis

in UAE, our safety tech in India), logistics, customer experience (HDFC chatbots, Rashid program taken on by UAE Govt), learning and education, forensic investigations, security, robotics, and cybersecurity,” shares Durgadutt.

How does Netradyne Differentiate itself?

Distracted driving is the biggest direct cause of accidents. This is why Netradyne offers a complete portfolio of alerts that detect:

- Driver drowsiness or fatigue
- Driver distraction
- A driver talking on the phone while driving

With other features like tracking seat belt violations, real-time collision warning, and avoidance,

each of which generates an in-cabin alert to warn the driver in addition to a minute-long video of the unsafe event that is available almost instantaneously. This is when you have a solution that has a significant impact on driver safety.

“We have also added a new device to our portfolio, which is smaller in form-factor, making it more suitable for vans and smaller vehicles. We have possibly the most advanced - driver rating and scoring system that actively helps improve driver behavior, thereby contributing to improved road safety. We will continue to innovate and use -

advanced Deep Tech to introduce features, which will continue to improve the safety of our drivers, vehicles as well as cargo,” he explains.

Final Thoughts

Sharing more about his vision for the company, Durgadutt reiterates that Netradyne is aiming for greater success. “We are going to target new geographies to launch our business aggressively. Already established in the US and India, we intend to launch our business in markets like the UK, ANZ, Canada, and other geographies in the coming months,” he sums up.





Crypto and the Future of Blockchain Cybersecurity - The MEA/APAC Perspective

The Middle Eastern & African (MEA) and Asia-Pacific (APAC) regions are two of the most exciting markets in the world of cryptocurrency. With their growing economies, expanding income, and increasing internet penetration rates, the MEA and APAC regions have proven to be fertile ground for cryptocurrency adoption.

A report claims that the Asia-Pacific Blockchain Technology Market is expected to grow at the highest CAGR (54%) during 2018-2023 and will likely earn revenue of USD 4.59 Bn by 2023.

The Asian countries are investing a lot in the technology behind cryptocurrency, and it is also where most of the growth will come from. China is estimated to invest more than 70% of all blockchain investments in Asian Pacific countries. As a result Asia will see enormous growth in the coming years.

In this article, discover more about cryptocurrencies and how they work. The piece will also dig deeper into the trends in the cryptocurrency space in the APAC region, as well as the predictions for the market in the years to come.

Everything You Need To Know About Cryptocurrency

Before we delve deeper into cryptocurrency, it is important to understand the concept of blockchain.

In essence, blockchain has the potential to make a massive impact on every single industry in the world, and cryptocurrencies are one of the most interesting applications of the technology.

Cryptocurrency is a digital currency designed to work as a medium of exchange using cryptography to secure transactions and control the creation of additional units of the currency. It is a decentralized currency.

The decentralized control of each cryptocurrency works through a blockchain, which is a public transaction database and functions as a distributed ledger. The ledger uses a consensus mechanism to ensure reliability and security and is, by nature, resistant to modification of the data. A cryptocurrency is difficult to counterfeit because of this security feature.

Framework for an Enterprise Security Solution

Blockchain cybersecurity is estimated to reach \$12.4 billion by 2023, growing at a compound annual growth rate (CAGR) of 57.5%.

The increased acceptance of blockchain, as well as the mounting cyberattack incidents will mainly drive growth for the blockchain cybersecurity market.



Prashanth Pereira
Dy. CEO, Miri Systems,
APAC

Sharing insights into how blockchain is the next big weapon in cybersecurity, Prashanth Pereira, Dy. CEO, Miri Systems, APAC, says, "Our current cybersecurity systems cannot keep up with the continuous and clever -

attacks, especially when they are seemingly so simple (i.e., a phishing email to a credentialed employee can expose the data of millions). Blockchain, a Distributed Ledger Technology (DLT), is focused on creating trust in an untrusting ecosystem, making it a potentially strong cybersecurity technology.”

The total impact of the cybersecurity incidents on blockchain-based systems from 2011 has been more than US\$3 billion. The highest loss relates to hacking, which is equal to more than US\$1.6 billion, followed by a scam, which is more than US\$1.1 billion, and smart contract flaws, which is more than US\$289 million.

“It is deeply worrying that people continue to fall for these criminal schemes, particularly since the use of foreign transactions and unregulated cryptocurrency markets mean that victims have no legal protection for the funds they invest,” **shares Jagadeesh Chandraiah, a senior threat researcher at Sophos.**



Jagadeesh Chandraiah
Senior threat researcher at
Sophos

“This is an industry-wide issue that is not going away. We need a collective response that includes traceability of cryptocurrency transactions, warning users about these scams, and quickly detecting and removing the fake profiles that enable this kind of fraud,” he adds.

How Can Blockchain Payments Open the Door to A Secure Financial Future?



Amit Jaju
Senior Managing Director - India,
Ankura Consulting Group

Shedding light on the role that blockchain-based cybersecurity technologies can play in ensuring end-to-end security of the BFSI sector, Amit Jaju, Senior Managing Director - India, Ankura Consulting Group, states, “BFSI sector can leverage on inherently decentralized nature of blockchain technology as it becomes difficult to tamper data on blockchains because of automatic cross-referencing and identifying misrepresented node.

The uptime of services is critical for fintech companies, and prevention of DDOS attacks will help enhance uptime. Also, since the data is stored in a decentralized manner, the availability will improve.”

Jaju further highlights that while issuing traditional cards, the BFSI sector relies on traditional KYC processes, often delivered by third parties. This process can be transformed using blockchain technology and secured with cryptography and distributed storage. These KYC solution providers can help by providing secure digital identity management, smart contracts, and digitally signed documents related to claims and transactions.

Trends & Beyond

Cybersecurity is vital for blockchain technology as it addresses privacy concerns such as transparency and anonymity. The current applications in cybersecurity include digital currency transactions, identity management, and supply chain security.

New products in the pipeline are related to smart contracts, regulatory compliance, and digital identity. Major tech companies have opened up blockchain products and services, which may increase awareness of blockchain technology.

Conclusion

In terms of the blockchain cybersecurity market in the future, Pereira concludes, “Trends such as Blockchain-as-a-Service, Interoperability between different Blockchain Networks, Adoption in Tokenization, identity-focussed identity solutions for clouds, etc., are expected to see huge growth in coming years. Financial organizations, especially the new-age Fintechs and Banks, would be leading the adoption of blockchain-based cybersecurity solutions in the next few years.”



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