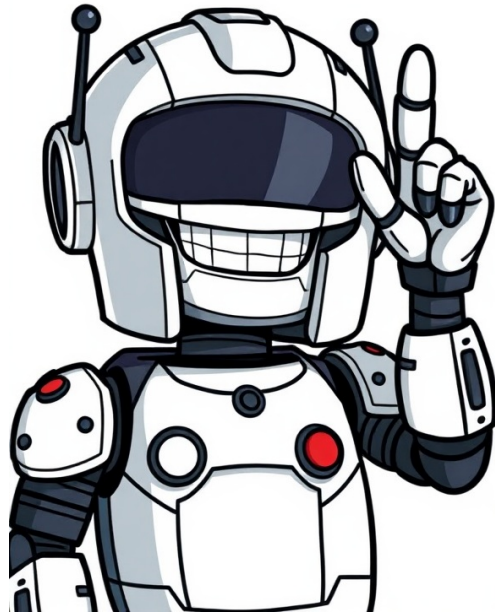


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Cybersecurity threats are escalating rapidly, making cyber resilience essential for businesses today. The increasing reliance on interconnected systems makes companies more vulnerable to attacks, which can lead to legal consequences and damage their reputation. Forward-thinking organisations have moved beyond just investing in cybersecurity measures; they're building a defence against potential breaches by ensuring that operations remain uninterrupted even during an attack.The UAE has witnessed a staggering 860% increase in DDoS attacks since 2019, with some lasting over 35 days, according to Help AG's State of the Market report. These prolonged sieges are designed to disrupt services and erode public trust. Cyber resilience is no longer just a security measure but the backbone of operational continuity and digital trust.The landscape of cyber threats is evolving rapidly, with adversaries leveraging AI to automate, amplify, and personalise attacks. Emerging threats like deepfakes and cryptojacking exploit advanced technologies, while DDoS attacks, supply chain breaches, IoT vulnerabilities, and insider threats further compound the risks. Defending against these challenges demands adaptive security architectures capable of evolving alongside emerging threats.To build a resilient defence system, organisations must focus on continuous monitoring, real-time threat intelligence, and the integration of advanced technologies like AI. Cyber resilience must be embedded into every stage of operationsfrom detection to recoveryensuring that organisations can withstand and adapt to even the most sophisticated attacks Recent incidents in the UAE and Saudi Arabia highlight the region's vulnerability to cyber threats. The UAE public sector endures around 50,000 cyberattack attempts daily, while the country has made significant strides in bolstering its cybersecurity infrastructure through regulatory bodies like the Dubai Electronic Security Center (DESC) and the National Cybersecurity Authority (NCA).In Saudi Arabia, the NCA has advanced the nation's cybersecurity landscape through strategic initiatives and regulatory measures. The NCAs frameworks ensure stringent security protocols against sophisticated threats. Aligned with Vision 2030, Saudi Arabia's advancements are positioning the kingdom as a regional cybersecurity powerhouse.A modern cyber defence strategy must span prevention, detection, response, and recovery. This means integrating tools such as Extended Detection and Response (XDR), leveraging real-time threat intelligence, and investing in AI-powered digital forensics. A strong DFIR team is no longer a luxury; it's essential for effective incident response.Training remains critical, especially since human error still plays a role in most successful breaches. Advanced technologies like Endpoint Detection and Response (EDR) and Identity and Access Management (IAM) are crucial for proactive defence. Organisations must embrace AI-driven detection, predictive analytics, and adaptive automation to stay ahead of evolving threats.Recovery is a critical aspect of cyber resilience. Organisations need comprehensive recovery plans that swiftly restore operations while minimising downtime and financial losses. Effective defence demands collaboration with trusted security providers, leveraging advanced tools, and coordinating with third-party specialists.To stay ahead of evolving threats, organisations must anticipate challenges and adapt strategies to safeguard against emerging risks. Key priorities include securing AI ecosystems, strengthening identity security, hardening cloud infrastructures, and defending against next-generation attack vectors such as misinformation, cryptojacking, and deepfake-enabled fraud.Future-ready organisations will embed cyber resilience at every layer not as an afterthought, but as a foundation for sustainable innovation. Cyber resilience is no longer a "nice to have"; it's a foundational element of any successful digital strategy.In conclusion, the escalating threat landscape makes cyber resilience essential for businesses today. Forward-thinking organisations are building defence against potential breaches by ensuring that operations remain uninterrupted even during an attack. Cyber resilience is no longer just a security measure but the backbone of operational continuity and digital trust.Organisations must anticipate challenges and adapt strategies to safeguard against emerging risks, including securing AI ecosystems, strengthening identity security, hardening cloud infrastructures, and defending against next-generation attack vectors. Embedding cyber resilience at every layer will ensure that organisations stay ahead of evolving threats and remain sustainable in the face of increasing digitalisation.Cyber resilience is no longer a "nice to have." It's a foundational element of any successful, sustainable digital strategy. As the Middle East becomes increasingly digital, the threat landscape will only continue to grow in volume, scale, and sophistication.Building cyber resilience requires proactive measures to stay ahead in today's digital landscape. By integrating AI-powered defences, engaging in regular training, and partnering with specialists, organizations can significantly enhance their security posture.The concept of cyber resilience has evolved beyond mere recovery: it's now about continuous improvement and staying one step ahead of emerging threats. The National Cybersecurity Strategy emphasizes the importance of collaboration between public and private sectors to secure cyberspace.A key aspect of this strategy is rebalancing responsibilities for cybersecurity, shifting the burden from individuals, small businesses, and local governments to those better equipped to mitigate risks. This involves striking a balance between defending against immediate threats and investing in long-term resilience.As U.S. President Joe Biden highlights, "Cybersecurity is essential to our economy, critical infrastructure, democratic institutions, data privacy, and national defence." By prioritizing cyber resilience, organizations can protect their interests, maintain competitiveness, and contribute to a safer digital ecosystem for all Americans.

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