In addition, the company will also be offering its latest technologies spanning privilege identity management, data classification, IAM, vulnerability management and two-factor authentication.

CISCO TO DEMONSTRATE 'REAL LIFE' SMART CITY SCENARIOS

Rabih Dabboussi, Cisco

As part of its GITEX presence, Cisco will showcase how implementing a digitisation strategy will enable Middle East countries and organisations to reap the full benefits of the Internet of Things (IoT) today, and the new era of Internet of Everything (IoE) in the future.

The company will feature 'real life' Smart City scenarios including a full demo of an augmented reality city, as well as a government transportation demo. Other areas of the stand will showcase the key business architectures and solutions that will be important for digital transformation including security, cloud, data centre and analytics, mobility, application centric infrastructure and collaboration. The company will also put focus on cyber security during the event.

Rabih Dabboussi, General Manager, Cisco UAE, said, "We are looking forward to yet again participating in what is now established as the Middle East's biggest and most influential technology event in the calendar providing a great forum for industry players, like Intel, GBM and Alpha Data, to showcase our latest technology offerings that will shape the next phase of growth in the region. As digitisation accelerates, cutting edge infrastructure will increase a country's GDP, reduce spending and create jobs. It will allow governments to extend the reach and impact of public services by converting insights into action."

Cisco will also have a presence at the Lancope Stand C1-11 in the Network and Security section at GITEX.

COSOSYS TO SHOWCASE ENDPOINT PROTECTOR

Cristina Pop, CoSoSys

CoSoSys will be taking part at this year's GITEX Technology Week in association with its value added distributor for the Middle East region, emt Distribution.

The company aims to present its flagship product Endpoint Protector, a cross-platform data loss prevention and mobile device management solution. According to them, the solution is designed to safeguard confidential information on Windows, Mac OS X and Linux computers, and expand security features to iOS and Android mobile devices. The security software also addresses threats coming from the BYOD trend and the usage of corporate data residing on mobile devices, either personal or company owned.

Cristina Pop, Director of Sales, Business Development, CoSoSys, said, "Over the years, GITEX has grown to become one of the most influential technology events on the planet and we are glad to be present at this year's event with our value added distributor for the region, emt Distribution. Whether it's a SMB or a large enterprise, our solutions address a wide range of businesses. At this year's event, we will offer all our potential customers one free MDM license for one Year for each Content Aware Protection license they acquire from 18th October to 18th November 2015."

EHDF TO DEMO CLOUD AND DR SERVICES

Yasser Zeineldin, eHDF

As part of eHDF's presence at GITEX, it will showcase its enhanced managed hosting, cloud infrastructure and disaster recovery services.

Yasser Zeineldin, CEO, eHosting DataFort, said, "GITEX is a great networking platform to meet existing customers