

DarkMatter and Dell EMC Announce Agreement to Deliver Next-Generation Storage and Analytics Solutions in a Secure Package
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Customers to unlock power of big data through blend of DarkMatter's end-to-end cyber security expertise and Dell EMC's best-in-class products and technologies

DarkMatter, an international cyber security firm headquartered in the UAE, and Dell EMC, a global leader in storage, converged systems, servers, big data and cloud infrastructure, today announced a partnership to help regional customers leverage the business benefits of next-generation storage and analytics, while incorporating advanced cyber threat protection.

(Photo: <http://photos.prnewswire.com/prnh/20161026/432765>)

Through this agreement, DarkMatter will combine its end-to-end, cross platform expertise in securing networks and data, by accessing Dell EMC's best-of-breed technologies and products. Through this agreement, DarkMatter solutions will incorporate cyber security, big data analytics and the modern data centre infrastructure across private and public data, whether housed in data centres or in the cloud.

Big data analytics provides a new horizon of opportunity for organisations looking to achieve a competitive advantage, whether in serving customers or managing their operations. But big data requires big storage, creating a challenge for organisations as demonstrated by the ongoing stream of news stories about data breaches. Securing data has become mission critical.

The cost of a breach, driven by factors such as damaged reputation, loss of customers, destroyed or inaccessible data, stolen IP, and remediation and forensic expenses, adds up quickly. Companies in Saudi Arabia and the UAE reported an average total cost per data breach of nearly US\$3.8 million.^[1]

Advanced data network implementations are themselves part of the cyber security solution, and the use of Dell EMC's technology underpins the security incident and event management (SIEM) solutions that DarkMatter will incorporate into its Dell EMC-powered security deployments.

Commenting on the partnership, **Rabih Dabboussi**, Senior Vice President for Sales, Marketing and Business Development at DarkMatter said, *"Our customers are increasingly asking us to help tap the powerful world of big data, but in a manner that keeps their data, networks and organisations safe. By partnering with Dell EMC, we can provide hardened data infrastructure that provides world-class defence against advanced threats while delivering architecture that combines operational efficiencies with accessible and powerful analytics."*

"With the region fostering a high level of digital enablement, cyber security has evolved into a topmost priority within organizations to protect their most important asset that is Information. Organizations today are inclined to provide cyber security an equal footing in their IT strategies. With our industry-leading infrastructure technologies for the modern data center be it converged architecture, all flash storage, scale out storage, and all being cloud enabled, we aim to empower organizations with the required technology to address the volume of data generated and provide the platform for analytics to empower them to deal with persisting security risks across all business functions. Through this agreement, Dell EMC looks forward to help Dark Matter enable organizations to secure their networks and strengthen their security foundation to combat advanced threats triggered by the digital transformation and driven by the modern cybercriminal" said **Mohammed Amin**, Senior Vice President, Turkey, Eastern Europe, Africa & Middle East at Dell EMC.

1. "2015 Cost of Data Breach Study: Arabian Region", Ponemon Institute

The announcement deepens a working relationship that has already delivered several successful projects for strategic customers in the UAE, including converged infrastructure, virtual desktop integration and big data projects.

[Dell EMC](#), a part of [Dell Technologies](#), enables organisations to modernise, automate and transform their data centre using industry-leading converged infrastructure, servers, storage and data protection technologies. This provides a trusted foundation for businesses to transform IT, through the creation of a hybrid cloud, and transform their business through the creation of cloud-native applications and big data solutions. Dell EMC services customers across 180 countries - including 98% of the Fortune 500 - with the industry's most comprehensive and innovative portfolio from edge to core to cloud.

About DarkMatter

DarkMatter is transforming the cyber security landscape. Headquartered in the UAE and operating globally, we're the region's first and only fully integrated digital defence and cyber security consultancy and implementation firm. Our elite team of global experts deliver advanced, next-generation solutions to governments and enterprises across the cyber security spectrum.

We help clients simplify the enormous complexity of today's ever-evolving cyber threats. Our vision is to secure the future by protecting its technologies

Our products extend to Secure Communications, Public Key Infrastructure, Innovation & Research, and Big Data & Analytics.

Our services extend to Governance, Risk & Compliance, Cyber Network Defence,

Managed Security Services, Infrastructure & System Integration, Test & Validation Labs, and Smart Solutions.

For further details, visit <http://www.darkmatter.ae>

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