

August 2024

# ENTERPRISE TECH

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## **GCG ENTERPRISE SOLUTIONS**

Enabling the UAE's journey to  
Zero Government Bureaucracy

## **EDUARDO CRUZ**

Interview with Vice President  
of Sales at OutSystems

## **AI FOR WORKPLACE PRODUCTIVITY**

Sajeev Kutty - CEO at MYSTIQUE AI

## **EIGHT REASONS**

WHY YOU NEED TO REPLACE  
YOUR LEGACY ECM

## **AI-ENHANCED DESIGN**

Thinking and Innovation Management:  
A Multifaceted Approach

## **ARUN SADAGOPAN**

Interview with Sales Director  
MEA at Jedox



# ENTERPRISE SOLUTIONS

Business Made Easy

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*we'll show you how*



- 03** GCG ENTERPRISE SOLUTIONS  
Enabling the UAE's journey to Zero Government  
Bureaucracy
- 06** Interview with  
**HASSAN ALLAHAM**  
Service Director, GCG Enterprise Solutions  
EMPOWERING SMEs with big-time digital transformation capabilities
- 09** **KYOCERA MZ4000I**  
SET YOURSELF UP FOR SUCCESS
- 13** **OUTSYSTEMS**  
WHAT SUCCESSFUL  
Digital Transformation Looks Like
- 15** Interview with the EXPERT  
**EDUARDO CRUZ** Vice President of Sales for OutSystems  
in the Middle East and Africa.
- 18** EIGHT REASONS why you need to replace your legacy ECM  
**DOUGLAS CARDOSO** VP of Products, SER Group
- 22** KEY DRIVER ANALYSIS  
The heart of the digital twin, and a perfect opportunity  
for collaboration
- 24** Interview with  
**ARUN SADAGOPAN**  
Sales Director MEA at Jedox
- 27** AI FOR WORKPLACE PRODUCTIVITY  
**SAJEEV KUTTY**  
CEO at MYSTIQUE AI
- 29** Interview with  
**VINAY NAIR**  
Senior VP, MYSTIQUE AI
- 32** FUJIFILM APEOS SERIES  
Revolutionizing Print Solutions in the UAE with MPS Company
- 35** AI-Enhanced Design Thinking and Innovation Management:  
A MULTIFACETED APPROACH
- 37** FEATURED  
**PARTNERS**

# THE NEW THINGS YOU

# DIGITAL TRANSFORMATION

“BUSINESS  
MADE EASY”



## WE OFFER



Content Automation &  
Management



Low code/No code  
Development



Digitizing & Records  
Management Services



Asset Management  
Services



Business Managed  
Services



Business Process  
Automation

# GCG ENTERPRISE SOLUTIONS

## Enabling the UAE's journey to Zero Government Bureaucracy

For over 40 years, GCG Enterprise Solutions - one of the most trusted enterprise solutions companies and digital transformation partners in the region, has successfully powered critical digital journeys for its clients spanning diverse industry sectors. This notably includes Government entities in United Arab Emirates.

The UAE's "Zero Government Bureaucracy" (ZGB) mandate is therefore very close to the Company's heart, as it resonates directly with its core business offering and has served as a focal point ever since the directive was launched. As a forward-thinking approach towards enhancing service efficiency and quality through digital innovations, the mandate aligns perfectly with GCG Enterprise Solutions' own progressive way of thinking.

With an aim to simplify administrative processes and eliminate redundant government procedures and requirements, The UAE's ZGB programme will witness the elimination of all unnecessary bureaucracy by the end of 2024, resulting in the development of simpler, quicker government procedures. The realization of this goal is envisioned to support the enhancement of the UAE's global competitiveness ranking. Red tape has long been a challenge across both the government and private sectors, but as technology and digitization continues to evolve, we can all look forward to more streamlined and efficient processes.

As the business of Digital Transformation continues to ensure many more upcoming advancements, GCG Enterprise Solutions remains at the forefront of this drive, offering a full spectrum of innovative technological advancements which are individually and collectively enabling Government entities to accelerate towards their ZGB goals.

Let's begin with Artificial Intelligence (AI) which is

helping to automate refined business processes, reduce administrative burdens and enhance efficiency. AI models are also able to analyse historical data to predict service demand, resource allocation, and potential bottlenecks. This proactive approach allows Government entities to not only plan better and optimize resources, but to make more informed choices.

Low-code technology is also playing a major role in facilitating faster application development. Today, low-code tools are enabling the creation of automated workflows for handling routine tasks, approvals, and data processing and will therefore play a pivotal role in simplifying processes, enhancing efficiency, and fostering citizen-centric services.

Business Process Management (BPM) tools are allowing for the mapping out of existing government processes. By analysing workflows, identifying bottlenecks, and eliminating unnecessary steps, BPM is helping entities to streamline procedures for quicker service delivery and reduced bureaucracy. BPM also withholds the potential to provide real-time data on process performance. By analysing metrics, Government entities can make informed decisions to enhance efficiency. BPM therefore acts as a catalyst for the UAE's zero bureaucracy mandate.

Enterprise Content Management (ECM) is another area which is contributing to streamlining government processes via Document Digitization and Centralization. ECM systems facilitate the digitization of paper-based documents.

By converting physical records into electronic formats, government entities can centralize and manage information more efficiently. ECM platforms also automate approval processes. By leveraging ECM capabilities, the UAE aims

to enhance government efficiency and minimize unnecessary bureaucracy. GCG Enterprise Solutions' proprietary digital signature solution "G-Sign" serves as a great example of this technology in motion.

Veteran technology industry leader and GCG Enterprise Solutions' General Manager Naser Darwazeh draws upon decades of experience in enabling clients to benefit from enhanced business efficiencies. Elaborating on GCG Enterprise Solutions' contribution to fast-tracking Zero Bureaucracy in the UAE, Mr. Darwazeh stated that: "The development of our G-Sign Digital Signature Solution, its launch and subsequent success signifies not only GCG's grasp on what the latest technologies can deliver in terms of enterprise efficiencies, but also our unmatched market know-how and our ability to enhance and adapt our product offerings to precise local market needs. The UAE's commitment to minimal bureaucracy and efficient services positions it as a global leader in government transformation and at GCG Enterprise Solutions' our active engagement with government entities in Dubai and Abu Dhabi ensures that we remain at the forefront of advanced solutions for friction-less government services. We are very proud of how far we have come and look forward to doing so much more with our government clients".

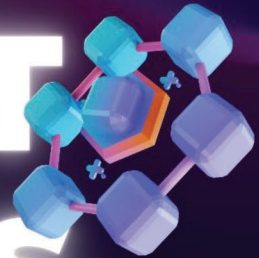


Mr. Darwazeh also spoke about the Company's customer-centric approach and placed the spotlight on how GCG Enterprise Solutions has led the way forward for award-winning digital transformations supporting the Zero Bureaucracy initiative: "I am also very proud of the fact that two of our clients, for 2 consecutive years, have been recognized at the prestigious GovTech Awards.

This serves as a testament to how we have developed our capabilities when it comes to delivering innovation. We are confident that GCG Enterprise Solutions will continue to play a major big role towards enabling the UAE's progressive journey forward. We are after all, a local company with unmatched local market know-how and access to leading global tech partners".



# AI- POWERED AMC SUPPORT SERVICES



**SELF-HEALING**



**SOFTWARE  
DEPLOYMENT**



**ROOT-CAUSE  
ANALYSIS**



**PATCH  
MANAGEMENT**

**GDPR COMPLIANT**

# EMPOWERING SMEs with big-time digital transformation capabilities

Interview with  
**HASSAN ALLAHHAM** - Service Director, GCG Enterprise Solutions

As a leading pioneer in the UAE's ever-evolving IT sector, GCG Enterprise Solutions has served at the forefront of digital innovation and transformational enterprise solutions for over four decades.



Today, with greater competitive forces shaping an increasingly demanding commercial landscape, the Company is gearing up to make steady strides and diversify its service offering. In doing so, GCG is undergoing a strategic expansion, elevating its established stance as one of the region's most established Managed Print Services (MPS) providers, to becoming the preferred Managed IT Services partner for the region's burgeoning SME community.

Elaborating further, Hassan Allahham, Service Director at GCG took the opportunity to layout the foreseeable horizon which GCG envisions, both in terms of its expansion plans, as well as the impact which its strategic shift is bound to create.

With 18 years of leadership experience within the region, out of which 14 have been devoted to supporting the growth and success of GCG, Hassan is an accomplished tech innovator, who has played a pivotal role in strengthening GCG's capabilities, as well as its reputation for delivering a definitive business edge to its growing list of clients:

## **Please tell us more about how GCG is expanding its service offering:**

At GCG, our new strategic initiative is aimed at offering a full spectrum of Managed IT Services to our clients. This major step forward is fully aligned with our ongoing drive for embracing

greater innovation to satisfy our customers' needs. You could say that perpetual growth and expansion has always been part and parcel of our DNA.

Traditionally, we have served as a leading force within the Managed Print Services sector, while taking on a limited scope of IT projects and services as well, to develop our vast legacy of success over the last few decades. Our enhanced offering will witness us going full force to serve the growing business needs of our clients, delivering an unmatched and integrated approach towards cutting-edge developments and technological advancements focused on cloud services, IT infrastructure services, helpdesk support services, system maintenance & repair, as well as IT outsourcing services.

## **What are the reasons behind the strategic shift?**

Having served the print services sector across the UAE and Oman since 1982, we have a very unique understanding of our clients' business needs. This coupled with how quickly the world around us is evolving compelled us to do more to meet their future needs and aspirations. Leveraging our



unrivalled reach and portfolio to extend our service capabilities came as a very natural and organic decision, as we have the service process streamlined, and our platform is optimized for seamless delivery.

### **What's GCG's unique value proposition as compared to other market players?**

**Hassan:** The SME market needs an experienced partner that can deliver enterprise-grade, AI driven services, without the burden of the typical costs associated with enterprise level services providers. What truly sets GCG apart is that with the new additional scope of services, and our expansion into the IT Services domain, we are now positioned as an unmatched partner, that can uniquely deliver low-cost and highly efficient IT services. Smaller-scale SMEs can finally reap the rewards of being served by large scale capabilities and tools.

There is a world of difference between application providers and an enterprise-grade IT services provider. Our integrated approach covers all solutions and is not far from the Managed Services methodology. Enterprise level services will be delivered exclusively to the SME market at a reasonable price.

### **What in your view are your customers' ambitions, and what impact can GCG's new service offerings create?**

The SME sector's reliance on technology has always been high, but looking ahead it will grow exponentially. This is also a highly cost-aware and cost-sensitive segment where the need for greater efficiencies and competitiveness is crucial. With GCG's expanding services portfolio – we are poised to deliver greater accessibility than ever before to brand-agnostic, tailor-made solutions, which will meet our client's exacting requirements for enterprise-grade service packages.

### **What are the exact expansion plans, and how well on your way are you?**

We commenced on this drive with a great deal of enthusiasm and the market's response has been very promising. Exploring our growth potential together with our existing clients has led to greater collaboration and strengthened our existing partnerships, while opening us up to new ones as well. Within this context, we will continue to supplement our portfolio of best-of-breed global principals and partners to deliver cutting-edge services.

Internally, and from a resource allocation perspective, GCG's staff headcount is steadily growing, and we are anticipating a growth rate of 10-15% for FY 2024 vs. 2023. Naturally, our recruitment efforts will be centered on bringing together a robust and highly responsive team of specialists focused on cloud, cyber security, and IT infrastructure. This will only add to our existing presence, where for every 10 square kilometers of populated space within the UAE, there's a GCG field engineer currently deployed and on the job.



# Kyocera MZ4000i Series: Advanced features, great value.

Transform your workplace with efficient and affordable technology.



**TASKalfa MZ3200i**

**TASKalfa MZ4000i**

# Set yourself up for success

Today's evolving workplace pressures businesses to continually adapt so they can remain relevant and competitive. With so many new approaches and technologies, it's hard to keep up – in particular, for organisations on tight budgets. But what if you had one technology that helped you to always stay current, up-to-date, and ready for anything that comes your way?

We present the new **MZ4000i Series**: affordable technology that actively addresses the needs of today's ever-changing work environments. It's a simple, secure and efficient solution that provides a scalable platform that grows with your business and integrates into every workspace.

Take a closer look at its powerful features!



TASKalfa MZ3200i

TASKalfa MZ4000i



Print Speeds

32 ppm

40 ppm



Scan Speeds

up to 200 ipm

up to 200 ipm



Document Processor

up to 320-sheets

up to 320-sheets



Resolution

up to 1200 dpi

up to 1200 dpi



Security Features

Robust new security enhancements and support for the latest certifications

# Keeping smaller businesses in mind

The reliable MZ4000i Series is built on proven technology that has stood the test of time, setting the standard even higher for the black & white MFP's market. Kyocera has carefully designed its new devices to accommodate the demands of smaller enterprises, which need scalable and productive technology that doesn't break their bank.

With an array of scanning, input, and professional finishing options, the Kyocera MZ4000i BW Series will effortlessly help your business meet its goals, stay competitive and propel itself forward.

## Technology that...



### Grows with you.

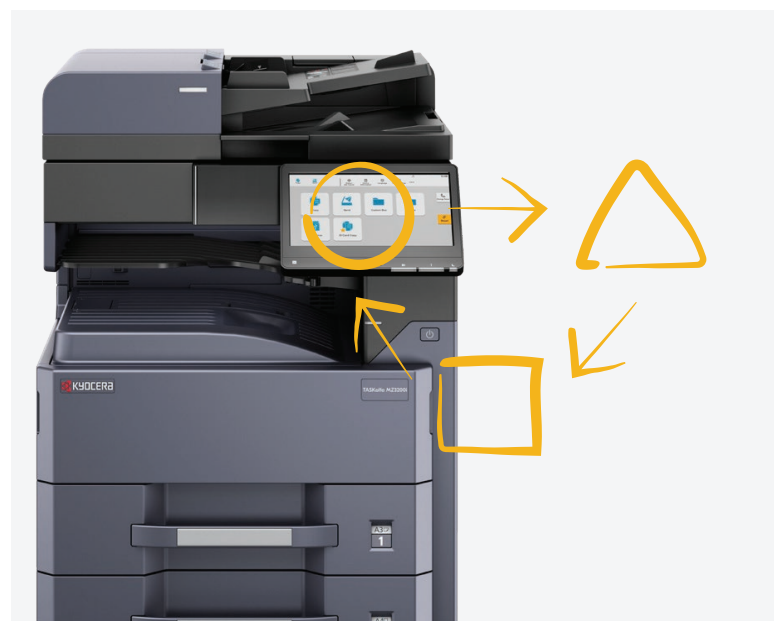
Your business is never stagnant, and your technology shouldn't be either. Whether it's at the office or in the cloud, the MZ4000i Series improves the way you work by providing flexible enablers that grow with you. As your customer's needs increase, you can easily download new applications to further automate workflows and business processes.

Kyocera always takes into account your future growth – our devices are durable, reliable and are packed with upgradable features. This means that you don't have to spend more money on new MFPs in the future. You've just found yourself a long-term business partner.

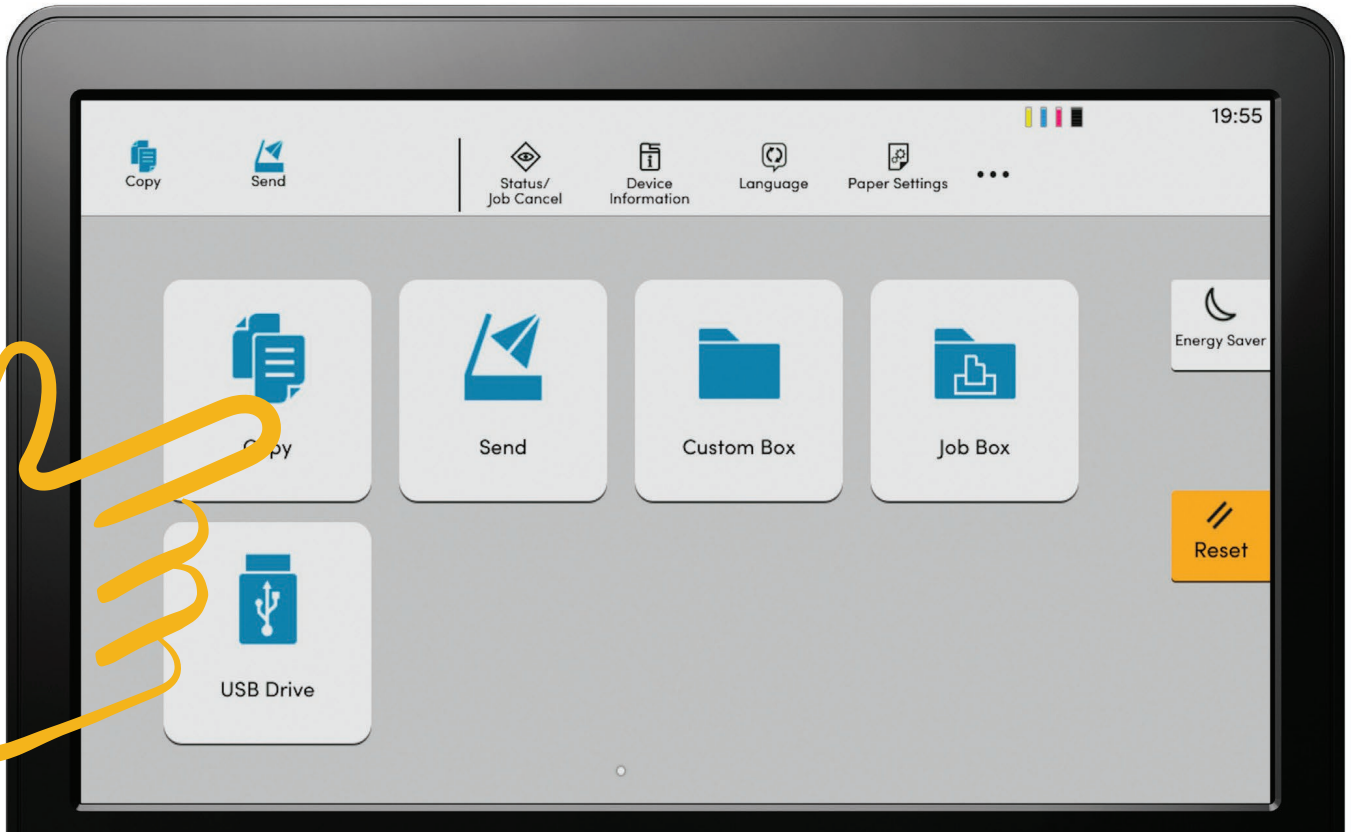
### Keeps you up and running.

Have you been looking for ways to increase productivity levels in your organisation? You've come to the right place: the Kyocera MZ4000i Series. Our solution is to provide a more simple, intuitive and efficient feature-rich customer experience. The devices are equipped with time-saving features that help you get the job done right the first time, minimising downtime and maximising productivity.

And, of course, the print and scanning speed is unmatched. The business landscape is becoming increasingly demanding and to keep up, you need powerful devices from a trusted provider like Kyocera.



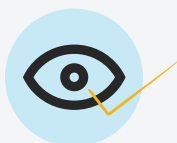
# Simple design = happier customers



Kyocera believes that great technology is intuitive technology. Your business cannot be productive if your employees are struggling to use new work devices. The Kyocera MZ4000i Series follows the same consistent user engagement approach as the rest of its A3 products with extra enhancements added.

At 10.1", our new streamlined user interface is now larger than prior models and displays information clearly in standardised colors. We've gone the extra mile to minimise frustration and maximise your work power, giving your business more time to focus on value-adding activities instead of figuring out how to use your office devices. With Kyocera, you'll be able to navigate the interface with your eyes closed!

**We dramatically improved the user experience by making our technology:**



### **Simple**

All icons and graphics are simplified and use standard colours to make it easier to navigate the interface.



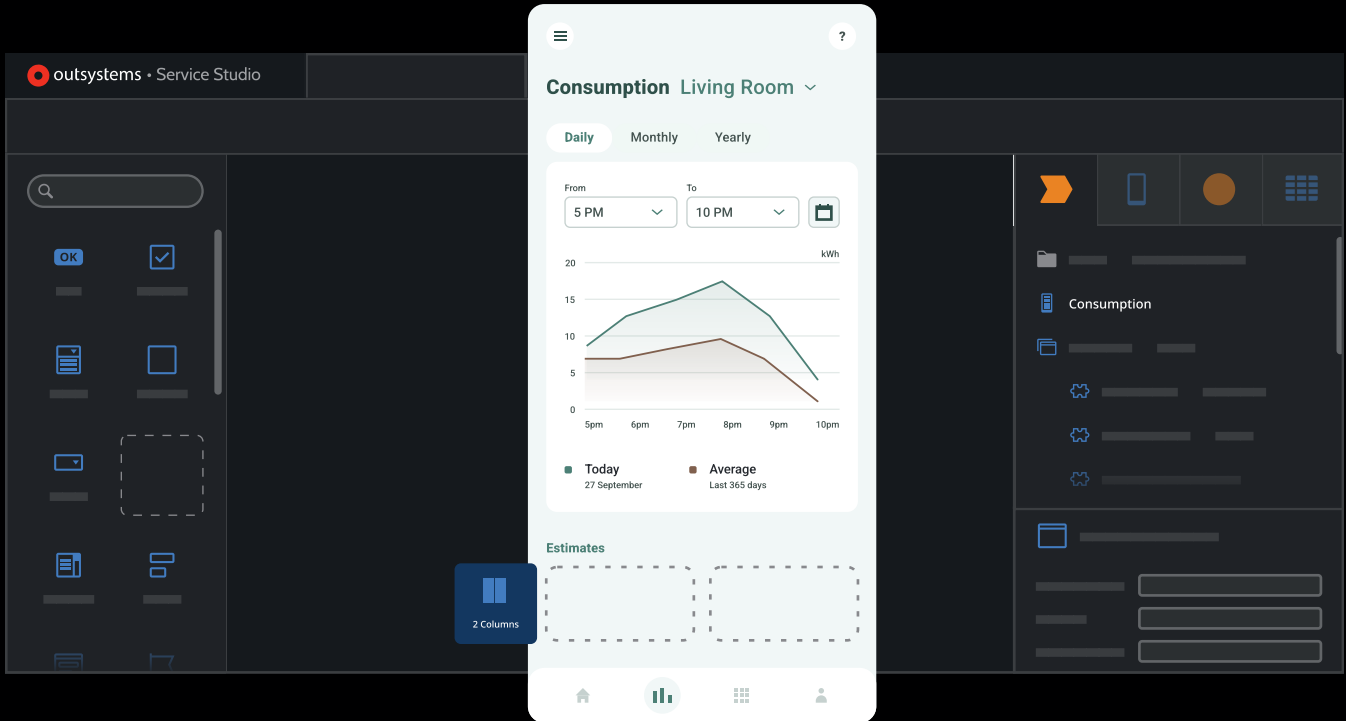
### **Intuitive**

Use expressions to emphasise information and gestures to select target items.



### **Efficient**

With less steps and faster settings, you will work quicker and more productively.



# Accelerate innovation with low-code + GenAI

Seize competitive advantage and run circles  
around your old-school competitors

Increase speed and agility so that the business  
has to keep up with you

Transform operations to automate, accelerate,  
and modernize it all



Schedule a demo  
to see how

# WHAT SUCCESSFUL Digital Transformation Looks Like

The concept of "digital transformation" varies across industries. For some, it means modernizing core systems to improve efficiency; for others, it focuses on delivering customer-facing mobile experiences. However, digital transformation is not a finite process but an ongoing journey where IT leaders must continuously adapt business models, products, and services to meet evolving customer expectations, technological advancements, and market demands.

## The Challenges of Digital Transformation

Digital transformation is challenging due to several common obstacles:

**Scarce resources:** There is a significant shortage of developers, with a tech talent shortage expected to reach 20% by 2025, according to IDC. Top talent is often absorbed by elite tech giants, leaving average companies struggling to attract and retain skilled developers. This scarcity of resources limits the ability of organizations to execute their digital transformation strategies effectively.

**Massive backlogs:** Organizations are pressured to deliver unique products quickly, resulting in more work than their IT teams can handle. The demand for internal employee experiences is also increasing, and Gartner reports that workforce prioritization stands at 26%, surpassing customer experience at 11% in CEOs' top strategic priorities for 2024-2025.

**Technical debt:** Many organizations have legacy applications that are not integrated with modern development tools, making innovation complex and expensive. According to IDC, on average, 50% of applications in an organization are legacy, and less than half of these have been integrated with modern development tools.

**Uncertainty:** Genuine innovation requires embracing uncertainty and experimentation, which is difficult, especially during economic contractions. In uncertain times, C-suite leaders must be cautious with their investments, making the need for strategic, well-measured initiatives even more critical.

**Software development complexity:** Building

modern applications involves various coding languages, frameworks, and libraries, adding to the complexity. This complexity makes it challenging for organizations to stay current with the latest technologies and development practices.

## Strategies for Overcoming Challenges

To address these challenges, modern development approaches, including low-code development platforms, are increasingly being adopted. Low-code platforms can help combat many of the barriers to digital transformation by simplifying development processes, reducing the need for extensive coding, and allowing faster deployment of applications. However, it's important to note that not all low-code platforms are equally effective, and you will find that many are only suitable for less demanding niche scenarios while others as OutSystems are enterprise grade and usable in the context of a full digital transformation program.

## Measuring Digital Transformation Success

A successful digital transformation journey depends on clear priorities and goals. Success should be measured using metrics focused on revenue, profitability, market share, and efficiency. Here are key metrics to consider:

**Return on digital investment (ROI):** Evaluating the ROI of digital investments helps measure the value provided by individual initiatives and their collective impact on organizational goals. For instance, OutSystems' high-performance low-code platform has an ROI of 506% and pays for itself in just over five months, providing capabilities to maximize productivity, reduce complexity, and accelerate development.

**Technology budget allocation:** A significant portion of the IT budget should be spent on innovation rather than just maintenance. Shifting from monolithic approaches to composable, microservice architectures can facilitate this transition. According to Gartner, by 2025, more than 70% of large enterprises will move from a single-vendor monolithic ERP strategy to a more inclusive composable strategy.

**Time to build applications:** The speed from idea to go-live is critical. High-performance low-code platforms like OutSystems accelerate development, reduce complexity, and enhance agility. They bring abstraction and automation to the development

process, integrate cloud-native methods, and provide cutting-edge capabilities in areas such as security and performance.

**Attracting and retaining talent:** Measuring how well an organization upskills existing talent and integrates teams with the business is crucial. Low-code platforms can improve developer satisfaction and retention by promoting a collaborative "fusion team" approach. A recent report by OutSystems and Evans Data Corp about Developer Engagement indicates that developers using low-code are more satisfied with their tools and more likely to be promoted than their traditional development counterparts.

## Embracing Modern Development Platforms

Digital transformation has been a buzzword for decades, but successful implementation remains challenging. Measuring the impact of digital initiatives and making the right investments is essential. Modern development platforms like OutSystems empower teams to overcome digital transformation hurdles, supporting a successful & sustainable digital journey.

To achieve a successful digital transformation, organizations should consider the following steps:

**Define clear goals and priorities:** Start with a clear definition of what digital transformation means for your organization. Identify key areas for improvement and set measurable goals.

**Invest in the right technology:** Choose technologies that align with your digital transformation goals. Low-code platforms like OutSystems can accelerate development, reduce costs, and enhance agility.

**Foster a culture of innovation:** Encourage experimentation and embrace uncertainty. Create an environment where new ideas can flourish, and failures are seen as learning opportunities.

**Focus on talent development:** Invest in upskilling your existing workforce and attracting new talent. Provide training & development opportunities to help your team stay current with the latest technologies.

**Measure success:** Regularly assess the progress of your digital transformation initiatives. Use metrics focused on ROI, technology budget allocation, time to build applications, and talent retention to evaluate your efforts.





# Interview With the **EXPERT**

## **EDUARDO CRUZ**

Vice President of Sales for  
OutSystems in the Middle East  
and Africa.



He brings over 25 years of experience in the enterprise software industry with 18 of those years dedicated to low-code technology. Throughout his career, he has held leadership roles at OutSystems in the UK, Northern, and Southern Europe, driving the adoption of innovative software development practices across the EMEA region. Cruz is dedicated to advancing low-code innovation, helping organizations streamline their development processes and accelerate digital transformation.

**OutSystems has been a pioneer in the low-code development space. Can you share the vision and how OutSystems has evolved over the years?**

Since OutSystems founding in 2001, the company's vision has always been to empower every organization to innovate through software. Our products and services empower organizations to rapidly develop, deploy, and manage complex applications with minimal hand-coding. The goal is to bridge the gap between the need for business agility and the technical constraints often faced by traditional development processes. When the "low-code" space was first coined in 2014 by Forrester analysts Clay Richardson, John Rymer, et al., OutSystems already had over a decade of experience solving the low-code puzzle and brought to market a powerful yet simple platform that allows organizations to build any custom software.

In its early days, OutSystems gained experience from thousands of low to high complexity projects, making our platform increasingly robust and fit for all sizes and use cases of applications and organizations. After growing from our initial operations in Europe and the USA, we began our journey in the Middle East and Africa by opening our office in Dubai in 2014. Our first contract in the UAE was with Dubai Courts, signed ten years ago, and we are proud to count them as a customer to this day.

The latest rise of AI is not just hype here at OutSystems. We have invested in its potential for around 6 years now and incorporated it into our platform, making AI easily accessible to any organization. Project Morpheus, announced as part of OutSystems' AI strategy, the AI Mentor System introduced in 2022, and the AI Agent Builder launched in March 2024 are a few of our initiatives with continued investment in AI-driven development, enabling features such as automated code generation and enhanced user experience design.

In summary, OutSystems has evolved from a pioneering low-code platform into a comprehensive solution that empowers organizations to innovate and respond rapidly to changing business needs. Our focus on continuous improvement and adaptation to technological advancements ensures that OutSystems remains a leader in the software development and low-code space.

## **How has the adoption of OutSystems' low-code platform transformed businesses in terms of efficiency, agility, and innovation? Could you provide some real-world examples or success stories?**

OutSystems has transformed many organizations by bringing businesses and IT closer together. Software development has been a manual challenge since its inception, requiring huge resources to be done well and securely. Consequently, it has often been slow and risky, with many projects failing in the past. Business needs typically change at a much faster pace than traditional software can accommodate. OutSystems addresses this by enabling IT to keep up with those changes during both the initial development and throughout the life of the applications, allowing for quick adaptation to new business requirements. Our platform empowers customers to become software companies, essential for business success in today's world. They can build and run everything from complex, core systems to innovative, simpler applications, even without unlimited resources.

In the Middle East, OutSystems has facilitated several significant transformations, such as delivering an award-winning mobile banking app in under four months, providing Al Salam Bank with financial lifelines during COVID-19, and developing Dubai Courts' Smart Government Mobile App.

## **The low-code market is becoming increasingly competitive. What sets OutSystems apart from other low-code platforms available today?**

We see ourselves as more than just part of the low-code market and rather as an organization transforming the future of software development. While the market is crowded with various platforms - some focusing on BPM/workflows, extensions of SaaS in the cloud, and no-code solutions for simple departmental applications - this diversity stems from the pressing need to automate processes due to a global shortage of engineers to handle backlogs. This space captured a variety of players from different fields.

As one of the initial players in this market, our platform has always been used for a wide range of software development scenarios. Our real competition is traditional custom coding. Our platform is utilized by customers for all types of applications from basic organizational workflows to large-scale

digital transformation initiatives, all now assisted by AI. With our partners and customer teams, there are no limits to what can be built. We offer flexibility with no lock-in, whether from our cloud or self-managed, for internal or external-facing systems, simple or complex UX, process or algorithm-based, web or mobile. Our ability to cover all usage scenarios sets us apart from the competition. We provide a single platform that fits all needs, demonstrated by thousands of examples.

## **Looking ahead, what do you see as the future of low-code development? How is OutSystems preparing to stay at the forefront of this evolving industry?**

Certainly, AI will play a significant role in the future of low-code, as it did 6 years ago when we launched our first initiatives. It will continue to do so in the next wave of platforms. We already have some great examples of AI in use on the platform, making development faster, boosting legacy modernization, enhancing application security, and generating applications in the blink of an eye. AI will undoubtedly expand further into operations and the change and maintenance cycles of applications. Most inefficiencies still arise during runtime when making changes to applications, which will likely remain the key differentiator in the future, given the hidden costs and risks involved.

## **How does OutSystems ensure a seamless and user-friendly experience for both seasoned developers and those with less technical expertise using your platform?**

Our more than 20 years of experience has shown us that seasoned developers quickly learn our platform and often become our best OutSystems developers. We align closely with their existing knowledge and enhance their productivity significantly. For them, we provide free online training through our academy, grant access to personal trial environments, and invest heavily in ensuring the learning experience is as pleasant and assisted as possible.

I would add that both seasoned developers and those with less technical experience can accelerate their ability to deliver value through AI-assisted development, resulting in faster delivery of exceptional applications.



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# EIGHT REASONS why you need to replace your legacy ECM

**DOUGLAS CARDOSO**  
VP of Products, SER Group



Your organization faces immense challenges – cost pressure, cybersecurity concerns, inflation and more. To top it all off, you see digital transformation demands putting pressure on your outdated content systems. These legacy enterprise content management (ECM) systems and applications simply cannot keep up with today's digital workplace.

With more than a decade of experience as a software engineer and a strategic product manager in ECM, I have dealt firsthand with the trouble organizations have when trying to integrate older systems with business-critical apps such as SAP, Microsoft or Salesforce. It is difficult to do, but the cost of doing it badly – or not at all - is huge. Keeping legacy systems that do not effectively integrate with business-critical apps can cause your total cost of ownership (TCO) to skyrocket. You may experience security breaches and slow performance. Usability suffers, as well as productivity.

And that is just the start. Because many ECM vendors do not have a clear strategy in terms of future development, they can leave your organization high and dry when trying to integrate the latest, revenue-enhancing apps and systems.

There must be a better way to streamline the way you work. What is the solution? Finding one platform that supports both content and processes - with a common metadata core, a user-centric front-end and AI-driven automation.

**The top eight things to consider when looking to replace your ECM. Is it user-centric?**

Software should enhance your productivity, not hinder it. Some legacy ECMs have outdated user interfaces, making them difficult to adopt and use. Documentation is not user-friendly, meaning it can be hard to find what you are looking for.

Your ECM should adapt to the way you work, giving you ways to personally design your digital workspace. Ideally, you would have artificial intelligence at the core of the platform, so you can drastically reduce the number of routine tasks your team faces – that way they can work intelligently and focus on priorities.

Web-based, no-code tools simplify the user interface, offering more rapid development, customization, and onboarding of new solutions. This empowers citizen developers to make simple adjustments, integrate third-party systems and create users and user groups with appropriate authorizations. These citizen developers, often on the business side, can create solutions for their own departments that still integrate with the larger IT landscape, avoiding those information silos that often crop up because departments are adopting solutions that don't integrate.

Overall, no-code tools enable a faster time-to-value, lower operational costs, and reduced IT bottlenecks.

## **Does it have AI-powered document processing and automation?**

Most ECM offerings are not AI-enabled, nor do they have AI at their core. An AI-powered platform should be specifically designed to connect, understand and automate content across leading applications such as SAP, Salesforce, and Microsoft. It can break down information silos and provide information in the business context where it is needed.

Also, with AI at the core, you can unlock crucial information and business context. A modern AI-powered ECM system automatically analyzes and classifies documents, extracts information, adds metadata and puts information into context - from ingestion throughout the document lifecycle.

## **Can it ensure zero downtime during migration?**

One of the main concerns for businesses when choosing a new system is business continuity: Will they be able to continue their usual work without any disruption?

Modernization can be labor-intensive, costly and bring a whole host of daunting challenges. Smooth migrations without data loss and disruption require careful planning.

In any migration strategy there are steps that can help, from discussing the objectives and goals of your new solution, to auditing the challenges with your legacy systems. The right ECM should have intelligent migration tools, integrate smoothly with the source system and ensure zero downtime.

## **Are integrations seamless?**

Legacy ECM can be troublesome, expensive, and hard to integrate with existing software and workflows – compromising your data consistency as well as enterprise communications.

Any new ECM should have out-of-the-box integrations that seamlessly blend with your existing business ecosystem. Why? Because they reduce those tangled webs of complexity that occur when trying to connect your ECM with other applications. A standardized approach means you can implement a wide variety of solutions with uniform usability and suitable integrations for all your departments and teams.

## **Is there a metadata-driven structured approach?**

Considering the importance and the business-enriching ways of using metadata, it is alarming that many legacy ECM vendors often provide only a limited number of predefined metadata fields or types in their systems. This can result in incomplete, inconsistent or inaccurate metadata, leading to compliance risks.

In your new ECM, the metadata must be easily accessible, searchable, and understandable – or it will cause some fundamental mistakes in the underlying information architecture. This can often be concealed from the user, but it ends up costing performance and flexibility later.

Your ECM should offer a thorough and structured approach that empowers your organization to be metadata-driven. This will enable efficient, structured content organization and retrieval. Content is not just stored, but can also be used to its full potential for process automation. This is known as Intelligent Content Automation.

Metadata-driven ECMs help to automate AND orchestrate processes across the organization. Orchestration of processes is good because not everything is possible to automate, but everything is possible to orchestrate.

## **Is everything under one roof?**

Many legacy ECM offerings have been cobbled together over the years via vendor acquisitions. Meaning, their solutions are a patchwork of various products or content repositories that have not been fully integrated. They tend to be slow and fail to meet the demands of a fast-moving customer base.

They are like a machine where none of the cogs fit together properly and cannot connect. Your teams represent the cogs: when they cannot connect, they cannot access information, and collaboration is impossible.

What you need to look for is a product with a standardized approach across the business – one that unites your people around information. Everyone has access to the information they need, under one roof, in an instant. Only by using a unified platform – connecting information and processes with people - can you use the information intelligently. Then you can add automation and machine learning to harness the value and information in your existing content.

## Can you keep compliant?

Legacy ECM systems may not be able to work with the massive volumes and variety of data and content today or with the latest standards and formats. Any problems with performance, discoverability, workflows, etc. can be a red flag for regulators.

Modern ECM systems are all about compliance, enabling employees from all sites across your entire company to securely capture, manage, process and control information, no matter what source or format. Your compliance system then stores and logs information in line with audit requirements and always makes it instantly available.

Your ECM should be able to perform seamless, audit-proof documentation as part of an internal control system. It must digitize, process and analyze documents for insights – preferably using AI to automate and organize documents in the

right context, place, and files.

It must be certified to meet the requirements of compliance standards and regulations across different countries and markets.

## Does it offer exceptional customer support?

IT leaders have to be able to rely on high-quality support from their software vendors. Many legacy ECM vendors, however, struggle to support older platforms and products, and a lack of communication from them can be frustrating.

Your ECM should give you access to the latest innovations and features, plus extended service and support – with up to 24/7 availability.

Check customer reviews to see what existing customers are saying. Your vendor should be always-available, and preferably offer mentoring services to ensure that you are making the most of your system – and that it's always running smoothly.

## Time to make the switch and replace your ECM?

Updating your ECM to address all these issues can be a complex challenge.

There is only one vendor that can help you to successfully modernize: SER Group with our **Doxis Intelligent Content Automation platform**.

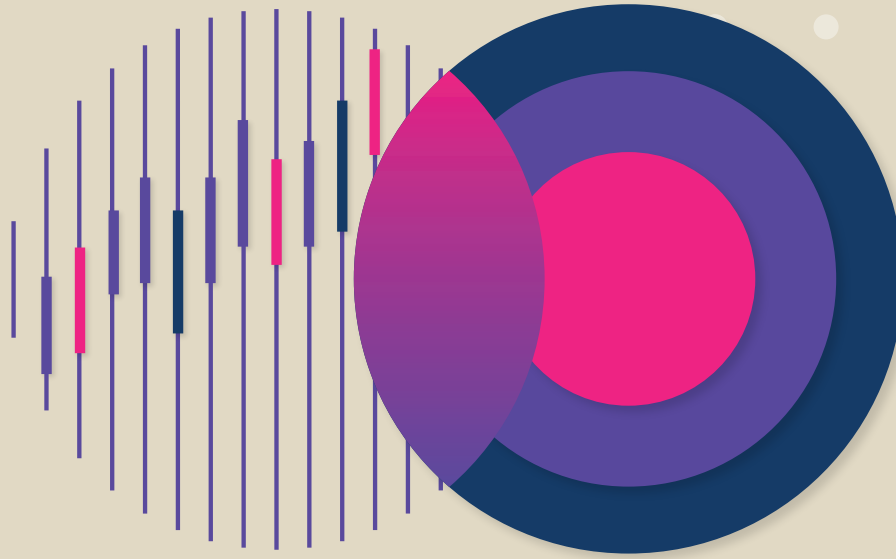
Doxis is the only AI-enabled ECM that can address all eight issues and achieve the ideal state to make your organization resilient and ready for the future.

It is the first ECM technology designed and developed specifically as a content services platform (CSP), combining content, process and AI services in a standardized, modular platform.

The platform is extremely agile, scalable and secure. It is one platform for everything, saving your organization time, money and reducing compliance risk. An independent study conducted by Forrester Research revealed that by implementing Doxis, global manufacturing company SEW-EURODRIVE experienced benefits of €17.37 million and 90% time savings over three years, adding up to a net present value (NPV) of €13.38 million and an ROI of 336%



**jedox.**



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# KEY DRIVER ANALYSIS

## The heart of the digital twin, and a perfect opportunity for collaboration

Identifying what contributes to performance helps organizations achieve their goals. Key driver analysis, augmented by AI, reveals critical factors for success and turns raw data into actionable insight. Developing the infrastructure and capacity for this type of analysis is how CIOs, CFOs, and digital transformation teams can collaborate towards developing a common understanding of their organization. With AI on the agenda of almost every future-oriented organization, now is the time to see how a project like key driver analysis can create value for your organization.

Key driver analysis is a way of identifying the most important factors – or drivers – that influence organizational performance. The aim is to understand these drivers and how they work together towards an end goal. It helps organizations to understand which levers they can pull to achieve their goals.

Identifying key drivers requires the integration of all sorts of organizational data, from financial

information to data from operations, HR, and other departments. Data and information could be housed in ERP, HCM, WMS, CRM or even Excel files on someone’s desktop. Understanding and modeling this data can help create a digital replica, or “digital twin,” of the business that can be used to simulate scenarios and understand how different internal and external drivers will affect performance, to plot outcomes and plan for success.

### Examples of key drivers could impact company performance

External drivers	Financial drivers	Operational drivers
Interest rates Currency exchange rates Raw material pricing	Volume Average order value Customer acquisition cost	Service levels Delivery times Employee turnover

Linking financial and operational drivers helps organizations to form a more complete understanding of how they contribute to performance, but it ignores external drivers that could also have a significant impact. For the best possible understanding of what contributes to performance as many internal and external drivers should be considered as possible.

For example, if a bike hire company is trying to understand its key drivers, it may be useful to consider how operational drivers, like the availability of bikes, play their part in performance. It should also consider important external drivers like seasonality, foot traffic, or proximity to public transport.



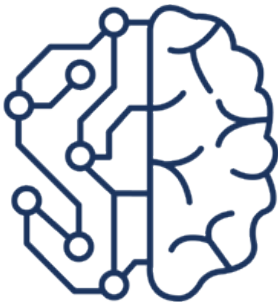
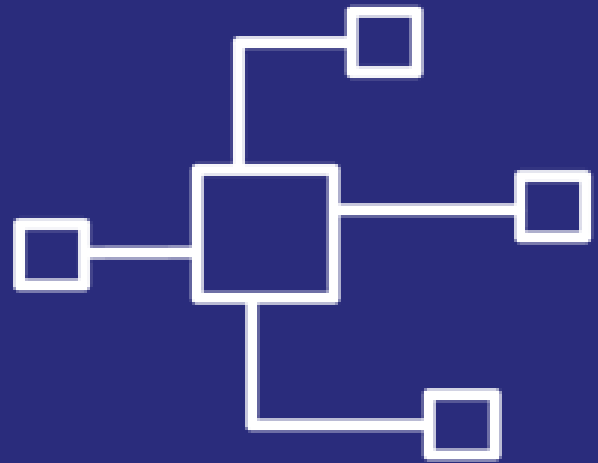


## Data gathering, integration and quality

Gathering and preparing the data required for key driver analysis can be a time-consuming process, with different formats and reporting schedules to homogenize. It's also the type of work that is prone to human error.

Organizations that automatically integrate their data to create a single source of truth find it easier to identify key drivers of performance. Automation saves time, eliminates errors, and provides a unified platform for collaboration.

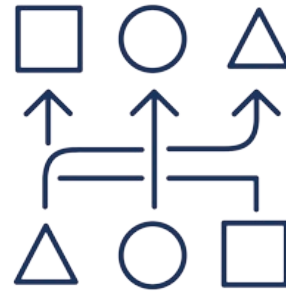
Innovative technologies like AI, machine learning, and natural language processing have widened the scope of processes that can be automated. The Jedox Alssisted™ Data Preparation Wizard uses AI to cleanse and prepare data for key driver analysis. Explore the potential of hyper-automation.



## AI-enhanced analysis

Statistical techniques such as correlation analysis, regression analysis, or variance analysis can be used to identify drivers. These methods help quantify the relationship between variables and the outcome.

Analysis can be a cumbersome and time-consuming process when working with disconnected spreadsheets and different source systems. The Jedox Alssisted™ Driver Analysis Wizard identifies and maps the key drivers of performance, identifying patterns, trends, and anomalies. It also provides a measure of confidence in the prediction expressed as a percentage. It's easy to understand how these calculations are made and have confidence in the information provided.



## Trust the past, plan the future, achieve the target

A digital twin informed by a firm grasp of internal and external drivers helps organizations understand the impact of changes, model endless scenarios, and plan for success.

The Jedox Alssisted™ Driver-Based Prediction Wizard brings greater accuracy to forecasts based on key driver analysis. It's easy to imagine best-case, worst-case, and any other scenario.

Henkell Freixenet, the world's leading producer of sparkling wine, found that forecasting with automated AI algorithms proved to be 91% accurate.

# Interview with **ARUN SADAGOPAN**

Sales Director MEA at Jedox



## **What does Jedox do and how does it support businesses and organizations in the region?**

Jedox provides a unified platform for Enterprise Performance Management (EPM) that empowers organizations to optimize their planning, budgeting, and forecasting processes. Companies like Mantrac Group is one of the largest Caterpillar (CAT®) dealers in the region and in the world have reduced time spent on repetitive data integration tasks by 75%. Shelf Drilling, headquartered in Dubai, and which operates rigs across the globe, saw a 98% reduction in time spent on data transfer and consolidation. These efficiency gains come by connecting strategic to operational and tactical planning. Jedox software supports holistic FP&A process and integrated business planning throughout an organization. It's Excel-friendly user experience and sophisticated dashboarding and reporting capabilities ensure broad adoption by professionals across the organization. Additionally, Jedox offers pre-built Best Practice Accelerators for Workforce Planning, ESG, and Sales Performance Management. Our Financial Consolidation solution is included in the Gartner Magic Quadrant for Financial Close and Consolidation research and was recently certified by KPMG to the IDW PS 880 standard.

## **Within digital transformation efforts within organizations you serve, what are the biggest trends you are seeing? Where are Finance and IT departments now? Where do they want to go?**

The biggest trends in digital transformation include the shift towards hyper-automation, data-driven decision-making, and enhanced integration between Finance and IT departments. Finance departments are increasingly adopting advanced analytics, predictive modeling, and real-time

reporting to drive strategic insights. IT departments are focused on implementing robust, scalable infrastructure to support these initiatives. Both departments aim to achieve seamless integration of financial and operational data, reduce manual processes, and enhance data governance. Ultimately, they strive to create a cohesive digital ecosystem that supports agility, innovation, and sustained growth.

## **AI is on the agenda of every CFO and CIO. How does Jedox support an organization's AI strategy?**

Jedox supports an organization's AI strategy by incorporating advanced AI and machine learning capabilities into our platform. Our AI engine enhances forecasting accuracy, automates data analysis, and identifies key drivers of business performance. We also have a partnership with Microsoft to provide secure access Gen AI capabilities to help finance teams communicate and collaborate insights across the organization. This enables CFOs and CIOs to leverage AI for predictive analytics, scenario planning, and strategic decision-making. Jedox's AI-powered tools help organizations uncover hidden insights, optimize resource allocation, and drive continuous improvement, aligning with their broader AI strategy. Specifically, organizations around the world are using Jedox AI today to do:

- Revenue forecasting by analysing and cleaning large datasets and identifying drivers with the greatest impact to the business.

- Demand planning to optimize resource allocation leveraging historical data from ERP systems and other business systems to train machine learning algorithms. The capability is advanced enough to augment internal data with available third-party datasets to refine predictions based on commodity fluctuation, political risk, seasonality, and weather forecasts.
- Customer churn predictions by which drivers impact customer churn the most.

**Our audience is primarily BSFI, education, healthcare, and government. How does Jedox support a wide range of customer needs?**

Jedox caters to a diverse range of industries including BFSI, education, healthcare, and government by providing tailored solutions that address specific industry challenges. For BFSI, we offer robust financial consolidation and regulatory compliance features. In education, our solutions support budgeting, and resource planning. Healthcare organizations benefit from our tools for financial planning, patient flow management, and operational efficiency. Government entities use Jedox for performance management, budget optimization, and transparency initiatives. We collaborate with partners like GCG to extend our reach and deliver comprehensive solutions that meet the unique needs of each sector, ensuring our customers achieve their strategic objectives.

# Simplify planning, budgeting, forecasting and reporting



**TOTAL REVENUE (LC)**  
2024 Year to Date

**148,670,700**

↑ 21% vs Forecast 3+9



# MYSTIQUE

PRODUCTIVITY AI AT WORKPLACE.



**MYSTIQUE AI is a NO-CODE  
Enterprise-grade AI platform which  
Empowers ANY Functional Manager  
to build AI Models**

# AI for Workplace PRODUCTIVITY

## SAJEEV KUTTY

CEO at MYSTiQUE AI shares his views on the impact of AI at every enterprise.



MYSTiQUE AI is an enterprise-grade AI platform that is set to transform the landscape of workplace AI development. Our standout feature lies in its no-code functionality, empowering any functional manager, regardless of technical expertise, to harness the power of artificial intelligence. Gone are the days of solely relying on data scientists and engineers for AI implementation. With our platform, every manager becomes an AI innovator, capable of building sophisticated models tailored to their specific business needs.

One of the most compelling aspects of our platform is the fusion of 'Your Own Data' with our pre-developed models, resulting in the creation of 'Your Own AI Models'. This unique approach ensures that the AI solutions generated are not only highly accurate but also deeply aligned with the nuances of your organization's data. By leveraging your proprietary data alongside our expertly crafted models, we enable unparalleled customization and precision, giving you a competitive edge in your industry.

Furthermore, flexibility is at the core of our platform's design. With the ability to deploy AI models anywhere – be it on-premise, in the cloud, or through a hybrid setup – we empower businesses to adapt seamlessly to their preferred infrastructure. Whether you prioritize data security with an on-premise deployment, seek scalability with a cloud solution, or require the best of both worlds with a hybrid approach, our platform caters to your unique requirements. In a rapidly evolving digital landscape, our AI platform offers not only innovation but also adaptability, ensuring that your AI initiatives remain future-proof and agile.

### **MYSTiQUE AI Models for Intelligent Document Processing**

Let's address how MYSTiQUE AI improves processing for documents, for instance.

In the fast-paced landscape of enterprise operations, the efficient handling of documents with unstructured data and the nuanced understanding of contextual data are paramount. MYSTiQUE AI offers a multitude of benefits in these areas, revolutionizing intelligent document processing and contextual understanding of enterprise data.

Firstly, AI streamlines document processing workflows through automation. Advanced Optical Character Recognition (OCR) coupled with machine learning algorithms enables the extraction of key information from documents, such as invoices, contracts, and reports, with unprecedented accuracy and speed. This automation not only reduces manual labor but also minimizes errors, ensuring data integrity and compliance. Moreover, AI empowers organizations to understand the context of their data comprehensively. Natural Language Processing (NLP) techniques enable AI systems to analyze textual content, discerning nuances such as sentiment, intent, and entity recognition.

### **Benefits of Small Language Models for Enterprises (SML)**

There is apprehension that LLMs are expensive.

Not all use cases need LLMs. MYSTIQUE AI's support for Small Language Models (SLMs) present a compelling solution for enterprises seeking efficient and cost-effective ways to leverage natural language processing (NLP) capabilities. These models, while smaller in size compared to their larger counterparts, offer significant benefits to businesses across various domains. One key advantage is their reduced computational requirements, enabling faster inference times and lower resource consumption.

Moreover, SLMs provide a scalable solution that aligns with the evolving needs of enterprises. Their modular architecture and flexibility make them adaptable to diverse use cases, from sentiment analysis and text summarization to language translation and content generation. By integrating SLMs into their workflows, enterprises can automate repetitive tasks, extract insights from unstructured data, and personalize customer experiences with ease. Additionally, the accessibility and affordability of SLMs democratize access to advanced NLP capabilities, empowering businesses of all sizes to harness the power of language processing to drive innovation and competitiveness in today's digital landscape.

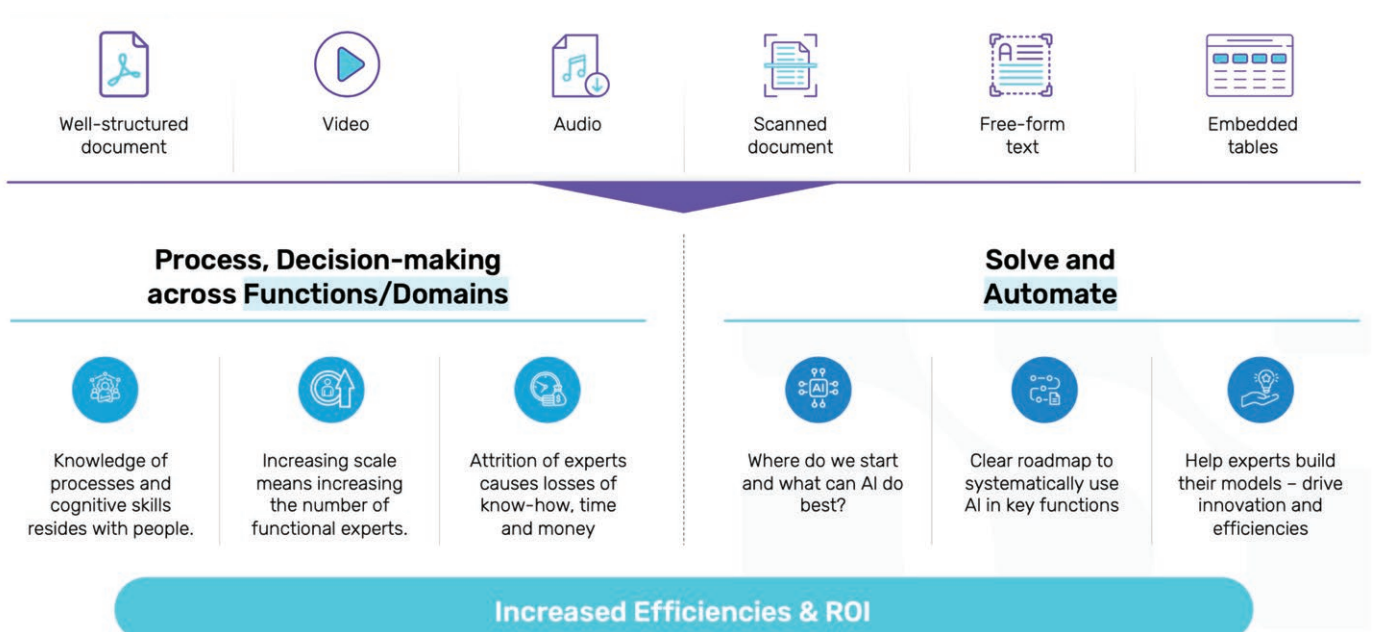
## Hosting AI On-premises and Data Security

With increasing regulations in the Middle East region on data privacy what we see is enterprises are looking for AI Platform that can be hosted on-premise or on a private cloud.

MYSTIQUE AI can be easily hosted on-premises which offers distinct advantages for enterprises seeking enhanced control, security, and flexibility over their AI infrastructure. By deploying AI resources within their own data centers or private cloud environments, organizations can maintain complete ownership and governance of sensitive data, ensuring compliance with industry regulations and internal policies. This level of control is particularly crucial for industries with stringent data privacy requirements, such as healthcare, finance, and government sectors, where data sovereignty and security are top priorities.

Furthermore, hosting an AI platform on-premise provides enterprises with greater customization and scalability options. By tailoring the infrastructure to their specific needs, organizations can optimize performance, minimize latency, and seamlessly integrate AI capabilities into existing workflows and applications.

## MYSTIQUE AI for Maximum ROI



# Interview with **VINAY NAIR**

Senior VP,  
MYSTiQUE AI



## **What was the inspiration behind the creation of MYSTiQUE AI?**

In the fast-evolving landscape of Artificial Intelligence, the inception of Mystique AI marks a significant milestone. Our journey began during a critical AI project that underscored an evident gap - the bridge between subject matter expertise and AI engineering.

During this project, we faced a unique challenge - the intricate and nuanced domain knowledge required to advance our AI solutions was not readily accessible to our team of data scientists and AI engineers. The complexity of the subject matter necessitated the engagement of a Subject Matter Expert (SME) to train our team, a process that was both time-consuming and fraught with the risks of misinterpretation and knowledge dilution.

This pivotal experience was the catalyst for Mystique AI.

We recognized the pressing need for a platform that could seamlessly integrate the depth of subject matter expertise with the technical prowess of AI development. Mystique AI was conceptualized as not just a tool, but a revolutionary platform designed to bridge this gap. At its core, Mystique AI is engineered to facilitate an intuitive and dynamic exchange between SMEs and AI professionals.

Mystique AI is more than a platform; it is the embodiment of our vision for a future where the synergy between human expertise and artificial intelligence paves the way for unprecedented advancements and solutions.

As we continue to evolve Mystique AI, we are guided by the principles of collaboration, innovation, and accessibility.

Our goal is to make advanced AI development accessible to all, bridging the gap between experts in diverse fields and the transformative power of Artificial Intelligence.

## **Can you elaborate on the unique challenges that MYSTiQUE AI is addressing within the artificial intelligence sector?**

By providing a collaborative environment, the platform ensures that detailed, specific domain knowledge is accurately and efficiently translated into the data models and algorithms that drive AI solutions. This not only accelerates the development process but also enhances the accuracy, relevancy, and impact of AI applications across various domains.

Mystique AI stands as a testament to our commitment to innovation and excellence in the field of Artificial Intelligence. By addressing a fundamental challenge encountered in our own journey, we aim to empower other organizations and teams facing similar hurdles.

## **How does MYSTiQUE AI cultivate a culture of collaboration and inclusivity within its workplace?**

Mystique AI cultivates a culture of collaboration and inclusion by fostering open communication and assembling diverse teams. The company ensures regular inclusion training and empowers employees with autonomy while recognizing their contributions. Through mentorship programs and

collaborative tools, Mystique AI supports professional growth and teamwork. The organization engages in community initiatives and maintains transparent feedback mechanisms, aligning personal and corporate values. Leadership at Mystique AI exemplifies these behaviours, creating an environment where innovation and inclusivity thrive.

### **What opportunities for growth does MYSTIQUE AI provide its employees?**

Employees can advance their skills in AI and low-code technologies, progress through various career paths, and engage in creative problem-solving. They gain global exposure by interacting with international teams, participate in cutting-edge research and development, and have opportunities to lead and manage projects. These aspects collectively foster significant personal and professional growth in a dynamic industry. 'Growth' and 'Innovation' are the only constants at MYSTIQUE AI Inc.

### **Could you share a notable success story or project that highlights the significant impact of MYSTIQUE AI?**

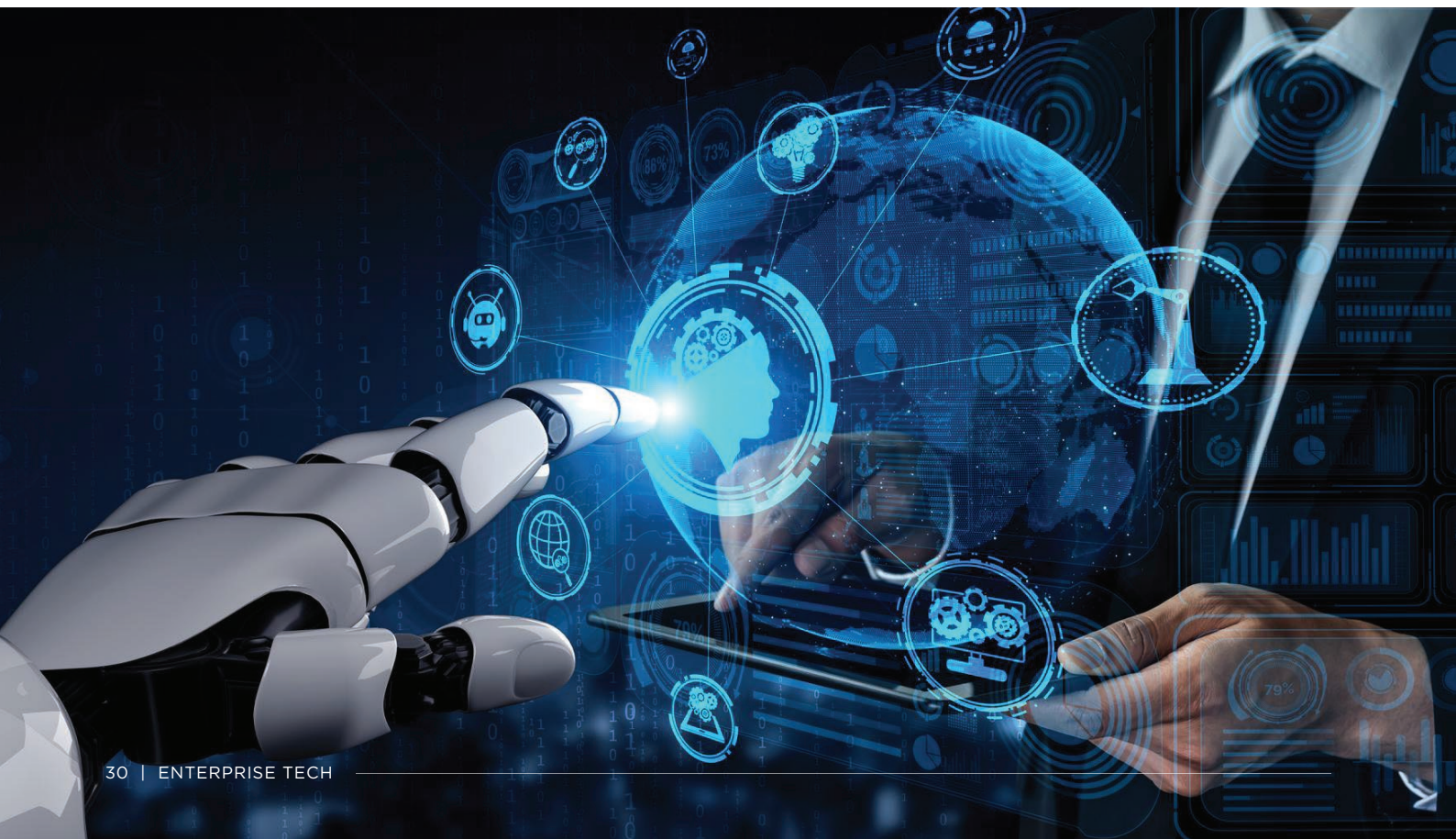
Mystique AI has emerged as a transformative force in the AI-driven document extraction and classification arena, showcasing notable successes across various projects. Our platform has been instrumental in delivering cutting-edge solutions,

particularly in the realms of data breach services and carbon footprint analysis.

In collaboration with a leading Business Process Outsourcing (BPO) provider specializing in data breach services, Mystique AI has revolutionized the way sensitive information is handled and analysed. By harnessing the power of AI for document extraction, our platform has enabled faster, more accurate identification and classification of breached data. This has not only streamlined the BPO's operations but has also significantly enhanced their ability to provide timely and effective solutions to their clients.

Furthermore, Mystique AI has made substantial strides in environmental sustainability through our AI-driven analysis of carbon footprint metrics. By extracting and processing complex data from various industry documents, our platform has equipped organizations with the insights needed to understand and reduce their environmental impact. This initiative reflects our commitment to leveraging AI for the greater good, helping industries move towards more sustainable practices.

These success stories underscore Mystique AI's versatility and effectiveness in addressing complex challenges through innovative AI solutions. As we continue to explore new frontiers, Mystique AI remains dedicated to delivering excellence and driving positive change across industries.







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## **Fujifilm Apeos Series**

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# FUJIFILM APEOS SERIES

## Revolutionizing Print Solutions in the UAE with MPS Company

The United Arab Emirates, known for its rapid technological advancements and diverse business landscape, is set to witness a significant enhancement in its print solutions market. MPS Company, the leading print solution provider in the UAE, with its strategic partner Fujifilm promise to deliver advanced, reliable, and efficient print solutions tailored to the unique needs of various sectors in the UAE.

Fujifilm Apeos series represents the pinnacle of modern printing technology. These multifunction printers (MFPs) are designed to meet the demanding needs of today's dynamic business environments. With their robust performance, superior print quality, and advanced security features, the Apeos series stands out as a highly valuable asset for any organization.

One of the key features of the Apeos series is its exceptional print quality and this is achieved through the latest LED Print Technology. Leveraging Fujifilm's expertise in imaging technology, these printers deliver the High-quality, High-resolution prints, which moves the office printing to high standards, making them ideal for all business requirements. Additionally, the Apeos series boasts impressive speed and efficiency, ensuring that large volumes of documents can be printed quickly without compromising on quality.

Fujifilm has developed environmentally conscious products, incorporating technologies that reduce the power consumption of multifunction devices and printers to lower their environmental impact. By adopting IH fusing technologies, which enable quick heating and eliminate the need for preheating in standby or power-saving mode, Fujifilm achieves both energy conservation and customer convenience.

Fujifilm Apeos series utilizes Super EA-Eco toner, which requires a lower fusing temperature compared to conventional toners, contributing to a 54% reduction in CO2 emissions. This technological advancement allows our customers to enjoy superior print quality while reducing energy

consumption and CO2 emissions, creating a more environmentally friendly office atmosphere.

Another significant advantage of the Apeos series is its advanced security features. In an era where data security is paramount, these MFPs offer robust protection against unauthorized access and data breaches. Businesses like user authentication, secure printing, and data encryption, businesses can rest assured that their sensitive information remains safe.

In fact, Fujifilm Apeos series is versatile and adaptable, making it suitable for a wide range of sectors in the UAE. Here are some of the key industries that can benefit from this cutting-edge technology:

**Corporate Offices:** Large corporations and small businesses alike can benefit from the efficiency and reliability of the Apeos series. These MFPs streamline print management solution, document management processes, enhance productivity, and reduce operational costs.

Educational institutions can leverage the Apeos series to handle large volumes of printing, copying, and scanning. The printers' high-quality output is ideal for producing educational materials, and the advanced security features ensure the confidentiality of student records. Integration with print management software allows students to print from their devices using prepaid cards.

**Healthcare:** In the healthcare sector, where accuracy and confidentiality are crucial, the Apeos series offers reliable and secure printing solutions.

Its high-speed single-pass scanner enables hospitals and clinics to efficiently manage and store patient records and other sensitive documents with ease and confidence.

**Finance:** Financial institutions require robust and secure printing solutions to handle sensitive financial data. The Apeos series meets these needs with its advanced security features and efficient performance.

**Government:** Government agencies can benefit from the Apeos series' ability to handle large volumes of documents quickly and securely. The printers' efficiency and reliability ensure smooth and uninterrupted operations.

Choosing to purchase Fujifilm MFP Apeos series from MPS Company comes with several added benefits. MPS Company differentiates itself as a top-tier print solution provider through its comprehensive and customer-focused services.

**24/7 Support:** MPS Company offers round-the-clock support to ensure that any issues are promptly addressed, minimizing downtime, and ensuring continuous productivity.

**Proven Track Record:** With a distinguished portfolio of clients from various sectors, MPS Company has established a reputation for reliability and excellence in the UAE market.

**Largest Service Team:** MPS Company boasts the largest service team in the UAE, ensuring that clients receive timely and efficient service whenever needed.

**Strong Pre-Sales Team:** The company's pre-sales

team is dedicated to assessing the specific managed print service requirements of each client, ensuring that the solutions provided are perfectly tailored to their needs.

**Full-Service Maintenance Contracts:** MPS Company offers comprehensive maintenance contracts that cover all aspects of printer maintenance, ensuring that the equipment remains in optimal condition throughout its lifecycle.

Sajeev Nair, Sales Manager for Fujifilm at MPS Company, explains why MPS Company is the ideal print solution provider in the UAE: "At MPS Company, we are committed to delivering not just products, but comprehensive solutions that address the unique challenges faced by our clients. Our experienced support team, extensive service network, and personalized pre-sales assessment ensure that businesses can operate without interruptions and achieve their goals efficiently. Partnering with Fujifilm allows us to bring the best in printing technology to the UAE market, and we are proud to stand by our clients every step of the way."

The strategic partnership between MPS Company and Fujifilm marks a significant advancement in the region's print solutions market. With its superior technology, security features, and versatility, the Apeos series is set to become an indispensable tool for businesses across various sectors. Combined with MPS Company's exceptional service and support, purchasing the Apeos series from MPS Company ensures a seamless and highly beneficial experience for all clients. This collaboration is poised to revolutionize how businesses in the UAE manage their printing needs, driving efficiency, security, and overall productivity.

## FUJIFILM Business Innovation



# Do you want to know more about **FUJIFILM APEOS 70 SERIES?**



SCAN THE WATCH

# AI-Enhanced Design Thinking and Innovation Management: A MULTIFACETED APPROACH

**AUDAI ALTAIE**

Regional Business Development,  
GCG Enterprise Solutions



In the fast-paced world of innovation, the amalgamation of Artificial Intelligence (AI) with design thinking heralds a new era. This integration transcends traditional boundaries, crafting a dynamic, data-driven, and user-focused methodology for innovation management. As we stand on the brink of this transformative synergy, it becomes imperative to understand its essence, navigate its challenges, and foresee its impact on the future of industries.

## **Evolving Landscape of Innovation Management**

The evolution of innovation management, spurred by AI, is not merely a shift in tools and technologies but a foundational change in how we perceive and solve problems. The historical trajectory of innovation has been one of gradual adaptation, with each technological advancement offering a new lens through which to view potential. AI's introduction accelerates this evolution, transforming passive processes into proactive, predictive, and profoundly creative practices.

## **The Convergence of AI and Human Insight**

At the heart of AI-enhanced design thinking is the harmonious blend of machine intelligence and human empathy. AI tools afford deeper insights into user behaviors, preferences, and unmet needs through advanced data analytics, sentiment analysis, and pattern recognition. This empowers designers and innovators to adopt a more empathetic approach, ensuring that products and services are not only innovative but also deeply resonant with the target audience.

## **Ideation Amplified**

AI's role in augmenting creativity cannot be overstated. By processing vast datasets and identifying patterns beyond human capability, AI serves as a catalyst for ideation, sparking creativity and suggesting novel solutions. This augmented ideation process allows teams to push the boundaries of innovation, exploring uncharted territories with confidence.

## **Redefining Prototyping and Testing**

AI significantly impacts the prototyping and testing phases, streamlining these processes with rapid simulations and real-time feedback mechanisms. The agility afforded by AI in these stages accelerates the innovation cycle, enabling quicker iterations and a more responsive approach to user feedback.

## **Scaling Innovations with Precision**

Transitioning from prototype to market is a critical phase where AI's predictive analytics and market insights come to the fore. By anticipating market trends and potential challenges, AI aids in crafting

strategies that ensure scalable and sustainable growth.

### **The Future Is Here: AI-Driven Solutions Across Sectors**

The implications of AI-enhanced design thinking extend beyond the tech industry, promising transformative solutions in healthcare, education, environmental sustainability, and more. In healthcare, personalized medicine and patient care models are becoming a reality, thanks to AI's predictive capabilities. In education, AI-driven platforms offer personalized learning experiences, adapting in real-time to the learner's pace & style.

### **Navigating the Ethical Maze**

As we embrace AI's potential, ethical considerations take center stage. The imperative to balance innovation with responsibility calls for a stringent framework that governs AI development and application. Issues of data privacy, algorithmic bias, and ethical AI use necessitate a thoughtful approach, ensuring that innovation does not come at the cost of ethical compromise.

### **Overcoming Barriers to Integration**

Integrating AI into design thinking poses both technical and organizational challenges. Technical hurdles such as data quality and model interpretability require ongoing research and innovation. Organizational resistance, on the other hand, can be mitigated through education, demonstrating AI's value in enhancing creativity and efficiency.

### **The Road Ahead: A Vision for the Future**

The future of AI-enhanced design thinking and innovation management is promising and shall be characterized by increased personalization, ethical considerations, and user-centered design solutions. The confluence of AI and human creativity and empathy offers limitless possibilities in solving the sustainability and the unique challenges defining the industrial revolution. In summary, the integration of AI marks a significant milestone in the innovation management journey and the facilitation of predictive data analysis is paramount to realizing user-centered design solutions that shall define the future of work. Nonetheless, it shall not be a smooth journey as the ethical concerns related to AI deployment, the technical challenges associated with implementation, and organizational resistance constitute barriers to be surmounted. On the possible future, the integration and growth of AI based on current trends symbolizes a future where innovation is opportunity-strategic, and it is predicated on users' needs to reshape industries and improve lives.



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