# Genetec's role in modernising Middle Eastern security with cloud technology



Firas Jadalla, the Regional Director for the Middle East and Africa at Genetec, has been instrumental in advancing the company’s operations across this rapidly evolving region for nearly two decades. Speaking to *Security Buyer*, Jadalla provided insights into the ongoing changes within the Middle Eastern security landscape and the burgeoning role of cloud technology.

Genetec specializes in enhancing operational intelligence and security through its cloud-based solutions. The firm services a diverse global clientele across various sectors, including government, enterprise, and transport, operating through an extensive network of resellers and certified partners in more than 159 countries.

With a significant focus on upgrading access control systems, organisations within the Middle East are encountering a dual-edged sword of challenges and opportunities. One prominent challenge highlighted by Jadalla is the prevalent use of outdated systems, which often fail to integrate seamlessly with newer security technologies. This lack of compatibility fosters complexity and can inflate costs, particularly for organizations managing multiple sites. Moreover, the boom in digital infrastructure across the region necessitates adaptable systems that comply with evolving regulatory standards.

“By adopting unified access control solutions, organisations can streamline operations, reduce manual processes, and enhance situational awareness,” Jadalla noted. He elaborated that centralised platforms empower security teams with real-time access event insights, thereby facilitating more prompt responses. With an aim to accommodate both cloud and on-premises environments, Genetec is assisting businesses in securing remote workforces while enabling scalable solutions. Investing in modern access control systems allows organisations in the Middle East to future-proof their security measures with technology that marries protection and flexibility.

Amidst the increasing popularity of hybrid-cloud solutions, Genetec is actively guiding Middle Eastern enterprises through the process of balancing their on-premises and cloud-based security systems. "We recognise that cloud migration isn’t a one-size-fits-all approach," said Jadalla. The company’s hybrid solutions accommodate a measured transition to cloud technologies, allowing clients to control the pace of their adoption. The Genetec™ Security Center facilitates seamless integration of both environments into a single interface, ensuring that users can access all systems without hindrances.

Recent enhancements to Security Center, such as advanced mapping features, help operators maintain situational awareness across expansive or multi-site deployments. Additionally, new authentication tools aim to simplify system setup, thereby supporting businesses in scaling and adapting as necessary. Genetec’s continuous delivery model also ensures clients have immediate access to the latest features and cybersecurity updates.

The emergence of smart city initiatives is further transforming the technological landscape. Technology is becoming a critical component in developing sustainable and resilient urban environments, supported by data from interconnected devices like sensors and IoT technologies. Jadalla emphasized that the integration of data analytics, cloud computing, and artificial intelligence allows city officials to respond adeptly to real-time information, enhancing operational efficiency.

Genetec’s approach incorporates a unified platform that integrates diverse security functions, including video surveillance and access control, thereby supporting cities in improving traffic management, enhancing emergency responses, and ensuring public safety. As cities are increasingly becoming intelligent, the focus on energy efficiency and tenant satisfaction aligns with overarching sustainability objectives.

Overall, Genetec aims to empower urban environments and facilitate their transition towards smarter, interconnected cities, maximizing the potential of technology in our daily lives.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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* <https://www.tahawultech.com/news/genetec-to-elevate-middle-east-security-market-with-the-powering-innovation-2024-roadshow/> - Highlights Genetec’s commitment to guiding Middle Eastern enterprises through the adoption of hybrid-cloud security systems and the features of the Genetec Security Center.
* <https://www.genetec.com/press-center/press-releases/2024/01/genetec-opens-new-office-and-state-of-the-art-experience-center-in-the-uae> - Mentions the Genetec Security Center and its role in integrating both cloud and on-premises environments, facilitating real-time access event insights.
* <https://www.gulfbusiness.com/genetec-video-surveillance-sector-ai-innovations/> - Discusses the emergence of smart city initiatives and the integration of data analytics, cloud computing, and AI to enhance operational efficiency.
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