

# ENTERPRISE TECH

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**ENHANCING YOUR  
TELEPHONE SYSTEM  
NOVOMIND To The  
Rescue !**

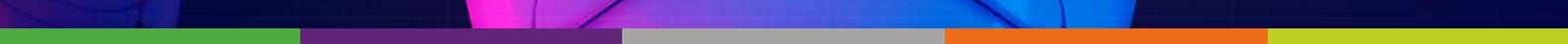
**THE MAN BEHIND  
GCG & EPSON**  
We Talk To GCG's  
Ikrami Aljaiuossi

**LOW-CODE**  
A Whole System  
With Outsystems

**THINKING BIG !**  
Infiled Expands  
In The Region

**INKJET, THE GAME  
CHANGER !**  
Switch To Heat Free  
Epson printers

**THE CHATBOT  
MAN !**  
Interview With  
Hossam Amer





# ENTERPRISE SOLUTIONS

Business Made Easy

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*we'll show you how*



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# THE Z E T Z O O

# INFILED

OUTSTANDING LED DISPLAY SOLUTIONS  
ANYWHERE. ANY APPLICATION.



## WP ALL-IN-ONE SOLUTION

The ultra-thin, lightweight and high resolution LED solution for corporate and demanding environments.



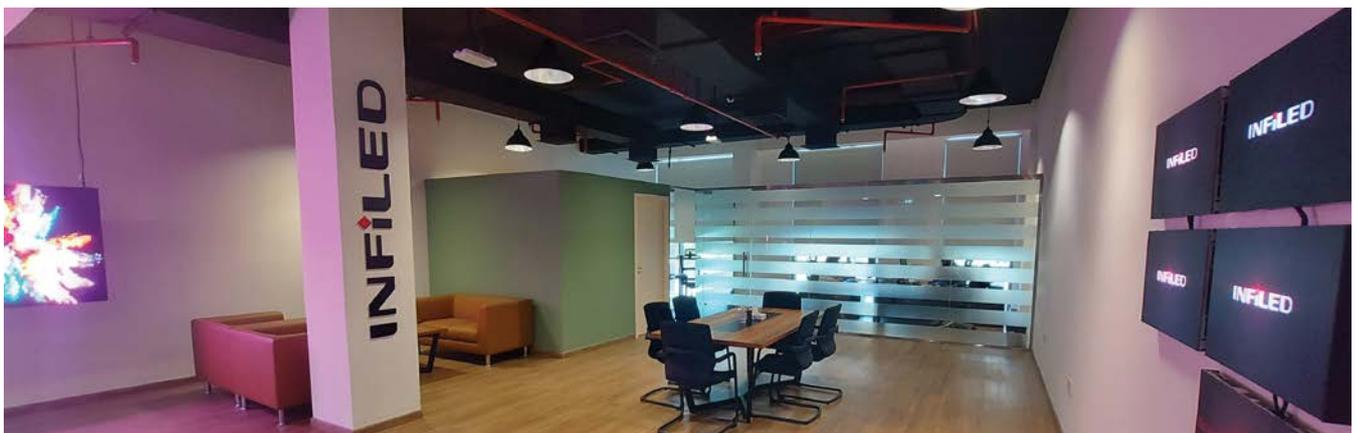
[www.infiled.com](http://www.infiled.com)

# INFiLED Expands Presence in Middle East and Introduces Cutting-edge All-In-One LED Solution

INFiLED is a global leading manufacturer of LED displays, specialized in developing and manufacturing large format solutions. INFiLED 's product application range covers xR & Virtual Production, Corporate, Retail, Digital signage, Command & Control, Creative and Customized applications, and many more. With installations in over 85 countries and over 135 patents, one of the highest numbers in the industry, the company is growing fast worldwide. One of INFiLED's important regions is the Middle East. In the past year, INFiLED hired a team of local Sales Managers for fixed and rental, located in Dubai, Qatar, and Saudi Arabia, to get closer to the market and cover the needs of local customers.

## Office and Showroom in Dubai

Because of the company's enhanced presence in the Middle East, INFiLED decided to invest and opened a new office and Showroom in the center of Dubai, UAE, last year. "The office is not only a working space for our fast-growing team but also an opportunity to be closer to the market. We are glad to invite customers and show them our latest products for fixed and rental installations," said Samer Otaibi, Regional Sales Manager of INFiLED Middle East. "It's our goal to have local people in each area globally. We believe this is the best way to support and create long-term relationships with global customers and partners," said Marco Bruines, CEO of INFiLED EMEA.



*INFiLED office and Showroom in Dubai, UAE*

## INFiLED WP All-in-one solution

Over the years, INFiLED has developed its flagship WP series. A cutting-edge, fine pixel pitch LED solution for indoor fixed applications. By listening to the market and continuously improving the product, the ideal, lightweight video wall was born.

The all-in-one design is an ideal solution for any indoor installation requiring ultra-high definition. With a panel ratio of 16:9 and a pixel pitch ranging from 0.9mm to 3.1mm, configurations of 2K, 4K, and 8K resolution displays, can be easily achieved. With an ultra-thin edge thickness of just 29.5mm and an intuitive slim line mounting system, the WP series saves space for demanding environments.

The WP all-in-one solution provides you with a new level of flexibility when it comes to using LED screens for corporate meetings, events, indoor advertising, and digital signage. Mounted on a mobile structure offers flexibility to use it anywhere and anytime. Simply wheel your screen to a desired location and you have a perfect digital medium to communicate your message to the audience.

Designed to deliver superb visuals in any kind of indoor environment, including Conference rooms, Offices, Hotels, Event Centers, Entertainment Venues, Hospitals, Schools & Universities and many more.

## Benefits of the WP-All-in-one solution

**High Definition** - Available from 0.9 up to 3.1-millimeter pixel pitches and a 16:9 aspect ratio it can easily support 2K, 4K, and 8K resolutions.

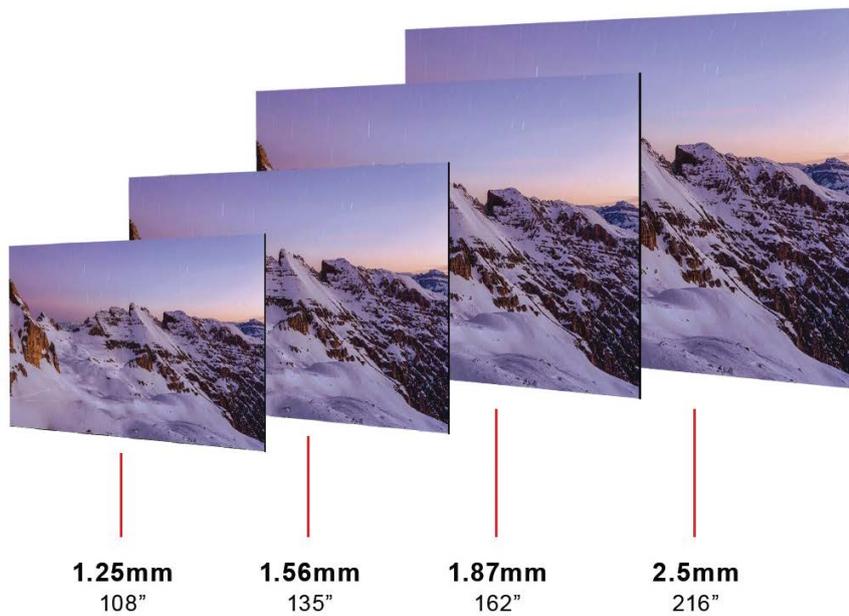
**Ultra-Thin** - Unique edge thickness of less than 30mm when mounted on the wall saves space for demanding environments.

**Creative Solution** - Designed to adapt in the most challenging installations up to a corner of 90°.

**Built-in Media Player** - The INFILED WP All-in-one solution comes with standard full HD resolution for each pixel pitch and features integrated media player to make a complete standalone screen. On top of that, a HDMI output and four USB ports are available for easy content display.

**Plug-and-Play** - To connect the display, the only thing required is a domestic plug-in. Power redundancy is possible for demanding uninterrupted 24x7 operation.

**Easy Maintenance** - With the WP's innovative magnetic vacuum tool, modules can be easily taken of, and front maintenance is possible without danger to damaging the screen.



**Optional Accessories** - The All-in-one solution offers remote control options, wireless share and a sound bar.

## WP all-in-one in the Middle East

The WP All-in-one is a popular product in the Middle East and has been installed at many offices, universities, banks, and tv studios across the region. Examples are the installation of five 136' displays at the headquarters of Pepsi, the boardroom at the Ministry of Economy in Saudi Arabia, and the Commercial Bank of Dubai, as well as a 162' boardroom display at the Communications and Information Technology Commission and many more upcoming.



*Commercial Bank of Dubai*



*Headquarters PEPSICO in Dubai*



*Ministry of Economy in KSA*

# INTERVIEW WITH SAMER OTAIBI

## Regional Sales Manager of INFILED MENA



**INFILED's Regional Sales Manager in the MENA region, Samer Otaibi has 14 years of experience in the pro-AV industry. Together with his team, he established the INFILED brand in the Middle East and developed a track-record of high-end LED projects.**

### **Can you tell us a bit about INFILED and its presence in the Middle East?**

INFILED is one of the leading LED Display Manufacturers globally and focuses on high-end rental and fixed LED Solutions for each indoor and outdoor vertical markets. Besides standard products, the company is also creating large-scaled creative and customized LED displays on request. This is a great advantage that we offer.

Originally INFILED is from Shenzhen, China, but three years ago, the company decided to invest in local Marketing and Sales teams in each region. In these three years, we have opened a headquarters, storage and repair center in Rotterdam, Showroom and offices in Barcelona, and an office, Showroom, and repair center in Dubai. I was the first one to be hired in the Middle East and experienced the team and brand growing fast over this time. It's wonderful to see INFILED's presence at many important locations like Expo 2020, The Museum of the Future, Etisalat, Ford Showrooms, Adidas, Al Shariqya TV Studio, and many more.

Besides a sales team in important Middle East regions, we now have technical engineers in Dubai to support local customers with installations, questions, and technical support.

### **Which LED trends do you see in the Middle East?**

In general, we focus on all verticals like DOOH, xR and Virtual Production, Retail, Rental & Staging

etc., but currently we see two trends in the Middle East:

First, more and more universities and offices are replacing their LCD's and projectors for fine pixel pitch LED displays. Our displays are used in meeting rooms, auditoriums, classrooms, or as decoration and information display. As the technology is evolving, pixel pitches are getting smaller, and quality is getting higher, it becomes more attractive to replace LCD with LED. The biggest advantages of LED are that there is no light reflection, higher contrast, easy maintenance due to small, separated modules, and significantly lower power consumption.

Second, we see a big trend in Command & Control Centers in the Middle East. As we are known for building reliable, fine pixel pitch products, this is a market in which we see a lot of growth. The WP Series is ideal for Control Rooms, which require the most reliable and high performing technology, providing sharp display of data and the flexibility to split and distribute content in the most effective way. Featuring advanced operations control system with multi-user management capabilities, dual-processor, and built-in redundant power supplies, it is designed for 24/7 non-stop operation.

### **What is your position in the Extended Reality and Virtual Production market?**

In the past years, INFILED saw the revolution of LED xR and Virtual production studios and decided

to step in. The company developed multiple, high-end LED series specially designed for xR and Virtual Production, including different curved and flat backdrops, a ceiling, and floor. INFiLED DB series, is an ideal xR and VP backdrop because of its high scan rate, high frame rate, ultra-low latency, exclusive black LEDs, which ensure high contrast, vivid colors, and a cinematic look without moiré effect. The DFii series is the newest generation of high-quality, interactive LED dance floors and is designed to carry weight of up to 2,500kg/m2.

We offer multiple fixed and rental, curved, and flat solutions for xR and Virtual Production applications and were chosen to provide UAE's first fully integrated extended reality (xR) and virtual production (VP) studio, named Fractal Studio in Dubai. The studio has a size of 24x5m and offers a 192° curve with a pixel pitch of 2.5mm.

INFiLED xR studio solution is also being used for educational and corporate applications. Using extended reality is a new way of creating interactive, modern, and professional environments for online events, presentations, and webinars.

We are attending broadcast events like IBC 2022 in September, and have a revolutionary, innovative xR and VP product being launched soon.



*Fractal Studios - UAE's biggest xR and Virtual Production Studio using 120sqm of INFiLED LED panels*

### **What are INFiLED's plans in the future?**

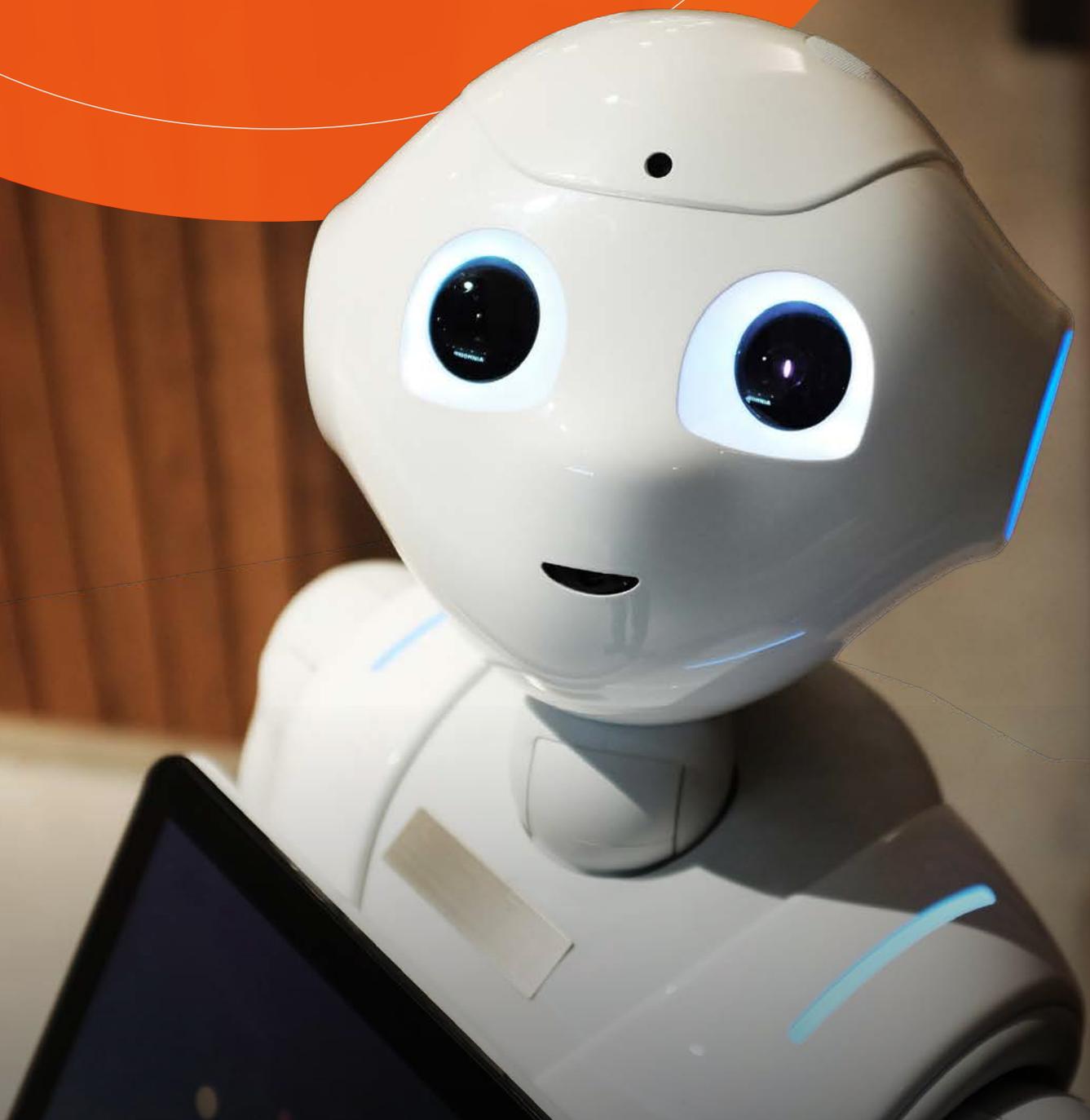
We mainly focus on building long-term relationships with our customers based on a high level of trust and support by providing high quality LED solutions. We've had many of our biggest customers already for over seven years, in this we believe. We don't sell a just a product but a fitting solution for each project. We have a strong team of engineers to support our customers, also far before and after a product has been installed, and offer options to customize our displays to unique, creative solutions when asked for.

One key aspect of this strategy is hiring local sales, engineers, marketing, and product management teams to be closer to customers in each region. We now have established teams in all continents and are looking forward to keep expanding rapidly.



# FULLER SHOPPING CARTS, FASTER ANSWERS, HAPPIER CUSTOMERS

What AI can do for digital  
commerce and customer service



# 4

## WAYS TO GET MORE OUT OF YOUR TELEPHONE SYSTEM

### Optimise Your Customer Service At The Same Time

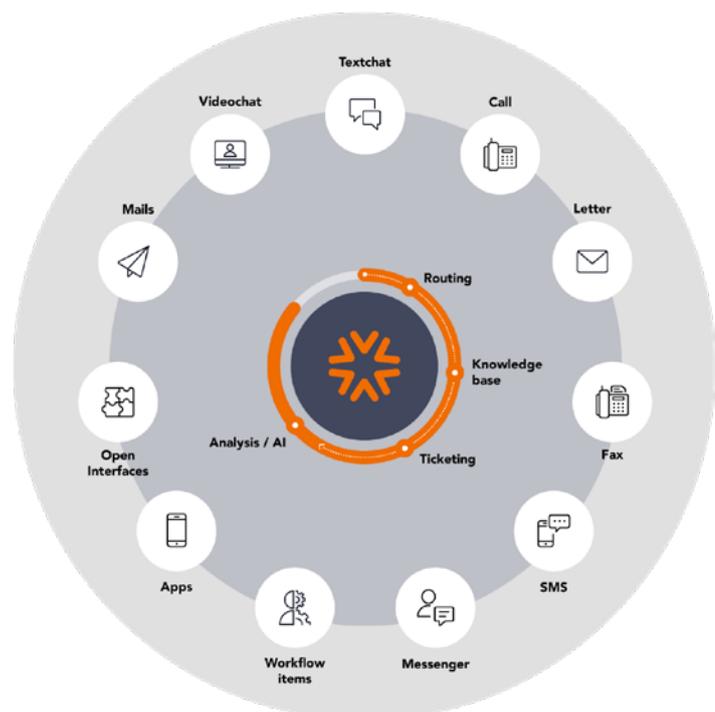
Telephone conversations still play a crucial role in communication between companies and their customers despite the range of communication technology now available. A modern telephone system can do a lot these days. To find out what happens when it's connected to the novomind iAGENT customer service platform and how this can significantly improve customer service, read on.

#### INTELLIGENT COMMUNICATION WITH novomind iAGENT CALL

Embedded in the novomind iAGENT customer service platform, novomind iAGENT Call enables intelligent, service-oriented call routing. This connection of a modern telephone system with the novomind iAGENT customer service platform enables incoming or outgoing telephone calls to be handled alongside all asynchronous channels. This gives the customer service department almost all the functions required to react faster and more flexibly to customer enquiries. This offers immense advantages – regardless of whether enquires are handled internally by employees or externally via a call centre. You can read about four of these advantages on the following page.

#### 1 - CUSTOMER SERVICE AS THE CONTROL CENTRE OF ALL COMMUNICATION CHANNELS.

Companies usually offer their customers various ways of getting in touch. This can include asynchronous channels such as WhatsApp or other messenger systems as well as e-mail, the website's contact form, social media or chatbot systems. These can all be displayed and processed in the novomind iAGENT customer service platform. The additional novomind iAGENT Call extension means this can now include one-to-one telephone communication as well. This allows the customer and the company to talk directly to each other so that problems can be solved more quickly in a personal conversation.



*novomind iAGENT PROVIDES A CONSTANT OVERVIEW OF ALL CHANNELS*

## 2 - PHONE MEETS APP: SIMPLY CONNECTING THINGS THAT BELONG TOGETHER.

There is now a whole range of Unified Communications (UC) systems. Microsoft Teams is one of the most common. The novomind iAGENT Call Connector not only allows various telephone systems to be connected, but also enables the integration of a native Microsoft Teams solution. The agent can thus use all the possibilities offered by this solution. This includes, above all, checking that the contact person is available as well as their ability to answer the request (skill-based routing) before the call is forwarded. If a contact person is not available, Teams automatically makes an alternative suggestion with the same skillset. Sharing information over Microsoft Teams is easy and makes it possible to actively involve experts from across the whole company in customer service in order to solve any kind of customer query more efficiently. Depending on the customer service structure and the access rights of the individual service staff, it is even possible to specify in advance exactly what data from which connected systems should be displayed on the agent's screen, depending on the caller's individual concerns.

## 3 - WHEN YOU KNOW EVERYTHING, YOU CAN OPTIMISE FASTER

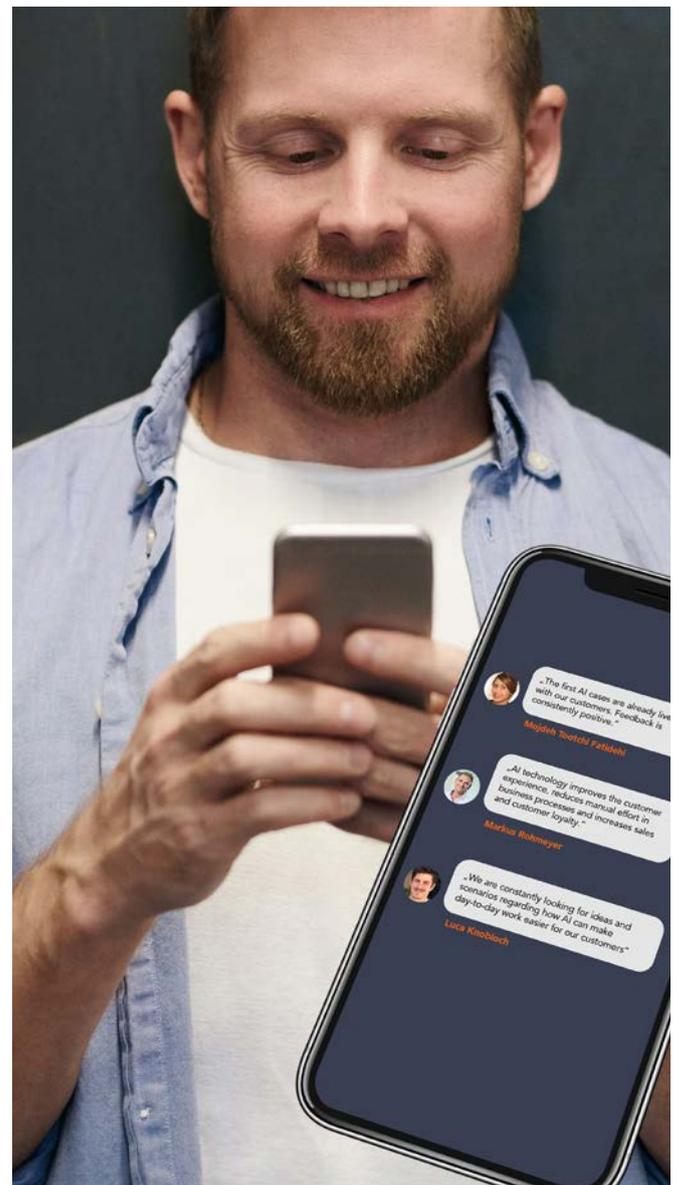
novomind iAGENT Call collects all incoming data and presents it to the user on clear dashboards. How many calls were answered in which time frame? How many of them were short conversations and how many were successfully forwarded? And how long are the waiting times on average ?

novomind iAGENT Call also provides a wide range of reports. This helps to carry out evaluations and derive actions from them in order to adapt customer service structures if necessary – both ad hoc and in the long term. It's not only speed that's important in customer communication, but also the first contact resolution rate. If an agent has all the necessary data at their disposal, they can positively influence this themselves. This noticeably increases customer satisfaction.

## 4 - THE PHONE THAT MAKES EVERYONE BETTER

Many employees are confronted with different

customer enquiries on a daily basis, particularly in call centres. Staff turnover is particularly high in external call centres as well. New employees have to be trained over and over again. novomind iAGENT Call offers a range of intelligent functions to provide practical training for service employees and call centre agents. It allows so-called call recordings, in which conversations can be recorded for later evaluation in strict accordance with legal requirements (MIFID II). Training can be carried out even more directly with two other options. On the one hand, the instructor can use the so-called coaching to connect directly to the conversation between customer and agent and listen in. With so-called whispering, it is even possible for the instructor to give hints and tips to the agent during an ongoing conversation without disturbing the caller. This enables the agent to correct their conversation strategy live and improve their response to the customer's needs.



# INTERVIEW WITH HOSSAM AMER

Managing Director,  
novomind MEA



## **Could you please tell us a little bit about novomind MEA and your product, novomind iAGENT?**

novomind MEA is the Middle East and Africa subsidiary of novomind AG, the software house from Germany. We are fast-growing company, that has a dedicated team of Project Managers, Solution Consultants, R&D and Support representatives.

With novomind MEA local presence and through our local channel partners, we had obtained a fast-growing customer base where we delivered large strategic digital transformation projects focused on digital communications. These projects were successfully rolled out with novomind iAGENT platform, which is our software for optimum omnichannel management, offering everything you need for consistent Customer Experience in one interface.

We are proud and happy to share that we delivered more than 20 large self-services chatbot and digital communications platform project within UAE government entities in less than 4 years.

## **What are the main features that you would highlight in novomind iAGENT platform?**

First, it is pure OmnicChannel communication platform- novomind iAGENT platform comes with several modules from chatbots through email management, chat, video chat and WhatsApp up to social media. All interactions with customers are covered across all available channels in one interface.

Secondly, I would mention usability, scalability and possibility to have the solution either as a cloud or on Prime. Also one of the key advantages of novomind iAGENT platform its utilize and use AI among several functionality and features in novomind iAGENT Platform. It is easy to customize and add more plugins and new features and operate our software simply and quickly, as well as obtain comprehensive reporting on all customer interactions.

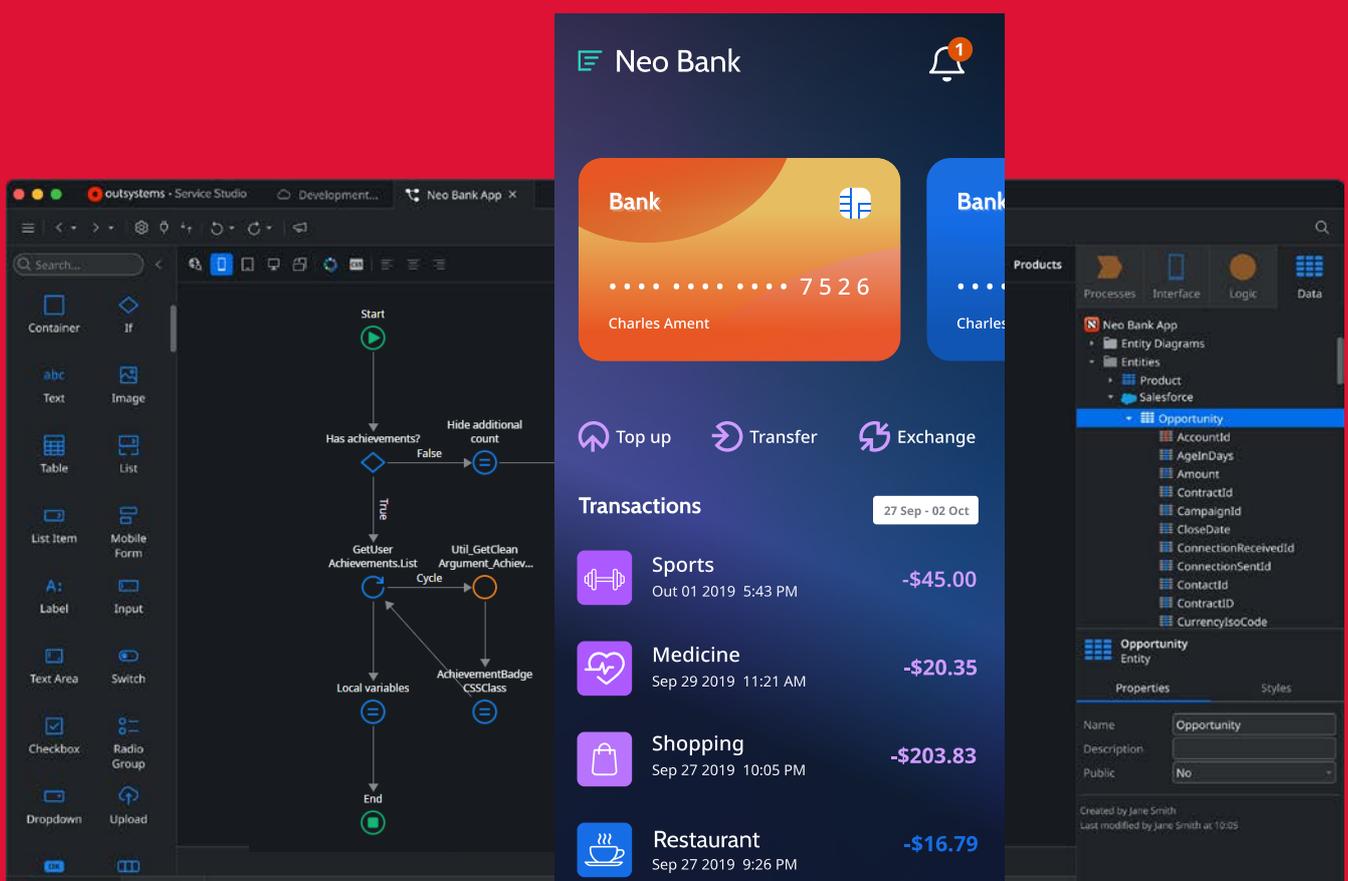
## **How do you adopt digital transformation and AI trends in your solution?**

Developing AI technology is in our DNA and part of the founding story of novomind. AI is widely used in Digital Transformation projects, and it is undisputedly included in all our software solutions. For example, the novomind call-centre software recognizes your customers' requests via semantic text analysis and can answer them directly via the iAGENT chatbot. This can even work via WhatsApp with the WhatsApp business interface. Recognition means understanding. To understand and professionally process customer concerns, a multi-channel capable central recognition entity is available in the form of novomind iAGENT iQ Dialogue Engine. novomind iAGENT iQ Dialogue Engine, which provides cross-channel support, is the technical basis and "AI heart" of all automated processes in the central communications platform novomind iAGENT.

# Low-Code. High-Performance. Let's Go.

Serious Productivity and Serious Apps  
for Continuous Innovation.

Find out more at [outsystems.com](https://outsystems.com)



# Technical Debt: THE CORPORATE LEECH

During the pandemic it became clear that being digitally savvy was no longer just an advantage; it was a necessity. Companies rushed to create digital strategies and implement software that could not only keep their lights on but could help them meet immediate customer and employee needs. According to the Digital Transformation in the UAE 2020 report, 9.84 million people in a population of 9.94 million are internet users. The UAE has also ranked first in the Middle East and 8th globally in the Online Services Index (OSI), which measure the evolution of governmental smart services, proving that it highly values its ability to access needed services through online platforms.

As the pandemic forced companies who did not provide online services to adapt, organizations attempted to adjust their service offerings overnight, whether through employee- or customer-facing platforms. While some have been using legacy applications that remain outdated, others have quickly built software that is bound to face challenges in terms of efficiency and adaptability to changing business needs and requirements. Both practices will ultimately hinder growth and cause the slow erosion of the organizations' efficiency, innovation, and effectiveness. The cost resulting from these complications is coined "Technical Debt."

For years, "technical debt" has been tossed around with dozens of definitions and connotations. But simply put, technical debt is the coding you have to do now because of the shortcuts you took in the past. It's the technologies and time spent maintaining old, bad and broken code, rather than developing new ideas and innovations.

## Paying the Price of Technical Debt

The price occurs when companies prioritize rapid repairs over scalable solutions in their design and development processes. Instead of retooling and modernizing flawed solutions, companies have applied a band-aid which ultimately incurs technical debt.

OutSystems polled over 500 IT leaders worldwide in June 2021 to further delve into the topic. We discovered that technical debt consumes about one-third of a company's IT budget on average, and it accounts for 41% of a company's IT expenditure for enterprises. Technical debt destroys much of a company's budget in verticals such as healthcare, which ranked first in terms of financial damage, with banking and finance following closely behind.

Many factors might contribute to technical debt. Too many development languages/frameworks (52%), turnover within the development team (49%), and accepting flaws to reach release dates (43%) are all cited by IT leaders in the research. All these factors make it hard for businesses to maintain and rework critical systems – and won't disappear on their own. In fact, the increased demand for digital tools that businesses experienced during the pandemic will persist in 2021 and beyond, threatening to exacerbate the problem for companies of all sizes.

## Cutting Strings Loose

The first step in addressing technical debt is to avoid adding to it in the first place. We know that IT departments are under more pressure than ever before to manage current systems while also

planning for the future. That's one of the reasons companies are rushing to adopt no-code and low-code solutions. However, many of these tools are developed for speed and aren't designed to alter or scale.

The results of our research suggest two solutions to relieve the problem: reducing development staff turnover and limiting the number of new programming languages and frameworks an organization embraces. Other approaches include inventorying assets to determine the presence and impact of legacy technologies. Organizations must rethink and reorient their strategy away from simply sustaining historical dependencies and addressing and replacing them with current styles. By carefully aligning modern application

development platforms, organizational structures and team priorities, any company is capable of steadily chipping away at their debt without compromising the timelines of their current projects.

Cutting technical debt takes time and strategy, just like paying off financial debt. This necessitates a shift in emphasis from short-term benefits to long-term success and the development of instruments that support both. This is the first step toward developing a culture of innovation and acknowledging the organizational need for change. Moving ahead free of technical debt allows businesses to flourish and thrive moving forward, much like paying off that last home mortgage payment.



**BUILD ENTERPRISE-GRADE APPS FAST**  
... deliver real business value faster

# INTERVIEW WITH RODRIGO CASTELO

VP Middle East & Africa  
at OutSystems



**Please introduce OutSystems and its services to our readers**

OutSystems is a global leader in high-performance low-code development. The OutSystems platform enables organizations of all sizes to build the software that makes the difference - whether it's for transforming customer experiences, delivering workplace innovation, automating processes, or modernizing core systems. OutSystems makes this possible by combining extraordinarily fast, visual, model-driven development with a modern platform built around AI, cloud, DevOps, and security.

Using the OutSystems software development platform, businesses of all sizes can develop, deploy, and manage critical apps at speed—enabling them to respond to market opportunities and continuously deliver value through software-driven innovation. These applications run the gamut from highly scalable and secure cloud or on-premises applications, websites that serve millions of consumers, back-office solutions powering massive factories, mobile banking applications for Android and Apple devices, and even IoT solutions that save peoples' lives. In addition, OutSystems helps break the myth that high quality, efficient apps can only be created by the biggest tech giants that have hundreds of world-class developers on payroll

**How have the requirements of enterprise web and mobile apps grown in the MEA region?**

Businesses across the globe have been forced to transform to maintain business continuity

during this difficult period of time. The Middle East is catching up fast through the acceleration of the adoption of cloud computing. According to Michael Page's 2021 Middle East Salary Guide and Insights, software developers represent the most highly in-demand position within the digital world in the region. The IT industry in the region is blooming. However, the Middle East still suffers from a skill shortage in the technology field, creating a gap between the demand and supply of human resources. Many businesses' IT infrastructures don't lend themselves to rapid reconfiguration or extension and thus stand in the way of solving disruptive issues brought on by the pandemic. Investing in IT and adopting agile technologies is more critical than ever.

The pressures brought on by the pandemic have accelerated the need for digitization, however the region has been preparing for this move for a while, as planned in UAE's 2021 and Saudi's 2030 Vision amongst others. The growing demands for highly tailored products and services are driving organizations to rapidly extend and adapt their existing systems in ways they were never built to do. At OutSystems, we recognize this challenge within the region and aim to streamline the jobs of developers and educate rising

talents. Twenty years ago, our team identified that customers needed a more efficient way of developing applications through a visual, model-driven approach to coding while maintaining the expressiveness and capability of traditional development which we have fused in our modern application platform to provide a faster and more adaptable software development process.

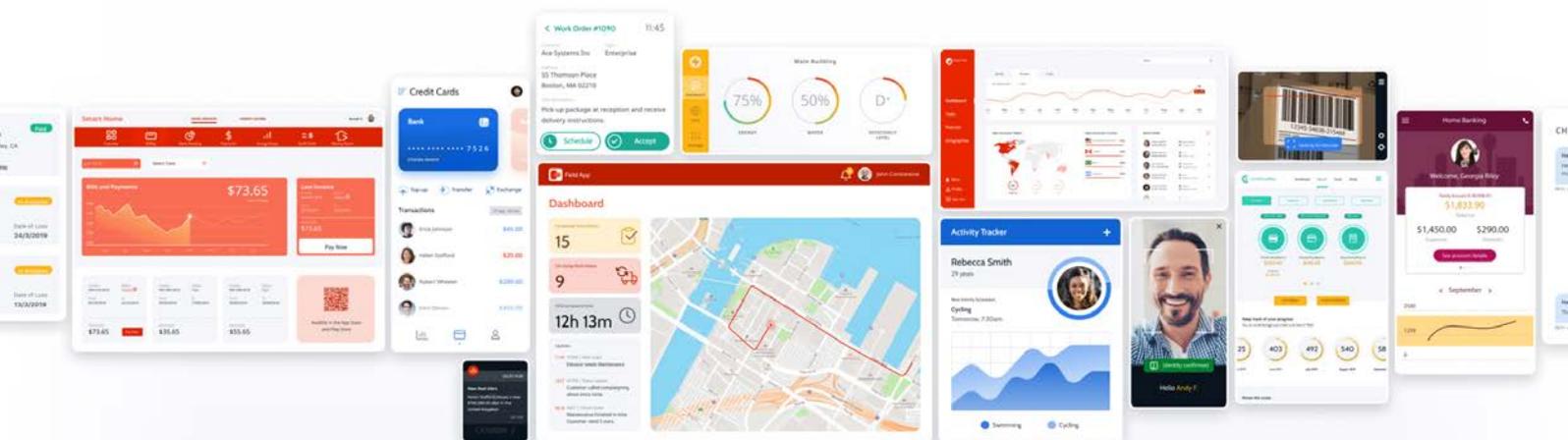
### How do you position your AI-based automation solutions in comparison to your competitors?

As a platform, we have a more holistic approach to AI than our competitors. We consider AI from a couple of very different perspectives. First, we see AI as a tool to improve both pro developers and novices' productivity, increasing the speed and quality of application builds. For example, we use AI to analyze an entire portfolio of apps, compare with millions of patterns to identify potential issues with architecture, performance, and security. The platform is then able to recommend

solutions and, in many cases, automate the steps required to remediate them. This is uniquely possible because of the architecture of our platform.

Our customers are looking to harness the power of AI within the applications they build. This is the second major area where we are investing. Out-of-the-box OutSystems provides sophisticated AI components that can be used through easy drag-and-drop elements to provide applications with AI functionalities that delivering an amazing customer experience. AI components can help automate and guide the customer journey through various workflows. As part of our commitment to help customers easily build state of the art applications, we are constantly delivering new ways to accelerate innovation. For example, we collaborated with Cloud Accelerators for AWS to help customers looking to innovate on top of the AWS cloud ecosystem.

# The Platform for Modern Apps



# Switch to Heat-Free printing technology

Switch to Heat-Free Technology for low power consumption. Thinking about every page you print can start to make a difference.

**Turn technology to your advantage**



**EPSON**<sup>®</sup>  
EXCEED YOUR VISION

# Switch From Laser To Inkjet Printers, THE GAME CHANGER!

A worldwide switch from laser to inkjet printers by 2025 could cut energy emissions by 52.6% - saving 1.3 million metric tonnes of carbon dioxide each year



New research by Dr Tim Forman of the University of Cambridge, commissioned by Epson, reveals a net-zero future for printing is possible with the right choice of technology

A worldwide switch from laser to inkjet printers by 2025 could save 1.3 million metric tonnes of carbon dioxide (CO<sub>2</sub>) each year, according to new research by Dr Tim Forman of the University of Cambridge, commissioned by Epson.

The research – carried out as part of Epson’s Turn Down the Heat campaign with National Geographic to promote the protection of the world’s permafrost – reveals a worldwide switch across all laser and inkjet models could cut energy emissions by 52.6% of current levels. This is the equivalent to taking about 280,000 cars off the road for a year. It also showed that inkjet technology can be up to 90% more energy efficient than laser technology depending on the type of printer and usage patterns.

## Road to net zero

The study identified that to keep the world on track to achieve a net zero carbon future, the energy consumed globally by all appliances must fall dramatically, with one potential pathway including an average reduction on 2020 levels of approximately 25% by 2030 and 40% by 2050.

**Tim Forman, Senior Research Associate at University of Cambridge**, comments: “This research project has proven that a pathway to a net zero future for printing is possible, as long as people switch to the most energy efficient products both in homes and offices and we reduce the carbon associated with manufacturing these products. We hope to now see more efforts to advance eco-friendly technologies across the appliance sector – including TVs, washing machines, fridge freezers and ovens – to reach net zero emissions by 2050.

*“It is crucial that we continue to improve the energy efficiency of appliances – and reduce the energy required to produce appliances – to avoid the worst climate change scenarios. In fact, IEA analysis[1] shows that failure for the appliances sector to meet its net zero decarbonisation scenario risks a 100% increase in the frequency of extreme heat waves and a 40% increase in ecological droughts.”*

### A call for action

The report reveals that a net zero future for the printing sector depends on a global switch to the most energy efficient products such as inkjet technology. It identifies three ways we can make a collective change:

**1. Technological innovation:** With appliance ownership continuing to increase, reducing carbon emissions will rely on enhancing technological energy efficiency standards and reducing the energy intensity of manufacturing. One example of industry progress toward more energy efficient appliances is Epson’s Heat Free

inkjet printing technology, which does not require heat in the ink ejection process. Instead, pressure is applied to the Piezo element, which flexes backwards and forwards firing the ink from the printhead.

**2. International co-operation:** Greater international co-operation is needed to align Members of the European Parliament, encourage the uptake of more efficient appliances, and improve efficiency labelling. This has the potential to accelerate action and drive down the costs of efficient appliances.

**3. Behaviour change:** If everyone on the planet makes one positive change, it can have a huge positive impact. People can choose Heat-Free Technology when replacing an existing printer to help reduce energy consumption and the associated greenhouse gas emissions, which will help to slow the rate of climate change. Choosing a cartridge-free printer is also a more sustainable option and may bring benefits in terms of improved efficiency, productivity, and long-term financial savings.

**Husam Alzughayyar, Sales Manager, Epson Middle East,**  
*comments: “There’s no getting away from the fact that we’re facing a global climate crisis, but the future is in our hands. One thing we have control over is how we consume energy – and we can make the world a better place one appliance at a time. Inkjet technology is available as a greener choice and even small changes can make a big difference in protecting the world’s permafrost.”*

### About Epson PrecisionCore Heat-Free Technology

Epson Heat-Free Technology does not require heat in the ink ejection process. Instead, pressure is applied to a Piezo element, reducing environmental impact while increasing productivity without compromise.

### Heat-Free Technology brings four benefits:

- Low power consumption saves energy and money
- Few replacement parts, low environmental impact
- Save time with consistent high-speed printing
- Low intervention increases productivity



# MEET IKRAMI ALJAIUOSI

## GCG Product Manager For EPSON



With extensive experience in the print industry for 7 years in the region, Ikrami Aljaiuossi is the new GCG Product Manager for Epson in UAE. He is driven by new technologies and eco-friendly solutions, hence taking the lead on educating UAE market and offering EPSON Inkjet Print Solutions

### What is the current position of GCG & MPS Company in the market?

GCG is an authorised reseller and service partner for Epson Business Inkjet Printers and Large Format Printers in the UAE and Oman.

Recently we executed MPS projects thanks to which we have been recognised as the “Best MPS Deal 2021” by Epson Middle East.

From a distribution perspective, our subsidiary company, MPS Company, is considered as a tier-1 distributor for Epson Business Inkjet Printers portfolio that manages operations with tier-2 resellers.

### What makes Epson a unique brand?

In addition to being leaders in printing solutions, Epson have their own unique technology for each product in their impressive portfolio. But what makes it different in the Business Inkjet (BI) products is the PrecisionCore Heat-free Printing Technology, the next-generation Inkjet printing technology invented by Epson.

The PrecisionCore technology will allow our customers to achieve excellent image quality, as it significantly boosts the printing speed with the lowest printing cost. In addition, it remarkably expands the range of inks that can be used and materials that can be printed.

Epson Inkjet printers use Heat-Free Technology to deliver advanced customer benefits over laser technology. Thanks to this, customers will be able

to enjoy a high printing speed with lower power and cost, less consumables, and spare parts; unlike in laser, Epson Business Inkjet does not include a toner, a drum, a fuser, a fixing unit, or other features. The only consumables are inks and maintenance with higher yields, which reduce the intervention and the downtime.

Furthermore, Epson MFPs come with all required features and functions to bring the MFP to the core of the business day instead of keeping it in a corner for printing purposes only.

Epson requires up to 96% fewer used consumables, produces 94% less waste, consumes 83% less energy, and releases 92% less CO2 emissions.

### How can GCG & Epson help organisations?

GCG is enabling many companies to manage their printing fleet, boost employee efficiency & productivity, reduce the costs, achieve the sustainability goals, and ensure the security of documents, devices & data. That aligns with Epson goals and vision.

GCG team is comprised of +50 well-trained engineers to help organisations to reduce the

intervention and the downtime and make Epson's machines up and running. Meanwhile, Epson MFP's reliability is assured with High Mean Prints Between Failure (MPBF) values so that customers can print with confidence.

The needs of business users have changed, so today's business printers need to be faster, more cost-efficient, and easier to integrate than ever – all while minimizing their environmental impact.

There is pressure to enhance experiences and create smarter ways of working. GCG and Epson's business Inkjet technology enables customers to transform the business workflow and the economics of printing for their organisations.

By replacing a laser printer with an Epson Inkjet, customers can reduce energy and costs, save time, improve productivity, cut waste, and gain a competitive advantage by dealing with an authorised service center have a big name like GCG.

*There is a little surprise, a full-featured MyQ X 8.2 terminal for Epson is completed!*

Organisations using or planning to use Epson devices can level up their machines with the award-winning MyQ X in its wholeness with

features supporting Epson's environmental approach.

### What is happening after Expo 2020 Dubai?

It is obvious that the world is facing a global climate crisis. Now, more than ever, the demand for sustainability and productivity is redefining what people and businesses want from their technology, and the world around them.

After Expo 2020 Dubai, green credentials are a growing priority for the whole region, especially here in the UAE. Sustainability is a pillar of the UAE Government's agenda. This is also aligned with EPSON 2025 Corporate Vision to contribute to the development of a sustainable society by leveraging efficient, compact, and precision technologies to reduce the environmental impact of products and services across their life cycles.

After Expo 2020 Dubai, people started realising that sustainability is important for our planet. The world is moving towards renewable energies sustainable smart cities, and the printing industry is no exception.

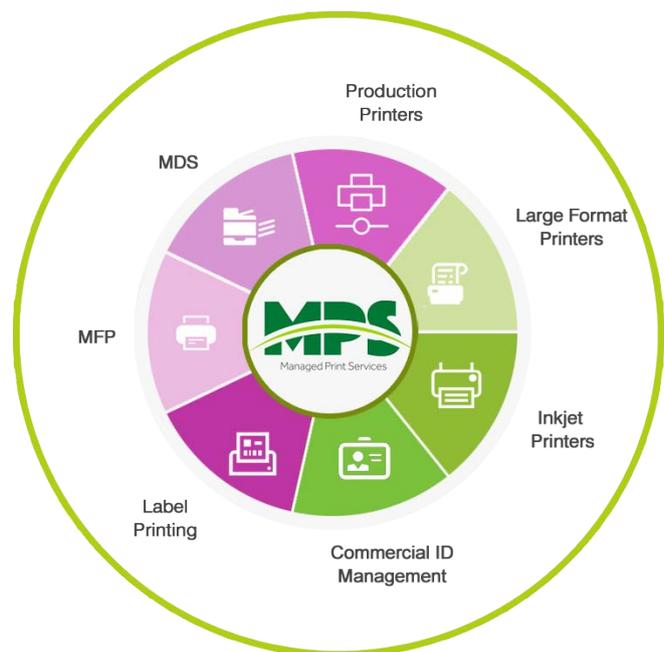
By making the move to Business Inkjets, Epson customers are aligning themselves with these positive changes.

# MPS PRINT SERVICES

Your One-Stop Print Shop



*we'll show you how*



# FEATURED PARTNERS



**INFILED**

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 **outsystems**

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EXCEED YOUR VISION



**Business Made Easy**

*we'll show you how*

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