

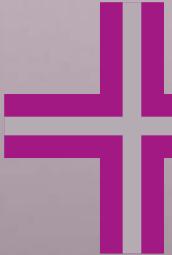
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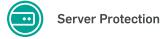
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\* Third-party analysis by ESG comparing the ConvergedSystem 700 (CS700) to both a composite alternative integrated system and a customer-built and integrated virtual infrastructure conducted in December 2014. Source: ESG White Paper: "Analyzing the Economic Value of HP ConvergedSystem 700 for Virtualization in an Enterprise Environment," December 2014.

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# Partnering for growth



**Jeevan Thankappan**  
Group Editor

As we move into summer, when business is historically dull or slow, it's a good time to look back and take stock. Without a doubt, businesses across the GCC have felt the impact of low oil prices, and there have been massive cuts in IT budgets. The mantra now seems to be cost optimisation, and as a result, most IT decision-makers are looking to outsource certain IT functions such as email hosting, CRM, storage, backup and recover, and networking monitoring.

Now, the trouble is though managed services providers have been around for a long time, the adoption rate is still low. And it's got to do with the fact that the MSP community has failed to communicate the benefits of outsourcing to end-users. According to a recent study by the trade association CompTIA, only three in ten businesses had any of their IT in the hands of an MSP. The good news is that almost two-thirds companies surveyed for the study said they have used the services of an outside IT provider within the past 12 months.

With CIOs looking to cut corners, you can expect to see more and more companies to take the managed services route, and the onus is on MSPs to complement internal IT, rather than replace it. To build and grow an effective services business, it is imperative for MSPs to move beyond basic software and network infrastructure related services. They will have to scale up the value chain, and offer managed services around analytics, business intelligence, security and advanced application monitoring. For users, cost might still be the number one reason to move to a managed services model, but there are many other benefits as well. For example, entrusting IT functions to a third party will free up existing IT staff, who can focus on more strategic projects. CompTIA study highlights improving the efficiency and reliability of IT operations is a main driver for choosing to go with an MSP, besides enhanced security and compliance. The degree of familiarity with the term 'managed services' in the Middle East is now greater than ever before, and it's a good opportunity for MSPs to tap new customers and expand business with the existing ones. But, to do that, they should first become partners to their customers, not just service providers.

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## TechAccess, Unify expand distribution partnership

**I**n addition, to the companies' existing partnership agreement covering Saudi Arabia and Pakistan, TechAccess will now offer Unify's complete unified

communications and collaboration solutions portfolio to organisations across the wider GCC and Levant region.

Chris Cornelius, SVP, Sales and Support, TechAccess, said, "We have been working with Unify for over a year in Saudi, and are very proud of the achievements we have attained by working with them. This extended partnership strengthens our already healthy relationship with Unify, and we remain committed to taking their solutions to a broader customer base



Chris Cornelius, TechAccess

across the region."

"TechAccess has demonstrated exceptional commitment towards enhancing our brand and solutions awareness in the market. They have

helped us penetrate new industry sectors and find new business opportunities, so we are pleased to take our relationship to the next level," said Feras Zeidan, Vice President, Middle East and Africa, Unify.

"Our channel engagement has reached new heights

and this has been crucial for our growth. With a proven track record of achievements, we are certain our relationship with TechAccess will help us grow our market share across the GCC and Levant."

## 349M UNITS

GLOBAL SALES OF SMARTPHONES TO END-USERS IN Q1 2016

SOURCE: GARTNER

## GSD, NetSuite partner to drive cloud ERP in Middle East

NetSuite has announced that Gulf Software Distribution (GSD) has joined the NetSuite Solution Provider Partner Programme as a strategic partner.

GSD, a wholly owned subsidiary of Gulf Business Machines (GBM), has been appointed as the Master Solutions Provider by NetSuite and plans to spearhead its partner business in the region. This strategic alliance allows GSD to deliver NetSuite to meet the growing demand for cloud ERP among businesses in the Middle East.

"The Middle East, and Gulf area in particular, is an incredibly exciting and high-growth region comprising multiple markets with diverse industries and a strong contingent of multinational organisations," said Mark Woodhams, SVP and Managing Director, EMEA, NetSuite. "NetSuite has been operating in the region for some years but

the partnership with GSD marks a step change in our market footprint. Companies operating in the dynamic business environment of the Middle East need proven cloud ERP solutions that can transform the way they do business and help to deliver their innovation and growth objectives."

Under the partnership GSD plans to distribute NetSuite via partners including GBM, and sell directly to businesses in industries including IT, services, finance and banking, and retail.

Philippe de Mazieres, General Manager, GSD, said, "The cloud market in the Middle East has matured greatly in the past two years and the climate is ideal for our business partners to offer NetSuite's



Mark Woodhams, NetSuite and Philippe de Mazieres, GSD

solutions to their enterprise customers. Our promotion of NetSuite's software and cloud suite gives NetSuite faster access to our business partners and extends their reach in the Middle East thanks to the strength of our relationships. Additionally, our partner GBM can allow NetSuite to deepen its footprint in the Gulf with access to a wide range of business, from high-profile companies to small- and medium-sized enterprises."

# PNY signs distribution deal with Redington Gulf



**P**NY Technologies and NVIDIA have announced the appointment of Redington Gulf as part of broadening the distribution network for its NVIDIA Quadro graphic cards.

"PNY is confident that our partnership with Redington as the broad line distribution partner and

Mediasys as Project partner will not only help us increase our geographical footprint and market share in the Middle East but will also enable us to continue our leadership position in the professional graphics solutions in the region," said Jerome Belan, CEO, EMEA, PNY Technologies.

Under the agreement, both Redington and Mediasys will promote PNY's range of professional graphic solutions to professional users looking for high quality, performance and long life cycle, architects, game creators, video, cinema, animation designers and industry designers to name a few. The distributors will plan regular road shows and training seminars for its channel partners across the region.

## MATCO joins EMC Platinum Business Partner Programme



Maham Al-Khaleej Company (MATCO) has been awarded Platinum status in EMC's Business Partner Programme for the second year in a row.

Dr. Nabil Al-Fayoumi, Managing Director, MATCO, said, "To be recognised as EMC Platinum Business Partner for the second time is an outstanding achievement and signifies our consistent efforts to deliver excellent customer experience. EMC is at the forefront of delivering leading-edge IT infrastructure solutions, and without a doubt, our long-term

partnership with them will help us bring our vision of becoming the preferred information and knowledge infrastructure integrated solutions provider across Saudi Arabia to fruition."

Havier Haddad, EMC's Channel and Alliances Director for Turkey, Eastern Europe, Africa and Middle East, said, "MATCO has been named our Platinum Business Partner for the second year running due to its continued distinguished performance, high service quality and client satisfaction. We are impressed by their continued growth and excellent business results. We have seen plenty of evidence that the company fully intends to establish itself as the market leader regionally and worldwide and we look forward to building our already successful partnership with them in the coming years."

## Bulwark, SecurEnvoy and Linoma host Partner Security Summit



**Jose Menacherry,  
Bulwark Technologies**

Bulwark Technologies along with technology vendors, SecurEnvoy and Linoma Software, have recently held the Partner Security

Summit, for IT resellers in the Middle East and GCC regions.

During the event industry experts discussed current IT trends, addressed the advantages of using two-factor authentication and managed file transfer solutions in the SecurEnvoy and Linoma product portfolio.

Fabian Guter, Business Development Manager, SecurEnvoy, said, "The Partner Security Summit has been a great opportunity for SecurEnvoy and our distributor Bulwark to meet channel partners in the ME and GCC regions and discussed how to succeed in the IT security market using SecurEnvoy two-factor authentication solution."

Terry Heath, Business Development Director, Linoma Software, said, "Linoma GoAnywhere MFT solution secures existing file transfers with minimal effort and no disruption. And we've migrated acquisitions off products that cost ten times more at no additional cost to our existing structure. The event provided has been a good opportunity for us to meet existing and new channel partners in a focused environment and explain our technology and offerings."

Jose Thomas Menacherry, Managing Director, Bulwark Technologies, said "By bringing together the partners, the event created better opportunities for networking, partner enablement and provided a deep insight into the SecurEnvoy and Linoma product portfolio."

## R&M, FNT collaborate for data centre cable management



Nabil Khalil, R&M and Syed Akhtar, FNT



**R**eichle & De-Massari (R&M) and FNT Software have unveiled their joint solution for data centre cable management.

According to both companies, as the new solution is built on the integration of two infrastructure management products it delivers the functionality needed by enterprises to mitigate typical data centre challenges including data transmission errors and performance.

"Today, the average data centre surface area measures 1,000 to 2,500m<sup>2</sup>

and has thousands of network ports. With the ever-growing data centre complexity, IT teams need the right tools for administration and to make critical capacity and

compliance decisions to increase data centre efficiency," said Syed Akhtar, Vice-President MEA and Emerging Markets, FNT Software.

In the Middle East and Africa, R&M and FNT have been working closely and have successfully co-hosted a number of 'Data Centre Network Day'. Akhtar said, "The alliance between our companies has been developed around driving the most value and benefit to our joint customers. Besides collaborating on the technology front, we are also working closely in the MEA to educate customers, raise

awareness and nurture joint revenue opportunities."

Information gathered from R&MintelPhy's RFID sensors flows into FNT Command software, providing a consolidated view of all cabling and port data. This data includes real-time physical connectivity monitoring and documentation, which R&M's sensor collects from RFID-tags on the cabling connectors. Nabil Khalil, Executive Vice-President, R&M Middle East, Turkey and Africa, said, "The impact that poor visibility have on data availability or uptime brings the topic of automation of connectivity documentation forward – whether from an availability, operations, risk or compliance perspective. This is especially true for software-defined data centre as customers today need appropriate agile methods on the physical level in order to continuously support changes and adapt with their evolving requirements."

The integrated solution will be available to customers in the Middle East and Africa through the network of channel partners for R&M and FNT.

## Finesse joins EMC Business Partner Programme



Mounir, Regional Manager, Enterprise Content Division, EMC Corporation. "Companies worldwide rely on EMC and our trusted partner ecosystem to help transform their businesses to the digital

enterprise platform. By working with exceptional partners such as Finesse, we can continue to drive this transformation."

According to EMC, Finesse was accepted into the Enterprise Content track for its ability

to demonstrate expertise in industry-leading content management products and solutions.

Sunil Paul, Co-founder and COO, Finesse, said, "We at Finesse understand the immense importance of robust information, content and data management solution in an enterprise. Our collaboration with EMC will help ensure we deliver the most innovative solutions and services in the industry, enabling our joint customers to stay ahead of the curve in today's competitive times. We look forward to leveraging EMC technology to deliver transformative solutions for our customers."

Finesse has announced that it achieved requirements of the EMC Business Partner Programme, Enterprise Content track.

"EMC is pleased to welcome Finesse into our partner community," said Mahmoud

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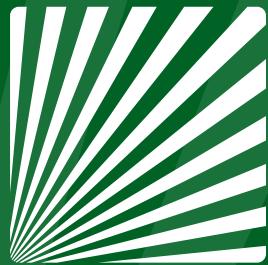


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**CHANNELS**

## StorIT inks distribution deal with Tintri

**S**torIT has signed a distribution agreement with Tintri, producer of VM-aware storage (VAS) for virtualisation and cloud environments.

Under the agreement, StorIT will promote and distribute Tintri's entire portfolio of solutions through its extensive channel network of value-added resellers (VAR) and systems integrators (SI) across the Middle East and North Africa (MENA).

Suren Vedantham, Managing Director, StorIT Distribution, said, "We are excited to partner with Tintri, a company which has been at the forefront of innovation in recent times in the areas of data storage for virtualised environments and virtualised infrastructure management. For enterprise



customers, Tintri's technology value proposition provides significant benefits in terms of reduced expenses, increased performance and a drastic drop in management overhead and their all-flash storage guarantees customers optimum performance of their virtualised applications. By leveraging on our strong channel network, we plan

to provide Tintri with an extensive market reach that could secure significant market share and a sustained growth opportunity in the region."

StorIT will work closely

with the vendor's global sales and support teams to ensure its channel partners receive strong pre-sales, marketing, implementation and post-sales services. The partnership's goal is to effectively sell Tintri's VM-aware storage to customers enabling the ability to improve storage efficiencies within their virtualised environments.

## Canon Emirates signs its 100th MPS contract in the UAE



Canon Emirates (CE), a subsidiary of Canon Middle East, has recently celebrated the signing of its 100th Managed Print Service (MPS) contract in the UAE.

A gala event was held at Palazzo Versace to mark the occasion and to launch Canon Business Services, a consulting arm of

Canon that will offer a range of value-driven solutions for continuous process improvements across various sectors.

According to the company, the signing of its 100th MPS customer illustrates Canon's market strength and on-going commitment to support its customers while

embedding sustainability into its business DNA.

Shadi Bakhour, General Manager, Canon Emirates, said, "We are committed to our customers and thank them for their trust and support. We also believe that MPS is more than just print outsourcing, it is a journey. By working and consulting with our customers we have a positive impact on reducing energy and paper consumption. Moreover, signing our 100th MPS customer is a milestone for us and is an indication of how we strive to further strengthen our relationship with our customers. We are also highlighting new business solutions that will help our customers to achieve transformational growth through content management and workflow practices."

## CCNA opens showroom in Tunisia



During the ribbon cutting ceremony

**C**anon Central and North Africa (CCNA), a division of Canon Middle East, has recently opened a B2B and B2C showroom in Tunisia, in partnership with its local partner, Media Diffusion.

At the showroom's experience zone, customers can gain hands-on learning on Canon's innovative products.

The showroom was inaugurated in the presence of Japanese Ambassador His Excellency Susumu Hasegawa who

was the guest of honour; Roman Troedhandl, Managing Director of CCNA; Mondher Bouattour, Managing Director, Media Diffusion, Somesh Adukia, B2C Sales Director, CCNA and Michele Tuscano, B2B Sales Director, CCNA.

"Tunisia is one of our focus markets which is why we have invested with our local partner here. We want customers to gain a better understanding of Canon at this showroom. Higher Internet penetration and a skilled talent pool of IT professionals have energised the country's technology sector. There is growing demand for innovative products and we are leveraging this opportunity to provide various

sectors a wide range of products at our showroom," said Troedhandl.

"We will continue to build our presence in Tunisia through our range of innovative technologies and solutions, enabling our customers to achieve exceptional results. The opening of the showroom also underlines our focus in strengthening our presence in Central and North Africa, having launched CCNA to serve the region," he added.

The new facility will showcase the full array of Canon services and solutions ranging from inkjet and laser printers to copiers and large format printing machines.

# 66%

OF UAE CONSUMERS HAVE NO CONFIDENCE IN SOCIAL MEDIA BRANDS' PROTECTION OF THEIR DATA  
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# GBM appointed as first Apple authorised SI in the UAE



Philippe Jarre, GBM

Gulf Business Machines (GBM) will now be able to incorporate Apple products to its existing information technology solution

service offerings, with a view to providing large enterprises and corporate customers with integrated mobility solutions.

Philippe Jarre, Chief Executive Officer, GBM, said, "GBM has a 26-year heritage of partnering with leaders in the global IT industry. As we continue our transformation journey at GBM, our collaboration with Apple is a commitment to bringing further innovations to our customers, delivering more value to our stakeholders and enriching the market with a new set of solutions."

GBM will offer Apple enterprise solutions in the region with a full suite of hardware, software, services and support that will bolster the mobility capabilities of organisations. Specifically, GBM will be able to provide corporate clients with a dedicated Apple business strategy, consultancy, as well as implementation services that will allow them to improve productivity, enhance efficiency and be more responsive to their customers' interactions.

Hani Nofal, Vice President of Intelligent Network Solutions, Security and Mobility, GBM, said, "Adding Apple to our solutions portfolio strengthens our newly created mobility practice which is complemented by our strategic alliances with IBM and Cisco, who are both global technology partners of Apple too. We are excited about bringing joint mobility solutions from these global leaders to our region."



**GBM has a 26-year heritage of partnering with leaders in the global IT industry. As we continue our transformation journey at GBM, our collaboration with Apple is a commitment to bringing further innovations to our customers, delivering more value to our stakeholders and enriching the market with a new set of solutions."**

## StarLink strengthens presence in KSA and Egypt

StarLink has recently announced that it achieved a 100 percent year-on-year growth, both in terms of revenue and also team size in KSA.

According to the VAD, this significant milestone has also spurred the move to a new office twice the size of the previous premises, making room for the increasing number of new employees, as it continues to expand its on-the-ground presence in Saudi Arabia. Nidal Othman, Managing Director, StarLink, said, "We are



Nidal Othman, StarLink

proud to see our sales achievements and number of employees in KSA grow rapidly each year, ever since we launched our Saudi Arabia office six years ago. Even with challenging market conditions and sentiment observed currently due to oil prices, we forecast this year to be successful once again for StarLink KSA.

In addition, the company also announced that its Egypt office has become the company's hub for North Africa. The move is

part of StarLink's geographical expansion plans for this year.

The firm also announced that continued investments will be made into North Africa to add resources expanding its on-the-ground presence in the region even further. "We have observed fantastic revenue achievements in Egypt over the last couple of years, and expect the business to exponentially grow going forward as the market conditions keep improving," said Othman. "Simultaneously, we also see huge potential in the rest of North Africa, and therefore we plan to replicate our recipe for success across the region."

## Evanssion partners with vArmour



Ashok Chakravarthi, Evanssion

Evanssion has signed a distribution agreement with vArmour to offer its Distributed Security System to customers in the region.

As part of the agreement, Evanssion can now provide government entities, enterprises and service providers with security solutions that enable them to visualise and protect the new "data defined perimeter." The VAD will provide pre-sales, sales, vendor accredited trainings, lead generation support, and vendor support team for resellers and end-customers. The two companies

will also work together towards building a Centre of Excellence in Dubai that will act as a Proof-

**"vArmour complements our vision of modern virtual data centres, and we are excited to be working with the company to deliver unprecedented visibility and security for east-west traffic in private and hybrid cloud environments."**

of-Concept and demo centre for customers and will also be utilised to conduct partner trainings.

"vArmour complements our vision of modern virtual data centres, and we are excited to be working with the company to deliver unprecedented visibility and security for east-west traffic in private and hybrid cloud environments," said Ashok Chakravarthi Arulmozhi, Managing Director, Evanssion. "Large organisations are transforming their individual data centres to multi-cloud networks that require security controls to be integrated into the cloud architecture. With vArmour's Distributed Security System, customers will be able to fully protect their most critical applications and meet stringent security standards."

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# Ramadan Kareem

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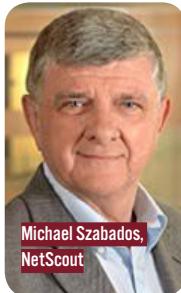
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**MINDWARE**

## NetScout unveils new handheld wireless network tester solution



NetScout Systems has recently launched a new version of its AirCheck Handheld Wireless Tester.

The new solution is available through the company's recently launched CONNECT360 global channel partner programme, and includes important new enhancements, like troubleshooting and is capable of diagnosing WiFi networks built using the increasingly adopted 802.11ac standard, access point backhaul testing, and free access to the Link-Live cloud dashboard for more effective results management.

"NetScout is very excited to be releasing the AirCheck G2, which arms technicians with easy-to-understand insights to 802.11ac wireless networks that help reduce costly escalations," said Michael Szabados, COO, NetScout. "The AirCheck G2 sports a sleek new look designed with the same quality engineering our customers and the marketplace have come to trust. We are a firm believer that wireless network edge technologies, such as 802.11ac, will play a pivotal role in the evolution of the Internet of Things (IoT) and other industries that require ubiquitous reach and mobility. Our value proposition has been anchored around helping customers gain the real-time operational intelligence and insight necessary to ensure a high-quality end-user experience, and this new tool embodies this focus by providing front-line technicians with the capability to effectively troubleshoot issues that can impact WiFi network performance."

## Zebra Technologies announces new PartnerConnect programme

**Z**ebra Technologies Corporation has launched a new channel partner programme – PartnerConnect

According to Zebra, the new programme unifies its previous channel programme, following its acquisition of Motorola Solutions' Enterprise business in 2014. PartnerConnect is designed to cater to the company's channel ecosystem, address the needs of distributors, ISVs, and resellers, provide opportunities for growth, and meet customer and market demands.

Zebra further highlights that the new programme encompasses benefits like the Solution Partner track, which will provide competitive incentives designed to reward Solution Partners for their commitment and successes in developing visibility solutions that address customer needs. The programme also recognises and rewards resellers for investments in developing technology expertise



Hozefa Saylawala, Zebra

through five product specialisations, including card printers, print engines, RFID, supplies, and wireless networks. PartnerConnect also enhances product access to a majority of Zebra's portfolio, enabling the delivery of complete solutions to meet end customers' needs.

Hozefa Saylawala, Middle East Sales Director, Zebra Technologies, said, "Zebra's channel partners are an integral part of the regional business in the Middle East. We operate in an increasingly complex business environment, which demands an innovative approach, as well as up to date products and solutions. We believe the potential for growth within the Enterprise Asset Intelligence arena is significant in the region and by working together with our partners we can build more profitable opportunities. The new PartnerConnect programme is our response to the changing needs of our channel partners who make such a valuable contribution."

## NEC Display Solutions, Metra Group sign distribution deal

NEC Display Solutions Europe has signed a distribution agreement with Metra Group to set up a network of partners for its display business in Egypt with a focus on adding customers working within the government and public sectors.

Through the partnership with Metra, NEC will introduce a range of solutions from large format interactive displays for business, entertainment and retail, control room systems for security and network monitoring to the latest in DCI Compliant Cinema projectors.

Ziad Aboras, Country Manager for Egypt, NEC Display Solutions, Middle East, said, "Metra Computers is one of the Middle East's oldest and largest wholesale distributors of IT products, with an impressive 30-year history serving as a value-added distributor to the reseller channel. We are very pleased to have them on board as a strategic partner to help us expand our footprint in Egypt and to support the growing number of projects in the government and public sectors."

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## Kerio Technologies, Bulwark host partner event

Kerio Technologies and Bulwark Technologies recently held the first Kerio Partner Forum event for IT resellers in the Middle East and GCC regions.

During the event, industry experts discussed current IT trends, addressed the advantages of cloud and on-premises solutions for small and growing businesses, and delivered best practices for selling messaging, collaboration, voice and network security solutions.

Jose Thomas Menacherry, CEO, Bulwark, said, "Communication and network security solutions solve important business challenges, and can bring efficiencies and productivity to the workplace. By bringing partners together, the event created better opportunities for networking, partner enablement and provided insight into the Kerio product portfolio to aid business communication and network security."

Attendees at the event engaged in a series of channel enablement sessions, looking at technical and sales aspects of IT solutions for partners in the Middle East and GCC.

Richard Gooding, VP, Marketing, Kerio Technologies, said, "We equip cloud service providers and IT resellers with award-winning communication and network security solutions, knowledge and resources, so that they can support small and growing businesses. The Dubai Partner Forum was a great opportunity for Kerio and our distributor Bulwark to meet channel partners in the ME and GCC regions and discuss how to succeed in the messaging, security, voice and collaboration markets in 2016."

## Exclusive Networks, Gemalto expand partnership

**E**xclusive Networks Middle East has announced a new strategic relationship with Gemalto, to be its value-added distributor in the Middle East region.

This collaboration will expand Gemalto's indirect channel in the region and will enable Exclusive Networks to add authentication and encryption solutions to its product portfolio.

"We decided to work with Exclusive Networks because it has a strong focus on security and an established base of active partners delivering solutions in the Middle East region," said Sebastien Pavie, Identity and Data Protection Regional Director, Middle East and Africa, Gemalto. "With the first-class sales, marketing and technical support Exclusive Networks provides, we are confident that our alliance will enable solution providers to streamline delivery of strong authentication and encryption solutions and accelerate customer adoption of our SafeNet



Nathan Clements,  
Exclusive Networks

Authentication Service (SAS) in the Middle East market."

While Exclusive Networks is already offering a number of IT security solutions globally, this new engagement will further expand its reach in the Middle East. "We are in a fast-growing security market and therefore looking for a solution that would be a strategic asset in our portfolio. Gemalto's offerings will be an enable us to help our resellers deliver security solutions that maximise value to end-users," said Nathan Clements, Managing Director, Exclusive Networks."

# 77%

OF GCC CITIZENS PREFER ALTERNATIVES TO CASH AND CARD PAYMENTS

SOURCE: YOUTGOV

## CloudHPT receives accolade from Cisco

CloudHPT has announced that it has been named as "Cisco Master Cloud and Managed Services Partner of the Year Award".

Cisco showcased the winners at their UAE Partner Summit which was attended by over 200 partners, delegates including CXOs and senior technical professionals at the Ritz Carlton in Dubai, UAE on 24th May 2016

"We are proud of the results we have achieved and we

recognise the strategic importance of offering cloud solutions in the UAE" said Adam Wolf, Technical Director, CloudHPT. "It demonstrates our commitment in achieving and maintaining an outstanding reference position in the Cisco Partners Ecosystem. We are working very closely with CISCO in capturing market trends like Cloud, IoT and Big Data while transforming for growth and profitability."

# HPE Aruba hosts inaugural 'Channel Sales Academy'



Attendees of the first edition of Aruba's Channel Sales Academy

**A**ruba, a Hewlett Packard Enterprise company, in association with its value added distributors recently organised the first edition of its Channel Sales Academy, a sales workshop for its SMB partners.

Channel partners from all over Middle East and Turkey attended the two-day event that was held in Larnaca, Cyprus. The event included workshops on solution selling, positioning, competitive landscape and real life case studies from the region. Technical sessions included the entire networking solution set of HPE Aruba including

Wireless LAN, Network Access Security, Mobile Engagement as well as campus and data centre switching.

Osama AlHaj-Issa, Regional Director, Channel Sales, Middle East and Turkey, Aruba, said, "As the leader in mobility, we are investing in enabling our channel with the right skill sets and knowledge which in turn allows them to offer a unified networking solution to help customers transition to a 'mobile first' infrastructure. The Aruba Channel Sales Academy is the first kind in the region. Aruba is ideally positioned to solve customers' toughest challenges in mobility and network security."

**As the leader in mobility, we are investing in enabling our channel with the right skill sets and knowledge which in turn allows them to offer a unified networking solution to help customers transition to a 'mobile first' infrastructure."**

## Wacom signs Al Hosani as GCC distributor

Ahmed Al Hosani Computer Programs Trading (Al Hosani), a value-added distributor in GCC, has recently signed a distribution agreement with Wacom.

Under the agreement, Al Hosani will be the new distributor for Wacom in the GCC countries and will be responsible for the distribution and promotion of the

creative and consumer products.

Among the products to be distributed by Al Hosani are pen tablets, high-end professional interactive pen displays for the digital creation of artwork and design as well as business solutions for digital workflow like electronic signature pads, pen displays and mobile signature

solutions.

"Wacom's products are a great addition to the portfolio of Al Hosani. This partnership will allow us to offer additional values for our partner network, having provided ready solutions in the field of graphics, photography and design," said Ryad Santouh, Managing Partner, Al Hosani.

# Sophos announces new MSP Connect Partner Programme

**S**ophos has announced MSP Connect, a new partner programme that enhances the capabilities of Managed Service Providers (MSPs) by simplifying the complexities of managing multiple security solutions.

The new programme, according to the company, is also designed to help increase profitability, lower costs and improve business efficiencies for MSPs.

According to Sophos, the new MSP Connect programme provides access to the company's comprehensive portfolio of endpoint and network security products with favourable aggregate pricing. Through the new programme MSPs are now able to manage all Sophos solutions for every customer through a centralised management platform, Sophos Central. Within



Scott Barlow, Sophos

Sophos Central is Sophos Central-Partner, a specialised dashboard that allows MSPs to distribute licenses, add new customers on demand, cross- and upsell services, drive recurring revenue and have a clear, real-time perspective on all customer activity.

MSPs can respond to security incidents faster and track alerts of all levels directly from the dashboard, so time spent handling incidents, including minor ones, is more productive and effective.

The Sophos Central-Partner dashboard integrates with Professional Service Automation (PSA) software, and MSPs can tie-in and customise Remote Monitoring and Management (RMM) software from leading vendors to deploy and update Sophos agents locally. "MSPs benefit from aggregate licensing models, and with Sophos they will

also benefit from more effective synchronised security. The Sophos Central-Partner dashboard will enable MSPs to manage security for endpoint, mobile, network, email, web, wireless and data privacy solutions in a single pane of glass, which is absolutely essential when business owners and employees are working in and out of the office with multiple devices," said Scott Barlow, Vice President, Global MSP, Sophos. "The intelligence sharing and automated response to incidents through our Security Heartbeat technology enables partners to more efficiently provide uninterrupted service against threats. All of this is available through flexible billing models that are easy for MSPs to implement and designed for greater profitability."

MSP Connect features cost-effective term licensing, or qualified partners can register for MSP Connect FlexBilling, which includes monthly, aggregate billing, in arrears, for simplified accounting and cash flow management. The Flex option includes a dedicated technical account manager.

## Kaspersky Lab, Al Hosani Computer ink distribution deal

Global cybersecurity company Kaspersky Lab has signed a strategic new partnership with a software distribution company Ahmed Al Hosani Computer Programmes Trading (Al Hosani Computer), to be its value-added distributor for the Gulf region.

Under the terms of the agreement, Al Hosani Computer will distribute the full line of Kaspersky Lab's security products and services for business.

"Al Hosani Computer have been providing software and solutions to companies in the Middle East since 2000. We have worked with this company for many years, together providing our products to home users. We believe extending

our partnership will make our B2B solutions and services more available to customers in the region and will help local resellers in their work," said Ovanes Mikhaylov, Managing Director, Middle East, Kaspersky Lab.

Organisations face a wide range of cyberthreats that come from the outside as well as from the inside, and they depend on how employees treat corporate information and the devices it is stored on. To minimise the risks, organisations – both large and small ones – need to



Ovanes Mikhaylov, Kaspersky Lab

make an assessment of their IT infrastructure and choose security measures that are optimal for their needs.

Dr. Slava Raevski, Managing Partner, Al Hosani Computer, said, "We are very upbeat with this new agreement that we have signed with Kaspersky Lab. Our customers have long been asking us to supply Kaspersky Lab's top notch business security products and now we would be able to provide it along with the security vendor's renowned expertise and unparalleled customers support."

# Promise Technology hosts forum for security professionals



**P**romise Technology has announced the success of its Promise Surveillance Solutions Summit 2016, which attracted visitors from the Middle East and North Africa (MENA) region, who were eager to learn more about the newest trends and solutions for the video surveillance market.

Promise Technology, the developer of the open storage platform for video surveillance, hosted the event along with its distribution partner Musallam Trading last month.

John van den Elzen, General Manager, Surveillance Business Unit, Promise Technology, said, "Promise's philosophy is about working together to succeed together and the summit in Dubai captured this perfectly. We are really looking forward to hosting our next summit in the region soon."

Axxonsoft, Microsoft, Intel and Toshiba together with Promise shared valuable insight on what technologies are driving the industry, what the future of video surveillance will look like over the next several years and how the group of companies are

working together to provide solutions for a safer tomorrow.

Eng. Mostafa Fawzi, Business Development Director, Musallam Trading, said, "As a value-added distributor, Musallam Trading understands the importance of not only selling excellent solutions but also offering programmes and events like the Promise Surveillance Solutions Summit to ensure our customers are up to date and informed on what is happening in the industry now and prepare them for what's coming in the future."

## Logicom, Aruba ink distribution deal

Logicom has signed a value-added distribution agreement with Aruba, a Hewlett Packard Enterprise company.

As part of the agreement, Logicom will promote networking, security and mobile engagement products to partners, as well as access points, controllers, Wi-Fi analytics, network management, outdoor mesh and switches. The VAD will also offer partners policy management, policy firewall, intrusion protection and VPN Services. Specialised teams from Logicom will undertake a series of partner enablement training sessions to ensure all partners are

certified to promote their selected Aruba solutions in their respective markets.

The agreement covers the regions of UAE, Qatar, Kuwait, Oman, Bahrain, Yemen, Cyprus, Greece, Saudi Arabia and Jordan.

Michael Papaeracleous, Executive Director, Distribution, Logicom, said, "This strategic partnership with Aruba is a recognition of our commitment to Hewlett Packard Enterprise, and of our continuous efforts to provide the best solution offerings to our partners across the

region. Through the partnership with Aruba, we aim to enhance our position as a networking solutions distributor."

Osama Al Haj Issa, Channel Director, Aruba, said, "In partnering with Logicom, we expand our value added distribution and help our partners in growing with a diversified set of distributors in terms of technology, services, financial options, geographical presence and logistics. We expect them to help us progress as one of the fast-growing and most rewarding SMB businesses in the region."



Michael Papaeracleous, Logicom

## A10 Networks inks distribution deal with Ingram Micro

**A**10 Networks has announced that the company has entered into a distribution agreement with Ingram Micro in the Middle East.

Ingram Micro is building a new cybersecurity division and promoting the wide range of market-leading security solutions from A10 Networks, including DDoS protection, SSL Insight, data centre firewall, Gi/SGi firewall, Secure Web Gateway, web application firewall (WAF) and DNS Application Firewall.

Henk Jan Spanjaard, Vice President, EMEA Sales, A10 Networks, said, "The Middle East has great business potential



Henk Jan Spanjaard,  
A10 Networks

for A10 Networks as organisations upgrade and modernise their existing data centres, security and network infrastructure. The distributor agreement with Ingram Micro gives A10 extensive geographical coverage and is a sign of our

commitment to the region. We continue to make investments in the area and recently added headcount in the Saudi region. Our proven mix of technology, knowledge, experienced workforce and quality partnerships will help us meet customers' needs."

According to Ingram Micro, the A10 Thunder SSL Insight (SSLi) capabilities complements its security business. Ali Baghdadi,

SVP and Chief Executive, Ingram Micro, Middle East, Turkey and Africa region, said, "Partnering with A10 Networks perfectly positions our resellers to address the most sophisticated cybersecurity concerns in the market by offering regional organisations a host of world-class security solutions."

**The Middle East has great business potential for A10 Networks as organisations upgrade and modernise their existing data centres, security and network infrastructure.**

## Fast Lane receives accolades from Cisco

Fast Lane Computer Consultancy has announced that it recently received the 'Learning Partner of the Year in the EMEAR' award at the Cisco Partner Summit held in San Diego, California.

The company received two accolades namely EMEAR Geo - Learning Partner of the Year and EMEAR - North - Learning Partner of the Year.

"Cisco is proud to work together with leading partners globally to lead innovation and digital transformation everywhere and create new solutions and business models for our customers," said Milo Schacher, Vice President, Europe, Middle East, Africa and Russia, Partner Organisation, Cisco. "It is an honour to recognise Fast Lane

with a Cisco Partner Summit Geographical Region award as Learning Partner of the Year, further underscoring its stellar accomplishments in EMEAR."

Josef Miskulnig, Founder and CEO, Fast Lane, said, "For the past two decades, Fast Lane has grown to become a major state of the art IT consultancy and training provider in the region. Our success thus far is due to the solid strategic alliances we have built with our bespoke vendors. Our mission is to empower the region's talent with the knowledge and expertise required for today's technological challenges. Fast Lane evolved as an innovative leader in delivering and deploying the latest Cisco technologies in the market. Our

reach spans across the Middle East and Africa region through our highly talented subject-matter experts and cutting edge lab infrastructure.

Fast Lane is proud of its dynamic and efficient adaptation to newly arising Cisco technology trends such as the Internet of Things (IoT), data centre, and Security. We enrich our knowledge bank and transfer methods to cater to our clients' needs. We are committed to maintaining mutual trust and respect with the clients through delivering highest level of service. We develop thorough knowledge of our clients' needs and equip them with optimal solutions to help them grow competitively in their markets."

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# INDUSTRY APPOINTMENTS

An overview of the latest people movement within the IT channel business.

## Kodak Alaris appoints new president



Rick Costanzo, Kodak Alaris

Kodak Alaris has appointed Rick Costanzo as the new President and General Manager of the company's Information Management (IM) division.

Costanzo joined the company earlier this year to lead the global business, which delivers hardware, software and services in 27 countries and helps customers automate business processes and accelerate digital transformation so they can realise their full potential.

The new Kodak Alaris President joined the company following a successful tenure at SAP, where he was executive vice president for the Telecommunications Industry and Enterprise Mobility Solutions. In this role, he led SAP to a global leadership position in Telecommunications and transformed its Enterprise Mobility business into high-growth cloud platform services. Prior to SAP, Costanzo was executive vice president of Global Sales and Regional Marketing for BlackBerry where he was responsible for overseeing go-to-market strategy and financial performance of the global organisation.

"We are building a more customer centric organisation," said Costanzo. "Our channel partners are on the front line. Their efforts directly impact our ability to deliver value to end-customers. So we are rapidly rolling out new training and marketing programmes to help them function more effectively as an extended arm of Kodak Alaris and win in the marketplace. Time waits for nobody, so setting the right pace from day one has been essential."

## Euler Hermes names new CEO for GCC

Euler Hermes has announced the appointment of Jules Kappeler, previously CEO of Euler Hermes Nordic countries since 2013, as the new GCC CEO.

In his new role, Kappeler is responsible for Euler Hermes operations in Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE. He will be reporting to Luca Burrafato Euler Hermes' Head for MMEA region.

As CEO of the Nordic Countries – with local teams in Sweden, Denmark, Norway and Finland,



Jules Kappeler, Euler Hermes GCC

Kappeler worked for Euler Hermes Switzerland for many years in various roles in the Market Management Commercial and Distribution area and was the Country CEO from 2010 to 2012. A native of Switzerland, Kappeler holds an executive MBA from HWZ University of Zurich, and completed studies at INSEAD and ESMT.

According to the Euler Hermes Kappeler's appointment comes as an assurance of its commitment towards the GCC and Middle East markets, and long-term strategy and development plans for this region.

## Red Hat names new VP for telecommunications business in EMEA

Red Hat has named Massimo Fatato as the Vice President of its telecommunications business in EMEA. He will lead the strategic development and programme execution to support Red Hat's expansion in the telecommunications market in EMEA.

Bringing with him more than 25 years of experience in telecommunications across the globe, Fatato will be responsible for setting out Red Hat's vision for the EMEA telecommunications market and overseeing the execution of this strategy across sales and marketing. This includes expanding and consolidating the partner ecosystem within which Red Hat is able to support the requirements of its growing telecoms customer



Massimo Fatato, Red Hat EMEA

base. Fatato joins Red Hat from HP, where he served as general manager for its Operations Support System (OSS) portfolio worldwide, and previously held positions at Cisco and Accenture.

Massimo Fatato, VP, Telecommunications, EMEA, Red Hat, said, "As we witness the telecoms industry undergo fundamental technological transformation, there is a huge potential for companies like Red Hat to step in and support NEPs and CSPs through this evolution, and I am excited about the opportunity to take the reins on Red Hat's initiatives in the telco industry. A major reason I chose to join Red Hat is because it is founded on open principles and is organised around an open culture, which, in contrast to the traditionally closed environment of the telecoms industry,

## EES names new VP for Sales

Samara brings with him more than 30 years of experience across sales and technical verticals in UAE in particular and in the region.

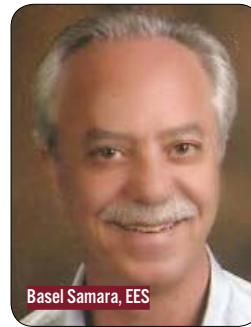
In his new role at EES, Samara will be responsible for the overall productivity and effectiveness of the sales organisation and will spearhead the sales to supersede their targets. He will be in-charge of implementing and managing the sales activities, identify new market opportunities and define the actions required to bring new dynamics to the business while generating new growth

Prior to joining EES, Basel worked for multinationals like Oracle, as a Senior Sales Director for the public sector, healthcare

and education, travel and transport sectors in the MEA region. He is known for his strong leadership, people

management skills and for building relationships with key clients at management levels.

"Samara is an outstanding addition to our team as he brings a wealth of experience in the field. I am confident that he will excel in his new role and ensure tighter coordination of our sales operations to better serve our customers and meet our



market goals," said Tony Alam, Chief Executive Officer, EES.

"UAE is an important market for Emitac," said Samara. "I am looking forward to this role and delighted to be a part of this team that maintains its success by focusing on the needs of customers."

**UAE is an important market for Emitac. I am looking forward to this role and delighted to be a part of this team that maintains its success by focusing on the needs of customers."**

## Thales announces new executive appointments

Thales, a critical information systems and cybersecurity company, has announced that it is strengthening its business and commitment to the cybersecurity market in the Middle East with new executive appointments to its e-Security team.

The company offers solutions for data protection and trust management, and the announcement of new personnel in the region comes in response to the increasing demand to protect sensitive information and meet

the growing number of privacy-driven regulations.

Philip Schreiber has been appointed Regional Sales Director Middle East, Africa and South Asia (MEASA), previously Regional Sales Manager sub-Saharan Africa at Thales e-Security. Hamid Qureshi has been named as the new Region Sales Manager Middle East, coming from Hewlett Packard; Maen Ftouni has been appointed as Regional Sales Manager for Saudi Arabia, previously with Symantec; and Simon Taylor has

been named Channel Manager Middle East.

Philip Schreiber, Regional Sales Director, Thales



e-Security, MEASA, said, "Cybersecurity is an ever increasing threat and as attacks become more sophisticated it is clear that data protection is becoming both more critical and more in demand. We are delighted to welcome our recent appointments to the team here in Dubai and look forward to further building on our 20 year legacy in the region, both as part of our commitment to support existing customers and also to further expand our business in the region."

**We are delighted to welcome our recent appointments to the team here in Dubai and look forward to further building on our 20 year legacy in the region, both as part of our commitment to support existing customers and also to further expand our business in the region."**

# THE PROSPECT STACK

Omar Akhtar, Regional Channel Manager, Middle East and SAARC, Veeam Software on the evolution of the modern data centre and opportunities for the channel.



**→** Data centres are the operations hubs of core IT for organisations. They provide a way to scale access to new market opportunities as well as drive and deliver innovation for growth. They are also key to being able to effectively connect an organisation's supply chain at scale to provide digital services over geographically dispersed markets that a single organisation cannot possibly access via traditional methods anymore. Businesses are increasing their focuses on data centres for competitive advantage. The focus on large scale automation, orchestration and analysis at scale is delivering business value and competitive advantage for organisations competing within the global economy.

According to a recent report by IDC, considering the tectonic shifts affecting the overall data centre landscape, the worldwide market for data centre networking will demonstrate commendably steady growth through 2019. It added that the greatest growth will be found in public and private clouds, respectively, and vendors will have to address the migration of value from hardware to software as software-defined networking and network virtualisation gain traction.

The current data centre space is in a state of transition. Growing data demands generated by IoT, analytics and multi-tenancy have led towards software-defined networking, storage and computing to deliver connectivity, automation and orchestration between data centres that are now seen as interconnected clouds of infrastructure (public, private and hybrid).

A few years ago, the data centre was less virtualised, focusing on point use cases, and was certainly more physical than software-driven. Today, it is rapidly driving towards abstraction. Platforms and applications are being abstracted from the physical infrastructure and are now sitting in the software layer. Hyper-converged infrastructure, where the hardware is being commoditised and the business value is delivered by software, is today the norm – networking software, storage software, compute/virtualisation software, platform software and even availability software! There is now a much greater focus on ensuring the availability of services within data centres due to the importance of these services to customers' core business.

Data centres must evolve to stay relevant. They

must transform to being predominantly software driven, capable of delivering significant efficiencies and economies of scale to service the Middle East market and beyond. This will require world-class innovation and software driven skillsets that focus on DevOps, automation, availability and orchestration of complex processes at scale. This will also include innovations around energy, consumption and environmental economics of running such data centres.

Data centres must manage the complex balance of traditional, commodity based infrastructure requirements against the delivery of future, software-driven platforms and capabilities. Data centres also need to evolve their financial and investment models to keep in line with the market demands of subscriber, demand-driven consumption of ICT services. Data centres must continue to deliver software-driven availability of services for the always-on business.

## Opportunities for channel

The channel is now able to deliver more value to customers and organisations due to IT being more outcome-oriented and business-focused. The channel industry should view the changing data centre landscape as an opportunity

to grow new services and ensure long-term sustainability in meeting the future requirements of customers.

Organisations are looking for means by which to maintain a hybrid mix of multi-faceted capabilities in both traditional and software-driven delivery and execution skillsets. At the moment, there appears to be a void in being able to provide both capabilities. Traditional partners are focusing on their traditional revenue models and not strategically focusing on emerging skills requirements, while newer disruptive partners are providing specialist offers in the next generation 'as-a-service' capabilities for customers. The key will be to deliver both. This capability requires investment and risk for those needing to augment their capabilities, but it's what their customers are asking for and is where they should be focusing and investing.

There is opportunity for the traditional channel to leverage its core value of customer reach, depth and breadth to provide ongoing value as the broker in access to mix of both traditional and emerging services. This will allow the traditional channel to deliver its value as the 'glue' for the back-end service provider and technology vendor providers. 

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## AT A GLANCE

Company: **Exclusive Networks Middle East**

Managing Director: **Nathan Clements**

Year of establishment: **2005**

Distribution model: **VAD**

Global HQ: **Paris, France**

Regional offices: **Dubai, UAE**

Number of regional partners: **3500 plus**

Vendors signed in 2016: **Nuage, Nutanix, Gemalto, vArmor, VMTurbo, SentinelOne**

# EXCLUSIVE STRATEGIES

**Reseller ME** sits down with the recently appointed Managing Director of Exclusive Networks ME, Nathan Clements to learn more about company developments and plans for the year.



The value-added security distributor, Exclusive Networks

has spent the whole of 2015 consolidating its business and focusing on organic growth. That will continue to be the focus for the company's recently appointed, Managing Director, Nathan Clements.

He says, "From a Middle East perspective, we achieved our target and grew around 31 percent in 2015. We consider this to be a major milestone for us because we were able to achieve it just through organic growth with our existing vendors."

The distributor did not add any new vendors during 2015 as a result of a conscious decision to stay focused and grow the business with present vendors.

"In my new role, I have joined the company in the beginning of the year and have found an excellent and strong team. We look forward to continuing the growth in 2016," he says.

As the new head of the organisation's Middle East arm, Clements' top priorities have been around maintaining the employees and relationships with its biggest vendors.

"Every single employee is vital to what we do," says Clements. "We also aim to maintain our relationships with our customers. Our first priority has been to continue the success we have seen in the last year into 2016."

The second phase for the company is to develop new relationships with new vendors and new business for its existing vendor portfolio.

"We also need to develop the people that we have and make sure that they remain loyal to us and have an incentive to stay and work here," he adds. "So, we're also focused on honing our employees and developing further relationships with our partners."

In the final phase, the company will be looking to reach out to new resellers to get into new markets. We will see the company going on a hiring spree in terms of partners and employees as it enters its growth phase.

Having a wide reach globally, Clements highlights that the company's strength lies in being able to offer an accelerated platform into the market for brand new vendors and solutions.

"This is in our DNA and is the core strength to our value, which is why new vendors are keen to work with us. Outside of Middle East, Exclusive Networks is now a global business. We operate everywhere other than North America. We can take new vendors and get them into multiple markets simultaneously."

Also, from a partner's perspective, the cost associated with engaging with a new vendor is quite high and usually the returns in the first year are low. Moreover, in terms of investments, it is a risk for the partners. Exclusive Networks claims to mitigate that risk.

"We will make all the required investments in bringing a new vendor to the market and also on the training and support required for it. We will have a demo kit and place an executive on-site, like a pre-sales engineer to go and help generate that opportunity with the partner. We do a lot of risk mitigation for the reseller when you look at the technology. That will

**“** As we enter more challenging times and markets, it is really innovation that will prevail. Partners are eager for the innovation we provide.”

be something we will do a lot this year in terms of channel strategy."

In 2016, one of the objectives for the distributor is to look for fresh, innovative and disruptive vendors to add to its portfolio.

"We are also looking at building the momentum on the launch of BigTec," Clements say.

Earlier this year, the company had introduced BigTec, which is a value-added distributor for data centre transformation, providing international market acceleration for new vendor technologies. The company expects BigTec to be its biggest growth driver for 2016.

Clements believes Big Technology is being introduced to the MENA region at the most ideal time.

"This is a place where the volume, velocity and value of data is rising exponentially, generating a complex problem that only greater intelligence – not just greater horsepower – can resolve. Big Technology's bold vision is to enable its partners to address this huge market opportunity and to help enterprises build a new generation of user driven data centres."

The company has seen an unprecedented amount of interest from its partner community for BigTec. The Middle East region is the thirteenth BigTec entity the distributor has launched globally.

**“ If you think of us as a distribution company and only want to employ our logistics, credit and price advantage solutions, we can give you that and we'll excel at it. However, we encourage partners to maximise their relationships with us because we can add so much more value around marketing and technical services.”**

He adds, "BigTec addresses technologies such as hyper-convergence, next-generation data centres and the like. As we enter more challenging times and markets, it is really innovation that will prevail. Partners are eager for the innovation we provide."

While in the UK, the company has two separate lines of partners – those who specialise in hardware security and those who focus on data centre and virtualisation; it has observed that traditional security partners in the Middle East are also interested in BigTec.

"This could be because the market is slightly smaller," he explains. "Our existing partner base are finding opportunities where they are interested in BigTec. There are a few new partners coming up with whom we haven't worked with before. For BigTec in the region, currently, it is a good mix of both, our existing partner base along with new ones."

He points out that a completely different set of skills is required for BigTec.

"We are going to focus on market experts. BigTec is in its infancy at the moment, it is about getting what we call BigTec reference architecture out to the market. It is also about end-user generation and identifying opportunities for them.

"We are seeing an equal amount of demand for cybersecurity solutions as we are seeing for BigTec business."

A key challenge for the VAD is ensuring that they maintain its resellers and vendor portfolio. Clements says, "This is and has to be an ongoing process."

The VAD is confident of a strong Q4, and what will add to its growth, besides BigTec, are its plans around services.

"We are looking into those services, which complement rather than compete with our vendors and resellers," he says. "We are seeing a huge growth in professional services

and training this year. We have a strong business in this area.

"But we are just scratching the surface. I think there is a huge opportunity in the market to go out and train partners and also around professional services."

Clements urges partners to embrace Exclusive Networks.

"If you think of us as a distribution company and only want to employ our logistics, credit and price advantage solutions, we can give you that and we'll excel at it. However, we encourage partners to maximise their relationships with us because we can add so much more value around marketing and technical services. I believe it is a missed opportunity for partners if they don't maximise our relationship."

Going forward, we will see the company delivering innovation and marketing campaigns through its partners to offer true value-add for customers. 

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Reseller Middle East hosted a red carpet event, where it celebrated the success of the channel companies in a true Oscars-fashion. The seventh edition of the annual Partner Excellence Awards saw IT channel celebrities being distinguished for their diligence and commitment to the regional channel business. From elegant gowns and smart tuxedos to the paparazzi photo opps, attendees were treated to a spectacular evening of sophistication and glamour.



The seventh edition of Reseller Middle East Partner Excellence Awards recognised the achievements of IT channel players in the region who have stood out and excelled in their respective fields over the last year. Held on 25th May, 2016, at Jumeirah Emirates Towers, Dubai, it featured a red carpet and VIP reception for IT channel luminaries. The 400-plus attendees arrived at the event, donning their best gowns and tuxedos, to celebrate the excellence of the IT channel organisations, all in true Oscars-style.

CPI Media Group Technology and Finance Division Publishing Director Rajashree Rammohan kicked off the evening's festivities with a warm welcome note. "We are proud to bestow our highest recognition to the channel players in the IT industry, who despite a challenging market, has enhanced their businesses and excelled over the last year."

The event also featured a keynote address by Basil Ayass, Regional Marketing Director, Dell, where he commended the achievements of the channel industry over the years and the commitment that the channel players have demonstrated despite recent market challenges. "Progress cannot be achieved without change. Having the right business mindset, hard work and staying positive even during the toughest times in the market will help organisations achieve progress and excellence."

The 2016 edition of the awards programme received an overwhelming number of 300-plus nominations spanning across vendors, distributors and reseller categories. The judging panel – Ashwin Venkatchari, Research Director,

IDC MEA; Moustafa Abd El-Mohsen, Founder/CEO, Shaheen Management Consultancy; Philip Hughes, Middle East Business Start Up Consultant, Pumpkin; and Sudhir Nair, CEO, SOL Analytics – meticulously went through the nominations over a period of ten days to pronounce the most deserving in each of the 21 categories. The remaining categories included Editor's Choice and Readers' Choice for Vendor and Distributor, which was decided by Reseller ME readers via online voting.

The Awards evening also recognised 15 'Marketing Maestros' for 2016 - eminent marketing professionals who have walked the extra mile to excel over the years. The following pages feature an in-depth report on it.

The Presenting Partner for the event was Dell while Etisalat was the Strategic ICT Partner. Other sponsors included, Networking Sponsor – TP-LINK, Strategic Technology Partner – Hewlett Packard Enterprise, Strategic VAD Partner – Redington Value Distribution, Exclusive Digital Transformation Partner – TransSys, Strategic Innovation Partner – Mindware and Exclusive Solutions Advisor Partner – Kodak Alaris. Also companies such as Blue Coat, Gulf Software Distribution, Jide Technology and Al-Jammaz Distribution comprised the Gold Partners for the event. The Silver Partners included Aptec – an Ingram Micro company, Arrow, Exclusive Networks, Nanjel Solutions, D-link, AOC, Linksys, Finesse, Bulwark Technologies, Avaya, iXtel, Ixia by The Network Center, Go Green Solutions and Sophos.

No Oscars-style ceremony would be complete without an exclusive after-party – guests danced the night away to the DJ's peppy mixes.

## PARTNER EXCELLENCE AWARDS







Ashwin Venkatchari,  
Research Director, IDC MEA

"Right at the outset, I would like to thank the CPI Media Group for inviting me to be a part of the jury panel for the Reseller Middle East Partner Excellence Awards 2016. With 300 plus nominations to choose from, I found the overall experience of judging the winners to be truly enriching. The quality of nominations was comprehensive and was representative of the channel and vendor ecosystem in the Middle East. I wish the nominees, the winners and Reseller Middle East the very best for a successful 2016 and look forward to be invited once again for the 2017 awards."



Moustafa Abd El-Mohsen,  
Founder/CEO, Shaheen  
Management Consultancy

"I was honoured for being on the judging panel of the Reseller Middle East's Partner Excellence Awards for the second consecutive year. Personally, I have been one of the judges for Hyundai Motors Global Sales Certification Process, Mercedes-Benz and many other premium retail and automotive brands worldwide, thus; I can say with confidence that Reseller Middle East Partner Excellence Awards can be considered like any global awards ceremony. I was truly happy to see that the quality of nominations was much better this year. The overwhelming response to the awards indicates how such events are important to motivate and inspire the channel community. Thank you to the Reseller ME team for a wonderfully executed Oscars-style Awards evening. It was my privilege to be a part of it."



Philip Hughes, Middle East  
Business Start Up Consultant,  
Pumpkin

"The quality of the nominations this year held a far greater interest than in previous years. The IT Industry in our region is experiencing demanding market conditions as well as a rapid change of focus. Trading has been replaced by consultative selling, boxes have been replaced by services. The investments and direction changes made by all the nominees - be it into cloud solutions, Proof-of-Concept centres or even entirely new markets such as SMB were very encouraging, equally the number of new niche entrants offering home automation and integrated AV solutions bodes well. The market conditions may have hidden these directional changes from view, but there are many wise people in our industry here in the region and they have taken outstanding steps to secure a smart future. As always it was a pleasure and a privilege to have been asked to contribute to the event."



Sudhir Nair, CEO, SOL  
Analytics

"This is my second opportunity to be judging for the Reseller Middle East Partner Excellence Awards. I must say that compared to last time, the number of nominations surprised me, as we had over 300 companies participating. While working on the scoring criteria, what became very evident for me is that most of the companies have worked hard to find their own ways to be innovative and excel during these tough market conditions. Many have done better than previous years by exploring newer markets and bringing in newer products and ideas. This demonstrates the positive spirit of the IT fraternity to reinvent themselves in any adversity. The award ceremony was unique in itself with the Oscars theme and the event was well-attended and appreciated by all. Well done team CPI!"

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## BEST PARTNER EXCELLENCE PROGRAMME BY A VENDOR

★★★ Winner: ★★★  
Huawei Middle East

### Finalists:

Cisco | Huawei Middle East | Microsoft Gulf  
| SAP | Xerox Corporation

The most prestigious award in the vendor category, this title recognises Huawei's efforts in building a robust partner network through effective channel programmes. Its recently enhanced channel strategy – Transforming Together 2.0 – aligns the company's partner focus with emerging industry trends. It has also launched a series of incentive programmes over the course of 2015-2016 to inspire partners to attain key milestones and garner more business.

The company has launched numerous enablement programmes aimed to encourage partners to invest resources to roll-out marketing activities to generate business leads.

This accomplishment represents the success of Huawei's Transforming Together 2.0 channel strategy and the contribution of our partners in delivering sustainable regional market growth. We are committed to developing a strong, collaborative ecosystem of partners to complement and provide compelling value propositions to businesses."

*Hany Hussein, Regional Vice President of Channel and Alliances, Huawei, Enterprise, Middle East*



## BEST PARTNER EXCELLENCE PROGRAMME BY A DISTRIBUTOR

★★★ Winner: ★★★  
Redington Gulf Value Distribution

Finalists:

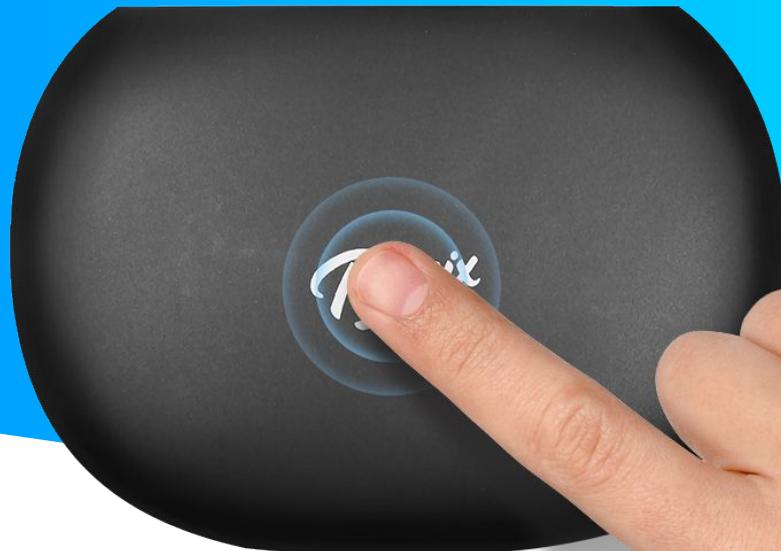
Aptec- an Ingram Micro company | Comstor's MaaS |  
Mindware | Oxygen ME | Redington Gulf Value Distribution

The most prestigious category of the Partner Excellence Awards, this title recognises the best efforts put in by Redington Value, the value added distribution division of Redington Gulf, to strengthen its channel networks through a 360-degree partner programme, one that offers value-add and detailed support services. The Award distinguishes the company's exceptional endeavours in providing training, marketing, credit, dedicated pre- and postsales support as well as other partner enablement initiatives as a part of its partner programme.



Redington Gulf Value Distribution is excited to win the most prestigious award of the evening – 'Best Partner Excellence Programme of 2016'. We will continue to enable our partner community through effective programmes and robust support services. We look forward to many more such wins by strengthening our collaborations with our partners."

*Ramkumar B, President, Value Division,  
Redington Gulf*



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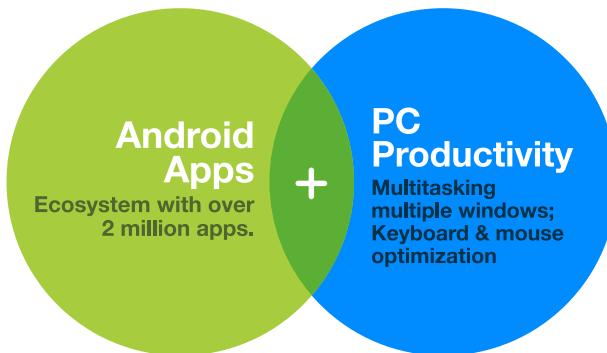
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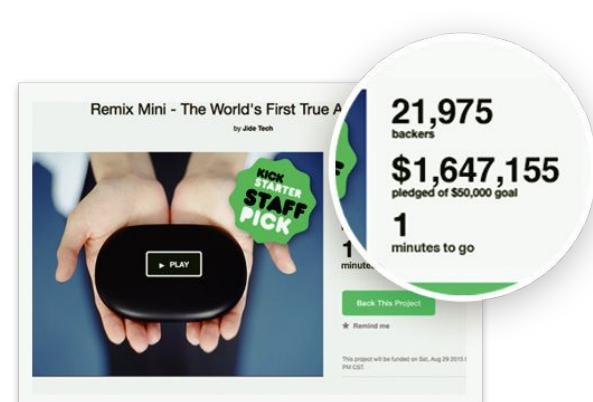
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**NETWORKING VENDOR**

★★★ Winner: ★★★  
**Cisco**

Finalists:

Aruba, a Hewlett Packard Enterprise Company | Avaya | Cisco | Dell | Huawei Middle East



We are proud to be recognized as the Networking Vendor of the year once again in 2016. This award is a testament to the strength of our Middle East team and their dedication to providing innovative solutions, services and support that deliver real business outcomes to our customers. We would like to thank our customers and partners, and the editors at CPI Publishing and Reseller Middle East, for their trust in us."

*Mike Weston, Vice President, Cisco Middle East*

**SOFTWARE VENDOR**

★★★ Winner: ★★★  
**SAP**

Finalists:

SAP | Dell Software | Hewlett Packard Enterprise, Middle East | Microsoft Gulf | NetApp



Winning 'Software Vendor of the Year' is a major milestone for SAP, demonstrating our support for Digital Economy innovation in the Middle East, which is one of our fastest-growing channel markets worldwide. SAP MENA is committed to driving the region's digital transformation, and co-innovating with real-time analytics solutions on the SAP HANA platform."

*Patrick Hayati, Vice President, Global Channel and General Business (GC&GB), SAP MENA.*



## MOBILITY VENDOR

★★★ Winner: ★★★  
Aruba, a Hewlett Packard  
Enterprise Company

Finalists:  
AirWatch by VMware | Aruba, a Hewlett Packard  
Enterprise Company | Quantum | Touchmate

“ HPE Aruba is glad to receive this recognition for its leadership in networking in general and mobility specifically. We continue to innovate with IoT and our Go-Cloud-Go-Mobile strategy.”

*Osama AlHaj-Issa, Channel Sales Regional Director, ME&T, Aruba, a Hewlett Packard Enterprise company*

## SECURITY VENDOR

★★★ Winner: ★★★  
Dell Security

Finalists:  
Avira | Cisco | Dell Security | Fortinet | Gemalto



“ Many thanks to Reseller Middle East for this valuable recognition, a big thank you to all our partners and well-wishers who passionately and strongly believe in our partnership and their continued support and votes in our favour in the category chosen to emerge as best security vendor this year. This simply is a proud moment for us and for all partners associated with us.”

*Shahnawaz Sheikh, Sales and Channel Director, Dell Security [META, CEE], D Software*



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## PERIPHERALS AND ACCESSORIES VENDOR

★★★ Winner: ★★★  
Xerox Corporation

Finalists:  
Lexmark International ME | Oki Europe | SanDisk  
MEA | Western Digital | Xerox Corporation

**“**Xerox is honoured to be recognised as the 'Peripherals and Accessories Vendor of the year' by Reseller ME this year. We believe that the strength of our offerings, the work we do and our reseller partners play a key role in helping us continue to lead in this industry. We would like to take this opportunity to share this success with our partners across the region and look forward to the future growth with our channel network in the Middle East."

*Chris Govier, General Manager, Middle East Operations, Xerox*

## SYSTEMS & HARDWARE VENDOR

★★★ Winner: ★★★  
Dell Middle East

Finalists:  
Cisco | Dell | HP Inc | NetApp | Western Digital



**“**The Channel has spoken! Dell is delighted to be recognised as the 'Systems and Hardware vendor of the year' for 2016 for the second year running. The industry is going through a period of accelerated change with many new vendors entering, exiting, combining and splitting up, and we couldn't be happier to be chosen for this award."

*Basil Ayass, Regional Marketing Director, Dell Middle East*



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<sup>1</sup> Based on cartridge yields for HP 131A and 507A compared with HP 201X and 508X Original HP toner cartridges. For more information, see [hp.com/go/learnaboutsupplies](http://hp.com/go/learnaboutsupplies).

<sup>2</sup> Based on HP internal testing of predecessor devices completed 1/2015 or published information and subject to device settings. Actual results may vary. Faster refers to First Page Out Time (FPOT). For energy efficiency, the HP M252 is 15%, HP M277 is 16% and the HP M53 is 53% lower versus predecessor. For details see [hp.com/go/ljclaims](http://hp.com/go/ljclaims).

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## SMB/CONSUMER VENDOR

★★★ Winner: ★★★  
Microsoft Gulf

Finalists:  
D-link MEA | Linksys | Microsoft Gulf  
| SanDisk MEA | TP-LINK



It gives me immense pleasure to receive this award on behalf of Microsoft that reflects our commitment to our partner programmes by offering services that cater to an increasingly mobile-first, cloud-first world. Our partners have been the core to our business for decades, and we will continue to empower them with the support, resources and enablement needed that will contribute to building a successful and profitable cloud business."

*Haider Salloum, SMB Channel Director, Microsoft Gulf*

## BEST GROWTH INITIATIVE BY A VENDOR

★★★ Winner: ★★★  
TP-LINK



Reseller Middle East Partner Excellence Awards 2016 left us with many warm memories. It was the best IT awards in the industry in the last four years, we were glued to our seats till the very last minute. We are honoured to win the 'Best Growth Initiative by a vendor'. We will continue to do our best in growing the channel business."

*Dia Hamdan, Regional Marketing Manager, TP-LINK*

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## SUPER RETAILER

★★★ Winner: ★★★  
axiom telecom

Finalists:  
axiom telecom | Emax | Jacky's Electronics

“

We are truly honoured to have received this esteemed recognition. Technology is a fast-paced industry, one that requires retailers to always stay ahead of the curve in order to succeed while placing the customer at the front-and-centre of everything they do – and this is the principle we live by at axiom. The valuable relationships we have established within our channel community has played a pivotal role in our success. We promise to continue innovating, improving, and enhancing our services to meet and exceed the expectations of our tech-savvy customers.”

*Fahad Al Bannai, CEO, axiom telecom*

## SYSTEMS INTEGRATOR

★★★ Winner: ★★★  
Gulf Business Machines (GBM)

Finalists:

Almoayyed Computers | Business DNA | Gulf Business  
Machines (GBM) | Intertec Systems | IXTEL



“

We are proud to receive the 'Systems Integrator of the year' award. This demonstrates the value that the judges and clients see in our company as the leading IT solutions provider across the region.”

*Kevin Jones, VP of Software Solutions, GBM*



## ENTERPRISE RESELLER

★★★ Winner: ★★★  
Alpha Data

Finalists:

Almoayyed Computers | Alpha Data |  
Condo Protego | Help AG | Intertec Systems

**“**We are proud to receive the highest recognition given to channel partners of the region's IT industry. Over the past year, Alpha Data worked hard to exceed customer expectations and achieve business growth even amid very challenging market conditions. This award proves that, after three decades of meeting customers' expectations, we continue to be the favourite source for our customers' IT needs. We thank Reseller Middle East for this award and dedicate it to our talented team and above all to our loyal customers.”

*Fayed Ibbini, CEO, Alpha Data*

## SMB & CONSUMER RESELLER

★★★ Winner: ★★★  
Quality Computers

Finalists:

Accent Office Supplies | Axiom Telecom | Lucky Star  
Computers | New Trend Computers | Quality Computers



**“**We are deeply happy to receive the award for 'SMB and Consumer reseller of 2016'. It is indeed a pleasant surprise to know that even after 27 years in business, we are still leading and being honoured for our success. It is a great feeling. We like to thank Reseller ME, our channel partners and consumers as well as the Dubai market, where we have been blessed with a good business environment to serve IT. We will continue with our commitments to the region.”

*Vasant Menghani, Founder and CEO, Quality Computers*

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## VOLUME DISTRIBUTOR

★★★ Winner: ★★★  
Redington Gulf

Finalists:

Asbis ME | Logicom Distribution |  
Mindware | Redington Gulf

“ Redington Gulf is happy to be recognised, for the third consecutive year, as the ‘Volume Distributor for 2016’ at Reseller Middle East’s Partner Excellence Awards. We aim to continue building close relationships with our reseller partners and driving growth opportunities together with them in the region.

*Ashish Bharti, President, IT Volume Distribution, Redington Gulf*

## NETWORKING DISTRIBUTOR

★★★ Winner: ★★★  
Westcon-Comstor

Finalists:

AlJammaz Distribution | Aptec - an Ingram Micro company | Mindware | Redington Gulf Value Distribution | Westcon-Comstor



“ We would like to thank the judging panel and the entire Reseller ME team for the ‘Networking Distributor of the Year’ award given to us recently. A big thanks to our resellers and vendors for their constant support. We will continue to work towards enabling the channel by further investing into our value-added offerings.”

*Steve Lockie, Group Managing Director, Westcon-Comstor*



## MOBILITY DISTRIBUTOR

★★★ Winner: ★★★  
**Oxygen Middle East**

Finalists:

Asbis ME | Jumbo Group | Logicom Distribution  
| Oxygen ME | Spectrami DMCC



Oxygen is honoured to have been awarded the 'Mobility Distributor of 2016' and offers its sincere thanks to Reseller Middle East for this recognition. We also congratulate all winners on their achievements. The Reseller ME Partner Excellence Award 2016 was vivacious and lively and has been setting standards with every passing event."

*Rohan Daniel Nair, Director Strategic Marketing, MENA, Oxygen Middle East*

## SECURITY DISTRIBUTOR

★★★ Winner: ★★★  
**Aptec - an Ingram Micro company**

Finalists:

Aptec - an Ingram Micro company | Bulwark Technologies | Logicom Distribution | Mindware | Oxygen ME | Redington Gulf Value Distribution



We are delighted to receive 'Security Distributor of 2016' award. We recently launched our regional cybersecurity division and we are heavily investing into this unit. On behalf of Aptec, an Ingram Micro company, I would like to thank our channel partners and vendors who are with us in this journey."

*Svetlana Sorokina, Marketing Director, Ingram Micro, META region*

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## SPECIALISED DISTRIBUTOR

★★★ Winner: ★★★  
Exclusive Networks ME

Finalists:  
Asbis ME | ComGuard | Exclusive  
Networks ME | StorIT Distribution | Trigon

“ Exclusive Networks team is thrilled to have won ‘Specialised Distributor of the year’ at such a successful and wonderfully attended Awards night, celebrating the best of the industry!”

*Nathan Clements, Managing Director, Exclusive Networks ME*

## VALUE-ADDED DISTRIBUTOR

★★★ Winner: ★★★  
Mindware

Finalists:  
Aptec- an Ingram Micro company | Logicom Distribution |  
Mindware | Oxygen ME | Redington Gulf Value Distribution



“ Mindware is honoured to receive this award and to be acknowledged for its strength and commitment to the channel. We would like to thank all our channel partners, vendors and a special thanks to CPI team for this recognition and we will continue to drive this success across the regions.”

*Arkan Saleh, Chief Operating Officer, Mindware*

**KSA DISTRIBUTOR**

★★★ Winner: ★★★  
AlJammaz Distribution

Finalists:  
AlJammaz Distribution | Aptec an Ingram Micro Saudi Arabia | Oxygen ME | Redington Gulf | Spectrami DMCC

“

We are honoured and happy to be recognised by Reseller Middle East as the 'Best Distributor' in Saudi Arabia. Thank you for the lovely event, I was happy to attend it and also had the chance to meet many friends and partners.”

*Asim AlJammaz, President, AlJammaz Distribution*

**EMERGING DISTRIBUTOR**

★★★ Winner: ★★★  
Go Green

Finalists:  
Credence Security | Go Green | The Network Center (TNC)



“

We are honoured to be awarded as the 'Emerging Distributor of 2016' by Reseller Middle East. Thank you to Reseller ME for giving us due recognition for our strong growth, in a short span of time, in an overcrowded space. We are grateful to be acknowledged for our efforts, channel programmes and added-value that we bring to our customers. Go Green will continue its drive for growth passionately and build on the momentum created in the last year.”

*Ramy Beddah, COO, Go Green*

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## BEST GROWTH INITIATIVE BY A DISTRIBUTOR

★★★ Winner: ★★★  
StarLink

“ StarLink from its inception, has focused on growth in all aspects of business – expanding our strategic vendor portfolio, enhancing our partner bandwidth, geographic outreach and investment in its people – hence we are proud to be distinguished as the distributor with the ‘Best Growth Initiative’. We are truly honoured to be recognised by Reseller ME, an IT publisher holding such a high repute!”

*Mary Aji, Marketing Director, StarLink*

## READERS' CHOICE VENDOR

★★★ Winner: ★★★  
Avaya

Finalists:

Avaya | Cisco | Dell | Fortinet | HPE | Huawei |  
Microsoft Gulf | Red Hat | SAP | Sophos



“ Avaya is very proud to be recognised as ‘Vendor of the Year’ by one of the most demanding judging panels in the region – the readers of Reseller Middle East. Avaya is committed to helping customers and partners achieve their digital transformation goals and our success at the Reseller Middle East Partner Excellence Awards highlights our dedication to the ICT partner community.”

*Mohammed Areff, Vice President, Middle East, Africa & Turkey, Avaya*



## READERS' CHOICE DISTRIBUTOR

★★★ Winner: ★★★  
Logicom

Finalists:  
Al-Jammaz Distribution | Aptec - an Ingram Micro Company | Arrow ECS | Asbis Middle East | Exclusive Networks ME | Global Distribution | Logicom | Mindware | Redington Gulf | Westcon Group



We would like to extend our gratitude to all our partners and colleagues for recognising our hard work and voting for us in the Reseller Middle East Awards."

*Marie Hastings, Marketing Manager, UAE & Gulf, Logicom Distribution*

## PARTNER CHAMPION

★★★ Winner: ★★★  
**Havier Haddad**

Channel and Alliances Director - Middle East, Austria, Eastern Europe, Turkey and Africa, EMC



I firmly believe that the foundation of any long lasting relationship is trust and have always infused this belief in my day-to-day dealings with the partner community and in the overall development of channel strategies. I am lucky to have had the opportunity to work with some of the greatest minds in the wider ICT industry and visionary channel leaders. I am extremely honoured to have been recognised as a member of this elite partner community and I look forward to continuing on this journey of innovation with my peers and partners to boost the development and growth of the regional ICT channel."

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## OUTSTANDING EXECUTIVE - IT CHANNEL

★★★ Winner: ★★★

**Steve Lockie**

Group Managing Director,  
Westcon-Comstor

“ I feel deeply honoured, grateful and humbled to all at CPI and the Reseller Middle East team. I am fortunate to be supported by a fantastic team at work and at home and would like to thank everyone that has contributed to this award.”

## OUTSTANDING EXECUTIVE - VENDOR

★★★ Winner: ★★★

**Haider Salloum**

SMB Director, Microsoft Gulf



“ I am pleased to receive this award on behalf of Microsoft, and take immense pride in working for an organisation that is at the forefront of technological advancement. Aiming to advance the SME sector in the Gulf region, I look forward to working with our channel partners to ensure the success of our customers; by providing them with the right tools that can help transform their business and achieve more.”



## WOMAN EXECUTIVE

★★★ Winner: ★★★

**Sherifa Hady**

Distribution Manager  
Mediterranean Middle East and  
Africa (MEMA), HPE

“ My gratitude and appreciation goes to Reseller Middle East for such a great evening to celebrate the IT talent in the Middle East region. It was a wonderful event where we got the opportunity to mingle with the top IT executives of the region from channel partners, vendors and distributors. I am duly honoured to receive the ‘Woman Executive of the Year’ award, and salute all organisations and publications that reward and recognise the efforts and achievements of all the women in the IT industry.”

## EDITOR'S CHOICE

★★★ Winner: ★★★

Credence Security



“ As a security focused, specialty distribution house, over the last couple of years, we have made significant investments in our vendors and partners. This award is a testament to these efforts and it is truly an honour to be recognised by Reseller Middle East, which is the voice of the channel in the region.”

*Garrett Scott, Director of Sales, Credence Security*

# Marketing Maestros 2016

At the seventh edition of Partner Excellence Awards, Reseller Middle East presented 15 Marketing Maestros and recognised them for their invaluable contribution in the field of marketing. Unknown to these individuals, the team at Reseller Middle East chose these eminent marketing professionals who have climbed the career ladder over a course of decade plus of experience. The surprised bunch of Marketing Maestros 2016 walked the red carpet to receive their token of appreciation at the event.

Rajashree Rammohan, Publishing Director, Technology and Finance Division, CPI Media Group, said, "It is truly an honour to recognise this distinguished set of marketing veterans who have gone beyond the norm to develop key marketing strategies and place their companies at the forefront of the regional IT business landscape. We salute their unique set of skills and pure passion for their everyday roles."



## The Marketing Maestros 2016 included:

- Haidi Nossair, Marketing Director, Turkey, Emerging Africa and Middle East, EMC
- Sandra Skairjeh, Regional Marketing Manager, Middle East and Africa, HP
- Firdaus Shariff, Head of Marketing, South Europe, Middle East and Africa, SAP
- Dina El Banna, Marketing Director, Asia Pacific, Middle East and Africa, Avaya
- Maha Said, SMB Marketing Manager, Microsoft Gulf
- Manal Abi Rafeh, Regional Marketing Manager, Middle East and Africa, Fortinet
- Svetlana Sorokina, Marketing Director, META, Ingram Micro
- Hassan Hamadani, Senior Regional Marketing Manager, EMEA, Pure Storage
- Kamlesh Lal, Distribution Marketing Manager, Middle East, Dell
- Manish Bhardwaj, Senior Marketing Manager, Middle East, Turkey, HPE-Aruba
- Angelina Wong, Head of Corporate Communications & Digital Marketing, Enterprise Business Marketing Department, Huawei Middle East
- Soussane Chartouny, Regional Marketing Manager, Palo Alto Networks
- Rania Al Khatib, Regional Marketing Manager, MEA, Mindware
- Alexandra Pisetskaya, Marketing Manager, Help AG
- Santosh Pania, Program Marketing Manager, Redington Gulf Value Distribution

## Why they were chosen...

### VISIONARIES

Possessing a strong and clear vision for what they want to accomplish for the brand.

### STRATEGIC PLANNERS

Skilled in developing marketing strategies that are in sync with overall business objectives.

### INNOVATORS

Out-of-the-box thinkers who do not shy away from taking risks.

### BRAND AMBASSADORS

Passionate drivers of their companies' goals.



# BIG GAINS

Businesses are seeking Big Data Analytics tools for faster and better decision-making processes. *Reseller ME* explores how channel partners can capitalise on this technology through consultancy and services.



**“**When customers take on initiatives such as Big Data Analytics, these are by definition new ‘to-be’ objectives or ‘aspirations’, and that means the customer is by definition journeying into something new. Partners should ensure that they address those unsaid ‘doubts’ and do so seamlessly in their sales-engagements.”

Shams Hasan, Enterprise Product Manager, Dell Middle East



Organisations are saddled with numerous challenges on a daily basis. Combing through zettabytes of data to discover valuable and actionable information is easier said than done. Here's where Big Data Analytics come into the picture.

Increasing number of businesses are seeing the benefits of the technology and how it can transform operations to become more efficient.

Shams Hasan, Enterprise Product Manager, Dell Middle East, says, “Enterprises realise that Big Data and analytics are of critical importance to business innovation and indeed society at large. Simultaneously organisations of all sizes are tasked with protecting an ever-growing volume of data in a faster, safer and more efficient manner, the need for data protection

solutions that save time and reduce risk is more important than ever.”

Hasan highlights that the need for the technology becomes pervasive today as nations, institutes, and organisations roll out or definitively plan for large- and small-scale projects that are dependent on live data capture and analytics.

“Big Data is being used by companies to make informed business decisions, analyse customers' spending behaviour in order to target new product lines, enhance supply chain, identify geographic trends, and gain a competitive edge over other market players. In order to survive in the new digital economy, end-user organisations and vendors will both need to accelerate the shift in focus of their investments from measurement to advanced analysis or risk being left behind,” he adds.

How can channel partners further capitalise

on the technology to ensure they are ahead of the market curve?

According to Elie Mikhael, Channel Sales Manager, SAS, the penetration channel partners have in the SMB market is a solid indicator to the role resellers can actually play in increasing adoption of Analytics and Big Data technologies.

“Selling goes hand-in-hand with training and enablement for the client to use decision-making software in their daily operations,” says Mikhael. “The resulting benefits are immense for all parties.”

Hasan says partners have to remember to put themselves in the customers' shoes. “When customers take on initiatives such as Big Data Analytics, these are by definition new ‘to-be’ objectives or ‘aspirations’, and that means the customer is by definition journeying into something new,” he says. “Partners should ensure that they address those unsaid ‘doubts’ and do so seamlessly in their sales-engagements.”

However, such seamless trust doesn't come about just by conversations. Partners need to display evidence, practice, and a showcase of authority through the entirety of the sales-motion.

Hasan explains, “Evidence comes through customer references – either their own or through the vendors they



# CREDENCE

SECURITY

Established in 1999, Credence Security, the region's speciality distribution company, is a leader in Cyber & IT Security, Digital Fraud Detection & Forensics, Security Analysis & Incident Response, GRC, Business Recovery, and Mobile Security. Working closely with leading IT security vendors including AccessData, Digital Guardian, eSentire, Fidelis CyberSecurity, and RedSeal, Credence Security delivers Cyber and IT Security technologies and solutions that protect organisations against advanced persistent threats, malicious adversaries and internal malpractice. The company also specializes in Security Awareness Trainings which help cultivate a security-minded culture with an organization's workforce. Credence Security is headquartered in Dubai, UAE and serves enterprises across the Middle East, Africa and India.



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#### SECURITY ANALYTICS

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#### VENDOR RISK MANAGEMENT

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Additionally, partners should take the extra efforts and adopt an end-to-end consultative approach. They should listen to customer needs, pain points and work an optimally priced and simplified solution that helps customer manage their infrastructure with minimal management and operational burden.

"The trust a partner gains in the eyes of their customer as a trusted advisor helps them to command the needed margins that can support their businesses to retain specialised skills that can be at a customer's disposal to serve them better," says Hasan.

The area within Big Data Analytics, where partners could have a considerable edge over competition is through services.

"Channel Partners should go to market with a turnkey approach to software, hardware and services – the goal should be Software-as-a-Service," explains Mikhael.

The most important part for a partner is to offer a homogeneous bouquet of solutions including best-of-breed software with a skilled set of competencies over the installation, commissioning and training-based support.

"Clients of mid-markets are facing daily challenges. Amid these cost and resources concerns, resellers must extend reasonable and quick solutions to answer growing demand," he adds.



**“ Channel Partners should go to market with a turnkey approach to software, hardware and services – the goal should be Software-as-a-Service.”**

*Elie Mikhael, Channel Sales Manager, SAS*

Kerry Koutsikos, Country Manager, Middle East, Africa and Turkey, Qlik, says the company's services team works with its partners to deliver business value solutions, customised specifically for the customers' needs.

"We have also invested in an advanced education centre to support our customers' education needs. In the region we have a strong partner network, which is supported by many of the global systems integrators. We have close relationships with the partners; we work together to deliver solutions, which help our clients make progressive business decisions.

"We work with our channel partners to provide the most relevant Qlik products for an organisation's business, allowing customers access to our full solution's suite, including large scale of services from self-service data visualisation, to reporting and dashboards, guided analytics, and embedded analytics," he adds.

Some organisations are still in the process of understanding the benefits Big Data Analytics offers. Partners should be trained and certified to serve clients and educate organisations.

"At Qlik, we believe it all comes down to ensuring that you can see the whole story in your data," says Koutsikos.

Mikhael says Big Data is initially formed out of three pillars – data management, analytics, and visualisation.

"While the latter is often the easiest pillar to grasp and deliver, partners ultimately should cover all three.

"Similarly, the introduction of Hadoop revolutionised the way big corporations are managing and storing data. As the cost of moving and storing shrinks, the size of data gets even bigger. Partners must focus on this part of their offerings," he adds.

With the adoption of Big Data Analytics expected to grow in the next few years, partners should look at all the opportunities present around it.

"Decision-makers across the region have realised the real benefits that better use of data has brought to their business including; competitive edge over their rivals, increased profits and reduced costs. We believe the level of investment in these solutions will continue to increase exponentially in the years ahead," says Koutsikos.

Mikhael adds, "In the next two to three years anyone will be able to differentiate the results of corporates adopting data insights versus legacy approach. The correlation between analytics and revenue will make much more sense than before. This is what leading business schools will teach under calculated actions as a modern way to approach decision-making."

Those partners who identify the prospects around the technology early on, and carve a specialisation for themselves with services around it, stand to gain and differentiate from the pack. RME



# VALUING PARTNERSHIPS

TP-LINK outlines 2016 strategy and celebrates top performing partners.



TP-LINK Technologies, a leading manufacturer of SOHO and SMB networking products and wireless solutions, has honoured Dubai-based partners at its inaugural Partner Awards ceremony – Connexions.

Held at Jumeirah Emirates Towers Dubai, the event saw more than 60 partners across the reseller

and distributor segments attending and a total of 13 awards were handed out to top performers.

The vendor also used the partner meet platform to launch the first router in the world with AD technology Talon AD7200 Multi-Band Wi-Fi Router, which supports the 802.11ad standard, the latest breakthrough in wireless technology from TP-LINK.

Both Denny Liang, Vice President and Lucas Jiang, Assistant General Manager, TP-LINK Middle East and Africa (MEA) delivered keynote addresses.

Outlining the company's strategy for 2016, Liang said the company is pleased to have launched an awards event for partners in Dubai and is looking forward to growing the event by taking it to other parts of the MEA region.

"Despite the regional channel facing a challenging



Log on to Twitter to see  
tweets from the event  
**#ConneXionsDXB**



*Dia Hamdan, Regional Marketing Manager MEA*



*Denny Liang,  
Vice President,  
MEA*

## THE PARTNERS RECOGNISED AT THE FIRST TP-LINK CONNEXION AWARDS INCLUDE:

*Best Partnership Alliance*  
**New Trend Computer Networks LLC**

*Regional Partner of 2016*  
**Shiva Computer LLC**

*Top Performing Partner*  
**Scantrans Computer LLC**

*Growth Partner of 2016*  
**MYZ Computer LLC**

*Best Marketing Collaboration of 2016*  
**Grand PCD Trading LLC**

*Best Customer Reach Partner of 2016*  
**Al Jedyal Computers LLC**

*Business Partner of 2016*  
**Al Razi Technology LLC**

*Top Retailer of 2016*  
**Sharaf DG**

*Best Business Growth Retailer of 2016*  
**Emax Electronics**

*Broadline Distributor of 2016*  
**ASBIS Middle East**

*Regional Distributor of 2016*  
**MES**

*ISP Distributor of 2016*  
**Euro Star**

*Retail Distributor of 2016*  
**Tech Micro**

business climate, partners have consistently been performing to grow TP-LINK's share of business in the networking, mobile and accessories segments," he said.

He highlighted that this year, the company has decided to honour all its Dubai-based resellers and distributors by recognising their efforts and business investments in the TP-LINK brand.

"We want to pay tribute to them for the fact that some of the partners have been with us from 2011, when we established our Middle East headquarters."

According to Liang, the company's growth strategy includes reaching out to all channel segments with its partner programme and building on the brand extension of its smartphone line-up,

Neffos. We will also see the company developing its SMB line-up over the course of the year.

He added, "With \$90 million MEA sales revenue in 2015, this year, we are looking to develop business in new countries and markets."

In his keynote address, Jiang outlined that TP-LINK will be launching its C, Y and X series smartphone range this year with the high-end N series expected to be launched in the first half of 2017. "As we continue to raise the business in the SOHO and SMB segments, it's critical that we continue the innovation part and bring to market products that will give our retail and reseller channels the opportunity to earn decent margins."

Over the last 12 months, TP-LINK has enhanced its business development

initiatives in the traditional IT channel, retail and telecoms segment. RME



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# ALIGNED FOR GROWTH

Having joined Emitac Enterprise Solutions (EES) as the Chief Executive Officer earlier this year, Tony Alam, shares insights on the evolving systems integration landscape and plans for the region.



## **How do you see the market shaping over the course of the year?**

Although the market is definitely challenging, today IT is an enabler of all businesses and, therefore, a necessity. People cannot do without their IT requirements. Even during recession, governments need to keep serving their clients. IT has become a must-have component of every business. Our role is to optimise the operations of our customers and help them to reduce cost. This can be done through a number of ways such as moving to cloud services, enabling customers to be more efficient and responsive to their end-users.

## **What kind of opportunities do you see to optimise cost for customers?**

Moving customers to cloud is one option as it can cut costs up to 30 percent. Another opportunity is to manage services on their behalf, this allows them to focus on their core business. Thanks to our experience, team and the tools that we have, we can also cut costs in terms of services.

## **Emitac had launched a managed services portfolio in late 2014. Do you now have a full-fledged portfolio?**

We do boast a full-fledged

portfolio now. We are not in BPO but more on the infrastructure front, when it comes to management of network, systems, service, storage, desktop and security. We have a professional team and experts for executing this. Managed services is a big chunk of business for any organisation today.

## **Do you have on-premise and remote support as well?**

Yes, we have both, on-premise and remote. We are encouraging our customers to understand better the concept of remote support because it can help to reduce costs further. We have tools and software that allows us to manage any customer easily from anywhere.

Recently we have also added DR-as-a-Service and Backup-as-a-Service to the portfolio. Today, we have the bandwidth to build a Disaster Recovery plan on behalf of our customers. We are looking to manage everything around security for our customers.

## **Do you see cloud as more of a threat or an opportunity?**

It is certainly an opportunity. The IT market is dynamic, there is a major change every couple of years. But the biggest

change we have seen in the last four years is because of mobility. Mobility is transforming the way things are. And, at the same time, it is creating many opportunities because data is growing and the number of users are increasing. This is why we are creating more data centres. Cloud is not at all a threat. Moving from the traditional way of doing business where systems and servers were sold, and installing and maintaining it to more services-oriented is a big deal. There are many opportunities in services and it also yields much better margins.

## **Is it a consultative-led approach that you take with your clients?**

Customers today are knowledgeable and smart. They are well-acquainted with the developments in the technology world. However, our approach is definitely consultative where we sit with them and try to see, which solution is best suited to them. We discuss their next three to five years IT strategy and take that into consideration when presenting our offerings to them.

## **How was 2015 for you? Which were the verticals where your business grew the most?**

In 2015, we experienced

a growth of around 15 to 20 percent, which is more than the industry average. The growth was mainly in government, telco to some extent, and private sector.

## **Are you investing in building skills in-house in terms of engineers, pre-sales and post-sales?**

## **Is there any particular technology in focus for these skillsets?**

We have been doing that over the last four years – building skills and training. However, the market is quite competitive as well. Price is still a differentiating factor, but the problem is we can always train but cannot always retain. This is a challenge, which everyone faces in the industry.

We are building expertise on infrastructure services including, cloud, mobility, security, storage, network, desktop and anything, which is around that spectrum.

## **What is your vision for Emitac?**

Emitac's 40-year-old legacy comes with a lot of strength. My vision is to become a regional infrastructure service provider. We aim to be the number one choice for customers when it comes to infrastructure. RME

# BUILDING SYNERGIES

Cloud and data centre solutions firm Equinix has launched a partner programme last year, further cementing their commitment to their channel partners. The company's Director for EMEA Channel Sales Eric Saillard sat with Reseller ME to discuss the dynamics and advantages of the new programme.



**→ Can you please share some of the highlights at Equinix over the last year?**

Over the last year, we have structured different partner activities and programmes. We had to start everything from scratch, in this respect, so we had the advantage of being able to be more organised in devising the programmes.

We have designed different programmes depending on a partner's specific strengths and needs. If they want to resell products and solutions – we have reseller programmes for them. And, if they want to refer business to us, we also have referral programmes and so on.

Our partners will have to begin by identifying and understanding, which categories they fit into. After that, we'll begin introducing them to the different levels in the programme from Bronze, Gold to Platinum. Categorising them as such, will enable us to pinpoint the value that each partner brings to the company. Having the programme gives our partners a tangible recognition of their contribution and relationship with Equinix.

We have introduced the programmes in Europe during the months of February and March last year. We decided not to roll it out across all the regions we operate in simultaneously because we believe it takes time to customise the programme based on varying business aspects in different parts of the world.

**What kind of benefits can your partners look forward to with the programme?**

The first benefit the programme has is the recognition that you are an Equinix partner. This is important because until now, our company treated both partners and end-users in a similar way. There's nothing wrong about that but it is not always what a partner is looking for. They want a company that they can build a long-term business relationship with. Therefore, they are always looking for partnerships that can enable them to find new opportunities for growth. These types of dynamics did not exist with us earlier, and this is changing now.

From our perspective, another benefit is the transformation within

Equinix's culture. There has been a shift in our mentality – we are now more partner-centric, which is already a big change for our company and for our partners. What's more is that we now have specific channel marketing budgets, which gives us the freedom to conduct specific activities with our partners.

For partners, there are also a number of financial advantages. They can expect to get more financial returns with us because a high number of sales from them means high returns for us as well.

While our programme may not be specifically very different from other vendor programmes in the market, I believe it is important to let channel players know that our programmes exist, it works and the processes are in place.

**What are the different hierarchies in your partner programme?**

We have four levels – Bronze, Silver, Gold and Platinum. Bronze is the entry level, organisations at this stage can be those who are brand new partners for us and have not done any business with Equinix previously. After a few dealings with them, we can start

promoting them to Silver. Both Gold and Platinum levels come at a revenue commitment, but, of course, offer various benefits.

**What do you think is the biggest challenge for partners today?**

If you look at traditional partners, those who are focused on legacy hardware and software integration; most of them have had some difficulties in projecting themselves in the world of cloud computing over the last three years.

We all know we have to do it (cloud) but we don't always know how to go about it. At the same time, customer demands are constantly changing, so partners are always on their toes, trying to keep up with these requirements.

Our mission as a vendor is to provide our channel partners with assistance that goes beyond sales. We try to familiarise them with the world of cloud computing. They already understand what they need to bring to their customers. What they need to comprehend next is how they can deliver the right cloud technologies and bring more value to their customers' businesses. RME



# MAKING IOT WORK

WebNMS is the IoT software and telecom network management division of Zoho Corporation. The company offers an IoT Platform that is built with APIs to support enterprise applications that focus on energy management, remote site security and mobile asset tracking. Prabhu Ramachandran, Director, WebNMS, talks about the IoT trends and the company's value proposition.



## **WebNMS is part of the Zoho Corporation, which also owns ManageEngine. How different are you from them?**

ManageEngine does enterprise IT management while we are focused on telecom network management. In fact, Zoho started out in 1997 with WebNMS brand of products. Initially, we sold to telecom equipment vendors such as Motorola, Nokia and Siemens, and then we started selling directly to telecom service providers. Around 2009, we started working on IoT, and it was a natural evolution for us because of the fact that telecom was our core business. In IoT, we have a product line now, and our core offering is a software platform that can be used to build IoT applications. An easy analogy is Android. Google offers that platform, which is used by developers to build applications. In similar fashion, if you want to build

an application for waste or water management, you have to start from sensors, connectivity, gateways, etc., which takes a lot of time and energy. We simplify that; we can integrate with any sensor so the users can take out product, do a PoC within 4 weeks. We ourselves have built around 10 ready-to-deploy solutions such as ATM site manager, cell tower manager, solar and windmill manager, and road infrastructure management.

**This might be early days for IoT but we already have more than 30-40 IoT platforms in the market. What differentiates you?**  
It is very R&D intensive to come up with a feature-rich IoT platform such as ours with open APIs. Many of our competitors are venture capital-funded start ups while we are part of the Zoho Corporation. What we offer is a truly developer friendly product. Someone can take this, build on top of it without

our help and monetise it. Besides, we are focused only on B2B applications.

## **Do you think telecom networks are ready to support IoT applications?**

Right now, the adoption of IoT is minimal and I think networks are going to be a bottle neck. However, networks are evolving quickly and in addition to 4G or 5G, we are seeing the development of localised LAN and WAN technologies. Another interesting one is LoRa technology that can complement M2M cellular connectivity.

## **How do see the interest level among telecom operators in IoT?**

We are already working with many telecom operators and they don't want to miss this opportunity. They have already missed the bus with cloud – the biggest cloud service provider today is Amazon, not AT&T or some other telecom player. When it comes to IoT, service providers don't want to

sell just SIM cards; they want to sell the concept of connected cars and smart homes under their brands.

## **Do you have any deployments in this part of the world?**

We are still in the RFP stage with some service providers, and in the enterprise space, Nafco is our customer. We are doing a PoC with a large bank in Saudi Arabia to monitor their ATMs and in Oman, we are working on a smart metering project.

## **Can you buy off-the-shelf component to develop IoT platforms?**

Yes, you can but for tracking pets or something simple. But if you want to monitor an oil and gas pipeline, or smart lighting across a city, it takes more than that because it involves complex algorithms. We have been working with a dedicated IoT development team for the last four years and we are still catching up with the features. ME

# PRACTICAL RETURNS

Increasing competition in the IT landscape puts additional pressure to any organisation's budget. With this issue at the fore, Sven Jirgal, VP and COO, Cisco Capital, explains why it is now more critical than ever to ensure that IT investments bring the optimum ROI to enterprises.



**Please give us an overview of Cisco Capital's function.**

Cisco is well-known for being one of the biggest technology companies not only here in the region but also worldwide. The success of the company has led us with a very strong balance sheet as we managed to generate a lot of cash through our global operations throughout the years.

Cisco Capital is a division within the company that focuses on helping customers and partners accelerate their adoption of Cisco technologies, solutions and architecture. We develop and provide flexible financing solutions for the acquisition of our IT products and solutions. We aim to make it easier for our partners to get the right technology to enable their business growth, especially at a time when organisations are looking at accelerating their digital transformation. The financing helps maximise the value of technology by reducing total cost of ownership, managing cash flow, and conserving capital.

In addition to the financial aspect, we also handle the life-cycle management function of the company called Cisco Refresh.

Through this function we take the products that are sent back from our supply chain and refurbish, repurpose and re-sell them at a lower price point. This area of the business has actually grown to four times over the last year and ties into the whole aspect of a circular and green economy.

**How is the adoption of Cisco Capital solutions and services here in the Middle East?**

As a subsidiary of Cisco, we operate in the same areas they do and support the same objectives they have. One of the biggest endeavours the company has in this region is supporting country digitisation.

Cisco Capital, basically work towards providing services like cash flow management and credit lines to our partners here in the region. We are very active in every sector, however, our biggest focus areas are telecoms and public sector

**How are you encouraging businesses to further invest into this trend?**

We take two approaches. First is when a certain customer needs to invest in a particular solution, we draw them a number of financing solutions and

programmes based on their needs, which include leases and loans. We provide them with the support they need to spread their investments and manage their cash flows.

We also work with our partners who, at times, participate in public sector projects as either a prime contractor or a secondary contractor for infrastructure projects. These kinds of projects typically have long deployment cycles and seen in organisations like hospitals, desalination plants and airports. We help Cisco partners bridge the financial gaps they have in participating in these projects and at the same time enabling them to leverage our products and services to achieve the optimum ROI. There's always a financial component underneath IT and we are here to help them address that financial aspect.

Today, discussions about IT investments are very different for customers. It's no longer just about the technology but it's now about how the technology can actually help them achieve an economic return. Organisations weigh in on the return on investments and total cost of ownership of a certain technology.

**What are you doing to make sure that your partners and customers understand that IT should be a priority in their budgets?**

We believe that technology is actually the differentiator. If you think about the firms operating in the sharing economy like Uber, it's a car service company, yet it doesn't physically own any cars. We try to make our partners and customers understand that unless they actively invest in technologies that can transform their businesses they will be outshined by entities who are aggressively doing that. IT and IT security is a topic in any board room and with the reach that Cisco Capital has in this region we can potentially help drive that adoption.

IT spending in the Middle East is still strong as compared to the rest of the world. Cisco is committed to the region, and, of course, so is Cisco Capital. We've strengthened our presence here and capabilities across various sectors in the Gulf. We are committed to the economies here and we will continuously support the digitisation efforts of organisations here in this part of the world. RME

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# HTC 10

*Unveiled in April this year, HTC's new flagship device, HTC 10 is a well-crafted, responsive and sturdy smartphone option for customers today.*

→ HTC 10 comes packed with the latest and best available hardware options – Qualcomm 820 Snap Dragon chipset and the Adreno 530 GPU ensure the device is snappy and responsive.

Unveiled in April this year, HTC's flagship product has made noticeable waves in the smartphone market. The company has made sure to enhance all its features from its predecessor to offer quite a solid device.

The Boom Sound speakers have been replaced with a primary speaker on the top of the phone and an amp at the bottom of the phone beside the USB Type-C port, improving the sound quality greatly. The overall design of the phone is similar to the previous M9 device, however, the chamfered edges and the curved back are features that distinguishes the M10. That being said, the device is not as sleek as some of its competitors in the market.

HTC had made the move from mega pixels to ultra pixels with the M9 and have extended that to the new device as well. The primary is a 12 Ultra Pixel, laser autofocus camera while the front facing camera is rated at 5MP, and claims to be the world's first with OIS – Optical Image Stabilisation enables users to take much better selfies. Overall, the images taken with the device were indeed crisp and displayed true vibrant colours.

Users could buy this device for the display alone. The display, at 5.2 inch LCD5, is a piece of hardware that promises quicker response times. Wrapped in Gorilla Glass 4 and a pixel count of 565 pixels per inch (pixel



phones is almost identical, it is the software that truly differentiates it from today's Android devices.

HTC has moved away from the old Sense UI design and bloat ware that most customers did not prefer. This time round, HTC has gone with the best of both worlds. It has retained many Google apps while getting rid of some its native apps and vice versa, depending on which functions better. This is one of the most welcomed improvements from a customer's point of view, as using the phone becomes much more hassle-free.

Along with a great camera, excellent sound, user-friendly interface, HTC also gives the option to customise the device. Customers can download some fun themes and personalise it as per preference. This also enables the users to have a completely different feel from other smartphones.

All in all, HTC 10 is one of the most solid phones available in the market today and is definitely worth every dollar spent. ☺





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## KODAK SCANMATE I1150WN WIRELESS DESKTOP SCANNER



The new wireless scanner from Kodak Alaris support BYOD and mobility in the workplace.

According to the vendor, the i1150WN scanner is ideal for business environments where employees need to quickly and easily share document capture devices. Users can benefit from a control panel that offers custom commands and colour coded icons to make scanning quick and easy, while providing useful information to help avoid and resolve errors. Additionally, the scanner enables seamless connectivity through the office network or over Wi-Fi for a variety of office environments including bank tellers, government agencies and hospital nursing stations. Equipped with standard drivers (TWAIN, ISIS), users can integrate with their existing and legacy business applications, eliminating extra steps in the capture process.

Kodak Alaris highlighted that the i1150WN Scanner has built-in image processing capabilities, which makes it ideal for use with cloud or web-based capture applications like the Kodak Info Input Portfolio.

The device is also compatible with ScanMate+ Mobile App enabling users to access scans from the i1150WN Scanner through mobile devices. The app also makes it convenient to share files via email and upload to cloud-based applications such as SharePoint, Box or Evernote. Organisations that prefer to scan files and documents using their own proprietary mobile app can also integrate with the Kodak Alaris scanner using the web application programming interface (API). The ScanMate+ Mobile App is available for free to download via Apple iTunes Store and Google Play.

## BENQ LAUNCHES XR3501

BenQ has launched XR3501, a gaming monitor tailor-made for gaming enthusiasts. The XR3501, according to the vendor, is the world's first 35-inch curved gaming monitor with 2000R ultra high curvature and 144 Hz.

XR3501 sports a 2560×1080 display with a 21:9 aspect ratio and 178-degree extra-wide viewing angle.

BenQ further highlighted that users can link multiple monitors



to truly feel like you are part of the game. The XR3501 also has standard gaming features like Black eQualiser, Colour Vibrance and Game Mode. It has nine picture presets including Standard, Movie, sRGB, Racing, First Person Shooter (FPS1, FPS2, Photo, and two user-defined custom settings.

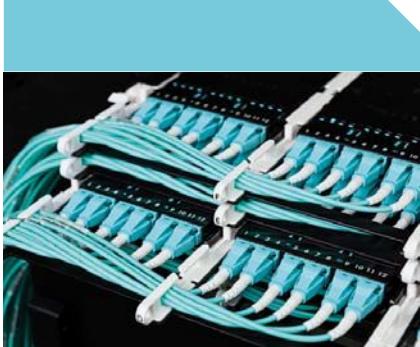
## HP UNVEILS OMEN LAPTOPS



HP has announced the new OMEN by HP portfolio, built exclusively for gamers.

The OMEN laptops, according to HP, are designed to deliver an immersive experience to complement its smooth performance. The 15.6-inch and 17.3-inch OMEN laptops are both available in Full HD and has 4K IPS display options.

The laptops also feature audio tuning by Bang & Olufsen and HP Audio Boost technology for added depth on dual speakers. It also sports a Dragon Red backlit keyboard with OMEN branding on the keyboard deck and on the black shadow mesh laptop lid, the OMEN laptops run cool with a dual fan design to maintain top performance. The 62-watt battery sits flat and towards the front of the machine to allow more cooling surface area and airflow for thermal management without sacrificing performance. NVIDIA GTX 965M graphics and 6th Generation Intel Core i7 quad-core processors are also integrated onto the devices.



## NEXANS INTRODUCES ENSPACE

Nexans has announced the launch of its new LANmark-of Enspace solutions for data centres. The range includes patch panels, cables and connectors, which according to the company, will help data centres meet the growing data demands.

Nexans highlights that the new range of fibre panels features three individual sliding trays per height unit ('U'). This format supports 144 LC connections per 'U' and each individual tray can be pulled forward to allow access for installing or disconnecting cords. Enspace supports both LC & MTP pre-terms providing scalability, while the pre-term cables feature Nexans' Micro-Bundle cable design which can contain 96 fibres in a cable with a diameter of just 6.4 mm to save containment space. Patch cords feature highly flexible, bend insensitive fibre to accommodate the high-density patching.

Tarek Helmy, Regional Director Gulf and Middle East, South and East Africa, Nexans Cabling Solutions, said, "With LANmark-of Enspace, we are confident our customers will find the ideal cable management solution for their data centre needs."

## XEROX ANNOUNCES DOCUCENTRE SC2020

Xerox has announced the launch of DocuCentre SC2020, a printing device that is equipped with Xerox colour printing technologies for small- and medium-sized businesses (SMBs).

The DocuCentre SC2020 Colour Multifunction Printer is an A3 multifunction device, designed to print jobs with colour copy and print speeds of up to 20 pages per minute (ppm). The device is equipped with Xerox's proprietary laser scanning technology and produces scan speeds of 24 ppm for monochrome and 19 ppm for coloured documents.

According to the company, heavy-duty users also benefit from continuous printing capabilities of up to 999 pages per job and efficient scanning with the 110-page Duplex Automatic Document Feeder. DocuCentre SC2020 also allows users to export documents scanned by the device to Smart mobile devices via wireless local area network. Scanned documents can be uploaded from PCs



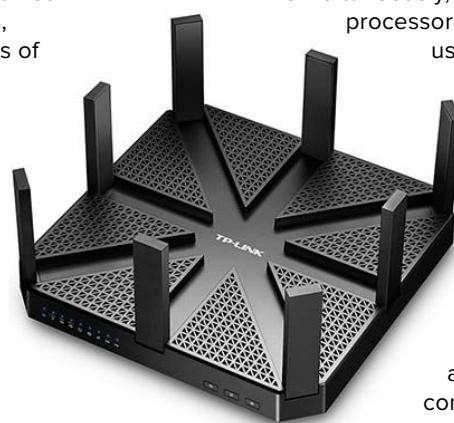
to the working folder and accessed anytime, anywhere or shared amongst co-workers; or viewed and edited on DocuWorks as paper documents.

The new launch is available in select developing market regions including India, Eurasia and the Middle East.

## TP-LINK INTRODUCES TALON AD7200

During a partner event titled ConneXions 2016 hosted by TP-LINK, the vendor launched the Talon AD7200 Multi-Band Wi-Fi Router, which supports the 802.11ad standard.

According to the TP-LINK, with 7200Mbps combined wireless speeds, including speeds of up to 800Mbps on the 2.4GHz band, 1733Mbps on the 5GHz band, and 4600Mbps on the new 60GHz band, the Talon AD7200's Multi-band



Technology establishes three distinct networks that allow users to connect more devices while still enjoying peak performance. Other features of the new router include the MU-MIMO, which serves multiple devices simultaneously, a 1.4GHz dual-core processor to support complex usage and multiple tasks, eight external high-performance antennas to maximise coverage and enhance stability. It also sports beamforming technology that promotes stronger and reliable wireless connections.

# Grow your Sales



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**RABIH DABBOUSSI**  
**FORMER MD & GM, UAE, CISCO**



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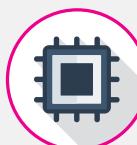
### NETWORK WITH THE C-SUITE

3,000 C-Suite executives and senior government officials from over 15 countries came to Gitex in 2015 to network with technology companies



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# Channel surfing

*Reseller Middle East's deputy editor offers her thoughts on the Middle Eastern technology channel.*



Janees Reghelini, Deputy Editor, Reseller ME

## Redefining print

Drupa held in Dusseldorf is the biggest trade show for print and cross-media solutions. I had the opportunity to experience it first-hand this year.

What amazed me was the huge number of print evangelists the show brought together. In 2012, it recorded an attendance of 314,500 trade visitors. This year, it was even bigger. Whoever said print is dying hasn't experienced the sheer positive energy at Drupa, a big confidence booster for everyone in the industry.

Although the Middle East prefers the touch and feel of paper, it has also increasingly begun looking at digital. However, print is not being replaced, instead it is transcending. Globally, as well, big printing vendors such as Canon to Xerox are evolving; they are moving into a space where

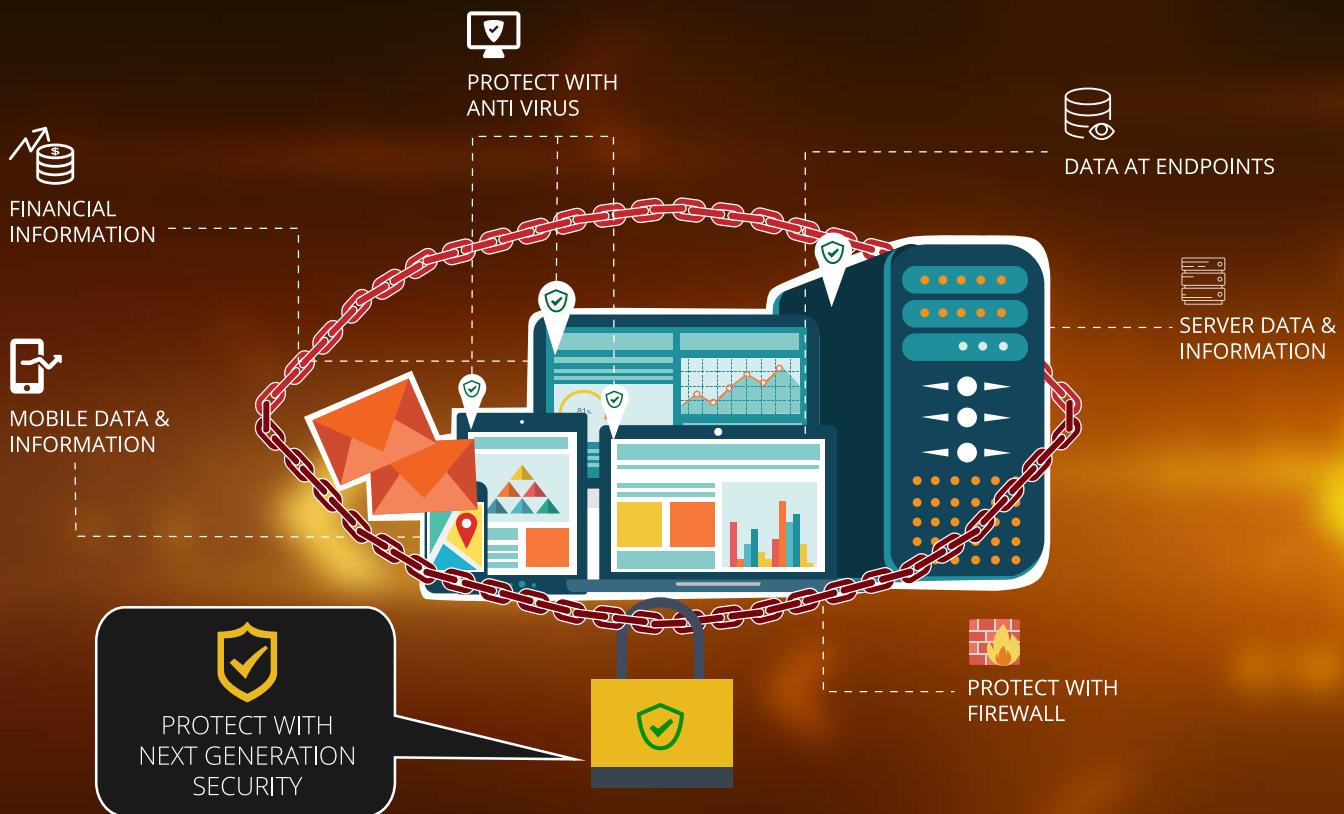
they are initiating and exploring the untapped prospects in digital printing while doubling that up with services and solutions.

This should be music to partners' ears. Not only is there a chance to capitalise on existing solutions but also this is the time to invest into Managed Print Services and other innovations such as 3D printing. How many regional partners have a niche focus on 3D printing? Is it too early to look into this technology? The short answer is no. Spending on 3D printing in the Middle East and Africa market is set to increase from \$0.47 billion in 2015 to reach \$1.3 billion by 2019, as per an IDC report. That is a compound annual growth rate (CAGR) of 30.8 percent over the 2015-2019 period, beating the worldwide growth rate of 26.9 percent.

Every new technology has a learning curve. Imagine, as a partner, you take the lead today and gain valuable experience. Tomorrow, when everyone else might be stumbling around it, you are already setting the pace. Early mover's advantage cannot be gained without a struggle but is definitely worth it. The possibilities 3D printing offers are unimaginable and the prospects for the channel are infinite. All that is needed from partners is the curiosity to know more. The rest will follow.

On a different note, relive our Partner Excellence Awards 2016 memories in the post-event coverage included in this issue. That was our biggest event before the quiet summer months begin. Now, we patiently await GITEX madness. In the meantime, Ramadan Kareem. 

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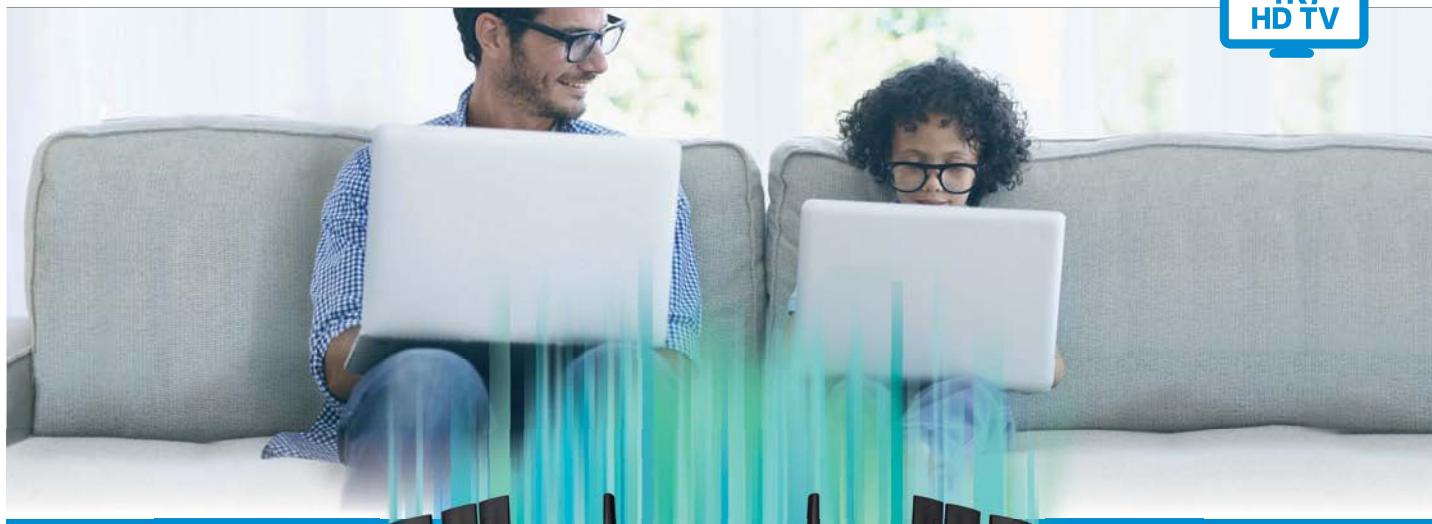
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