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THE PARADIGM SHIFT

RESELLER ME EXAMINES HOW, AS WE NAVIGATE THE COMPLEX LANDSCAPE OF EVOLVING TECHNOLOGIES, CONSUMER EXPECTATIONS AND GLOBAL CHALLENGES, THE CHANNEL INDUSTRY MUST REIMAGINE ITS ROLE AND REDEFINE ITS STRATEGIES TO STAY COMPETITIVE AND RELEVANT.





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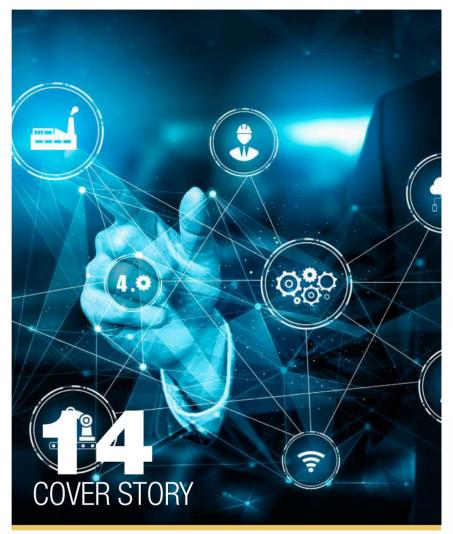
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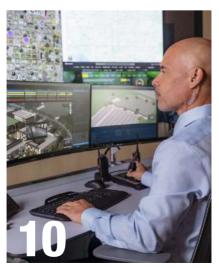


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REINVENTING THE CHANNEL

s we step into the promising terrain of 2024, the channel industry finds itself at a pivotal crossroads, beckoning a profound reinvention to navigate the evolving landscape of technology and consumer expectations. In this fastpaced era, where innovation is the currency and change is the only constant, our channel partners must be agile, forward-thinking, and prepared to undergo a metamorphosis.

First and foremost, the channel industry must embrace a customer-centric paradigm shift. Consumers now demand personalized, seamless experiences across diverse platforms. To meet this expectation, channels must pivot towards solutions that integrate emerging technologies like artificial intelligence, machine learning, and blockchain. These technologies are not just buzzwords; they represent the tools to revolutionize the way businesses engage with their clientele.

Moreover, sustainability and ethical business practices are no longer optional but imperative. A responsible and eco-conscious approach not only resonates with the values of the modern consumer but also opens new avenues for collaboration and innovation. The channel industry must align its strategies with environmental and social responsibility, fostering a sustainable ecosystem that benefits all stakeholders.

Collaboration is the cornerstone of success in 2024. Partnerships that transcend traditional boundaries are vital for tackling complex challenges and driving innovation. The channel must become a nexus of interconnected expertise, where diverse players converge to create synergies that elevate the entire industry.

In conclusion, 2024 heralds a new era for the channel industry – an era defined by adaptability, innovation, and collaboration. As the custodians of technological progress, it is incumbent upon channel players to lead the charge. The journey may be challenging, but the destination promises a future where the channel industry stands resilient, competitive, and indispensable.



FOUNDER, CPI Dominic De Sousa (1959-2015)

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Sales Director Sabita Miranda

TOP STORIES

PROVEN RECEIVES ISO 27001 CERTIFICATION

ROVEN, one of the leading business outsourcing organisations in Saudi Arabia, announced that it has been awarded the ISO 27001 certification, which is the leading international standard for information security management.

Receiving the ISO 27001 demonstrates that PROVEN has invested in its people, processes, and technology by ensuring that they are protected from cybercrime threats. The certification aims to aid the company, its employees, partners, and clients meet their business needs safely and effectively.

"We are pleased to achieve the milestone ISO 27001 certification. This means we can offer a more secure environment for internal and external stakeholders from cyber criminals and data breaches caused by internal forces," says Uzma Mohsin, Business Excellence Lead, PROVEN. "As such, our company informational management system is compliant,



and our customers and business contacts will be able to acknowledge the legitimacy of our risk assessment expertise and information data responsibility."

"By fulfilling the stringent requirements of these standards,

PROVEN has demonstrated its dedication to safeguarding private data and the environment and continually providing clients, partners, and employees with quality outcomes", mentions Rami Ismail, IT Manager, PROVEN.

NUTANIX HYBRID MULTICLOUD PLATFORM RECOGNISED AS A LEADER

utanix, a leader in hybrid multicloud computing, announced it has been named a Leader in The Forrester Wave: Hyperconverged Infrastructure, Q3 2023, published by Forrester Research, Inc. The report evaluated 11 HCI vendors on Current Offering, Market Presence, and Strategy, and Nutanix was positioned as a leader with the highest possible scores in the vision and innovation criteria. Nutanix also received the highest scores in the storage and data, and support and experience criteria. Nutanix believes these results show the company's strength in helping organisations build a hybrid multicloud platform to run all apps and data anywhere - whether in the datacenter, in public cloud or at the edge.

"Most organisations are grappling with the messy, accidental multicloud



reality of managing applications and data across multiple clouds and onpremises, resulting in operational complexity, increased costs and security risks," said Thomas Cornely, SVP, Product Management at Nutanix. "Nutanix addresses these challenges with one platform to run applications and data anywhere. To us, this report underscores our leadership in this market and recognises our strong offering and vision to help customers simplify their hybrid multicloud environments."

The Forrester Wave report ranked Nutanix as a leader and states, "Nutanix is known for simplifying infrastructure complexity and is applying that philosophy to hybrid cloud infrastructure as well." It also notes, "The Nutanix vision focuses on building a hybrid and multicloud platform for business applications, easing adoption of cloudnative architecture." Additionally, the report notes, "Nutanix puts customers at the heart of its innovation strategy, using its strong community ties to source new features for its roadmap."

TOP STORIES

UAE-BASED TECH START-UP SEEZ SET TO EXPAND TO NEW MARKETS IN EUROPE

oftware-as-a-Service (SaaS) solutions provider Seez, is embarking on an expansive growth strategy after completing a bridge funding round.

Having secured customers for its suite of Al-driven products in a first wave of markets – Denmark, Italy, and across the Middle East – the Dubai-based tech start-up is now aiming to launch in multiple new markets in Europe.

The company has harnessed the experience and expertise gained in developing a highly successful consumer-facing car sales marketplace to launch powerful digital retail solutions for car dealers, importers and manufacturers' sales operations. The fresh investment will also sustain rapid



development of an expanding range of advanced Al-powered solutions.

Originally launched as an online vehicle marketplace, the latest bridge round supported Seez to pivot to developing and packaging digital solutions that enables automotive retailers to embrace and profit from new trends in car buyer behaviour.

A modular SaaS platform helps car manufacturers' national sales companies, dealers and importers to more effectively list, market and sell their vehicles, allowing them to offer car buyers an 'omnichannel' purchase process. Al-driven technology harnesses data and user behaviour to more quickly and effectively guide and engage them through their car buying journey.

The result is both a superior customer experience and a greater conversion to both online and offline sales.

To offer a seamless user experience, Seez partners with established finance and insurance providers to help streamline the back-end process for the retailer, and the car buying process for customers.

DU AND HUAWEI COLLABORATE TO DRIVE SUSTAINABILITY AND GREEN DIGITAL DEVELOPMENT IN THE UAE

n line with COP28, du, from Emirates Integrated Telecommunications Company (EITC), signed a Memorandum of Understanding (MoU) on Sustainability and Green Development Program with Huawei, a leading global provider of information and communications technology (ICT) infrastructure and smart devices. This joint program will focus on leveraging advanced and Green ICT technologies to support du's Net Zero 2030 targets and contribute to environmental conservation and enhance digital access, marking a significant step towards advancing the UAE's sustainability goals.

The program will unfold in three domains, acting as a solid foundation for supporting the key pillars of United Nations (UN) Sustainable Development Goals (SDGs). Firstly, du and Huawei will collaborate to design, develop and implement green ICT solutions that improve energy-efficiency and reduce network carbon intensity. It will support du's Net Zero targets 2030, aligning with UN Sustainability Goal 9



Industry, Innovation and Infrastructure, and Goal 12 Responsible Consumption and Production.

The second aspect focuses on leveraging scientific and technological innovation to protect and observe wildlife biodiversity, aligning with the UN's Sustainable Development Goals (SDGs) 14, Life Underwater, and

Goal 15, Life on Land, contributing significantly to the conservation of the UAE's natural environment.

Furthermore, this the collaboration also aims to enhance digital educational platforms through advanced technology and innovative tools, aligned with the UN's SDG 4, Quality Education. The partnership seeks to elevate the educational landscape, to provide inclusive, equitable quality education and lifelong learning opportunities.

Commenting on the MoU, Fahad Al Hassawi, CEO of du, said: "At du, we are enthusiastic to join forces with Huawei in the UAE's Sustainability and Green Development Program. This collaboration amplifies our unwavering dedication to social responsibility and sustainability. Apart from continuously leveraging the energy-efficient and low-carbon green ICT solutions, we aspire to drive tangible change in nature conservation and digital accessibility, in harmony with the UAE's ambitious sustainability vision. Together, we strive to empower communities and pave the way for a truly sustainable future."

DELL TO LAUNCH NEW ULTRASHARP AND VIDEO CONFERENCING MONITORS FOR UNPARALLELED PRODUCTIVITY

ade for professionals working from the office or home, Dell is introducing the world's first five-star certified monitors for eye comfort1- the Dell UltraSharp 27 Thunderbolt Hub Monitor (U2724DE) and Dell UltraSharp 27 Monitor (U2724D).

This is a brand-new industry standard for eye comfort developed by TUV Rheinland, one of the world's leading professional and independent testing service providers. Dell is the first in the market to introduce monitors with this highest 5-star rating certification.

These monitors offer enhanced visual comfort features to help users reduce eye strain, including:

 Doubling the current Dell UltraSharp monitors' refresh rate to a fast 120Hz refresh rate to deliver smoother and sharper motion visuals



- Improved ComfortView Plus that brings a significant reduction in harmful blue light exposures, from previous generation of up to 50 percent exposure to now less than 35 percent exposure
- Built-in Ambient Light Sensor that detects ambient lighting condition and automatically adjusts screen brightness and color tone setting

These new features are important because a recent study showed that a monitor which adjusts its brightness under different ambient light levels can reduce the frequency of eye fatigue signs by 7 to 17 percent. Another study revealed that a monitor with a low blue light reduction feature helps reduce signs of eye fatigue by 8 percent after 50 minutes of performing a search task.

MINDWARE STRENGTHENS DISTRIBUTION NETWORK IN THE MIDDLE EAST AND AFRICA WITH STRATEGIC DISTRIBUTION PARTNERSHIP AGREEMENT WITH GITLAB

indware, a leading value-added distributor (VAD) in the Middle East and Africa, has recently announced the signing of a strategic distribution partnership agreement with GitLab. As an authorised distributor for the Middle East and Africa market, Mindware will facilitate the seamless integration of DevSecOps practices for businesses in the region using the GitLab AI-powered DevSecOps platform.

Elaborating on the partnership,
Mostafa Kabel, Solutions Director,
Mindware Group comments: "Better,
faster, and more collaborative software
development and application delivery
accelerates digital transformation.
GitLab offers the most comprehensive
Al-powered DevSecOps platform
that simplifies the software delivery
toolchain. Mindware's strong presence
across the MEA market as a leader
in establishing mutually beneficial



partnerships with vendors and channel organisations aims to enhance customer experience and value from the adoption of GitLab's innovative DevSecOps platform."

GitLab is the most comprehensive AI-powered DevSecOps platform in the market. From idea to value, GitLab enables teams to collaborate in a single application to shorten cycle times, reduce development costs, and increase developer productivity. This enables organisations to allocate more time and resources toward differentiating features that set their businesses apart.

Mindware's channel partners aiming to expand their market leadership in application modernisation can now access and join GitLab's partner program. This collaboration helps enable channel partners to leverage the combined expertise and resources of Mindware and GitLab.



INTEL ACCELERATES AI EVERYWHERE WITH LAUNCH OF POWERFUL NEXT-GEN PRODUCTS

t its "AI Everywhere" launch in New York City recently, Intel introduced an unmatched portfolio of AI products to enable customers' AI solutions everywhere — across the

data center, cloud, network, edge and PG. Highlights include: · The Intel® Core™ Ultra mobile processor family, the first built on the Intel 4 process technology and the first to benefit from the company's largest architectural shift in 40 years, delivers Intel's most power-efficient processor and ushers in

the age of the AI PC. ·

The 5th Gen Intel Xeon processor family is built with AI acceleration in every core, bringing leaps in AI and overall performance and lowering total cost of ownership (TCO). · Intel CEO Pat Gelsinger showed for the first time an Intel Gaudi3 AI accelerator, arriving



INTEL CORE
ULTRA FEATURES
INTEL'S FIRST
CLIENT ON-CHIP
AI ACCELERATOR
— THE NEURAL
PROCESSING UNIT,
OR NPU

next year. "AI innovation is poised to raise the digital economy's impact up to as much as one-third of global gross domestic product1," Gelsinger said. "Intel is developing the technologies and solutions that empower customers to seamlessly integrate and effectively run AI in all their applications — in the cloud and, increasingly, locally at the edge, where data is generated and used."

Gelsinger showcased Intel's expansive AI footprint, spanning cloud and enterprise servers to networks, volume clients and ubiquitous edge environments. "Intel is on a mission to bring AI everywhere through exceptionally engineered platforms, secure solutions and support for open ecosystems. Our AI portfolio gets even stronger with today's launch of Intel Core Ultra ushering in the age of the AI PC and AI-accelerated 5th Gen Xeon for the enterprise," Gelsinger said. Intel Core Ultra Powers AI PC and New Applications Intel Core Ultra represents the company's largest architectural shift in 40 years with a chip that delivers on every front: CPU compute, graphics, power, battery life and AI experiences.

Intel Core Ultra features Intel's first client on-chip AI accelerator — the neural processing unit, or NPU — to enable a new level of power-efficient AI acceleration with 2.5x better power efficiency than the previous generation2. Its worldclass GPU and leadership CPU are each also capable of speeding up AI solutions. As important, Intel is partnering with more than 100 software vendors to bring several hundred AI-boosted applications to the PC market — a wide array of highly creative, productive and fun applications that will change the PC experience. For consumer and commercial customers, this means a larger and more extensive set of AI-enhanced applications will run great on Intel Core Ultra, particularly compared to competing platforms. For example, content creators working in Adobe Premiere Pro will enjoy 40% better performance versus the competition3. Intel Core Ultra-based AI PCs are available now from select

U.S. retailers for the holiday season. Over the next year, Intel Core Ultra will bring AI to more than 230 designs from laptop and PC makers worldwide. AI PCs will comprise 80% of the PC market by 20284 and will bring new tools to the way we work, learn and create. New Xeon Brings More Powerful AI to the Data Center, Cloud, Network and Edge The 5th Gen Intel Xeon processor family, also introduced today, brings a significant leap in performance and efficiency5: A 21% average performance gain 6 at the same thermal design power enables a 36% gain in performance per watt7. Customers following a typical fiveyear refresh cycle and upgrading from even older generations can reduce their TCO by up to 77%8.

Xeon is the only mainstream data center processor with built-in AI acceleration, with the new 5th Gen Xeon delivering up to 42% higher inference and fine-tuning on models as large as 20 billion parameters9. It's also the only CPU with a consistent and ever-improving set of MLPerf training and inference benchmark results. Xeon's built-in AI accelerators, together with optimized software and enhanced telemetry capabilities, enable more manageable and efficient deployments of demanding network and edge workloads for communication service providers, content delivery networks and broad vertical markets, including retail, healthcare and manufacturing. During today's event, IBM announced that 5th Gen Intel Xeon processors achieved up to 2.7x better query throughput on its watsonx.data platform compared to previous-generation Xeon processors during testing.

Intel has seen a rapid expansion of its Gaudi pipeline due to growing and proven performance advantages combined with highly competitive pricing. With increasing demand for generative AI solutions, Intel expects to capture a larger portion of the accelerator market in 2024 with its suite of AI accelerators led by Gaudi. With partners and a broad ecosystem, Intel is unlocking new growth opportunities fueled by AI, bringing AI everywhere. Today.

SECURITY // GENETEC

GENETEC ANNOUNCES NEW VERSION OF SECURITY CENTER

enetec Inc.
("Genetec"), a
leading technology
provider of unified
security, public
safety, operations,
and business intelligence solutions,
announced a new version of its
flagship unified security platform,
Security Center. With a shift toward
a continuous delivery approach, this
version marks a new era in the way
customers can stay up to date with the
platform's latest features and updates.

"The fast-changing security landscape is driving a requirement for rapid innovation. By adopting a continuous delivery model, we are able to deliver new features and security updates more consistently with less disruption to customers, while maintaining the ambitious scale of our innovation strategy," explains Christian Morin, Vice President of Product Engineering and Chief Security Officer at Genetec Inc.

The latest release of Security Center also brings many new features, including: THE LATEST
VERSION OF
SECURITY
CENTER BRINGS
NEW MAPPING
ENHANCEMENTS.

Map enhancements

The latest version of Security Center brings new mapping enhancements, including a new map widget for dashboards and improved zoom behavior, providing a smoother experience for operators, particularly in large city-wide or multi-site deployments.



With the new map widgets, operators can create mini-monitoring tasks in their dashboards. They can pull cameras (or other entities) from the maps into empty tiles to view video, and easily search for entities they are interested in. The enhanced zoom feature now displays or hides layers depending on how much you zoom in or out. This helps operators see only what's important at their current zoom level, preventing clutter. For instance, when zoomed out, doors and intrusion zones can be hidden,



allowing operators to concentrate on cameras and ALPR units from a bird's eye view. The hidden features will reappear as operators zoom in to the individual building level.

Authentication improvements

Security Center has also added new configuration enhancements for authentication services. These improvements include a new configuration wizard that walks users through the set-up process, a troubleshooting window to help detect and diagnose problems, and a testing window to check that everything is working properly before deploying it into production.

These enhancements help simplify an otherwise complicated system configuration, and reduce some of the uncertainty in the process so systems integrators can get the system up and running more quickly.

Reaching new levels of efficiencyAs part of its continuous delivery model, the latest version of Security

Center lays the groundwork for ambitious new platform features that will significantly simplify system configuration, management, and auditing. This will benefit customers looking to lighten the load of day-to-day activities just as much as those managing large, complex facilities. To be introduced throughout 2024, these new features will enable advanced workflow activities, allowing operators to concentrate on tasks that need their attention.

GOOGLE LAUNCHES GEMINI PRO FOR DEVELOPERS AND ENTERPRISES

ast week, Google
announced Gemini, its
largest and most capable
AI model and the next step
in its journey to make AI
more helpful for everyone.

It comes in three sizes: Ultra, Pro and Nano. Google has already started rolling out Gemini in its products: Gemini Nano is in Android, starting with Pixel 8 Pro, and a specifically tuned version of Gemini Pro is in Bard.

Today, Google is making Gemini Pro available for developers and enterprises to build for their own use cases, and will be further fine-tuning it in the weeks and months ahead as they listen and learn from user feedback.

Gemini Pro is available today

The first version of Gemini Pro is now accessible via the Gemini API and here's more about it:

- Gemini Pro outperforms other similarly-sized models on research benchmarks.
- Today's version comes with a 32K context window for text, and future versions will have a larger context window.
- It's free to use right now, within limits, and it will be competitively priced.
- It comes with a range of features: function calling, embeddings, semantic retrieval and custom



THE FIRST VERSION
OF GEMINI PRO IS
NOW ACCESSIBLE
VIA THE GEMINI API

Google Cloud

knowledge grounding and chat functionality.

- It supports 38 languages across 180+ countries and territories worldwide.
- In today's release, Gemini
 Pro accepts text as input and
 generates text as output. Google
 has also made a dedicated
 Gemini Pro Vision endpoint
 available today that accepts text
 and imagery as input, and text as
 output for multimodal use cases.
- SDKs are available for Gemini
 Pro to help users build apps that
 run anywhere. Python, Android
 (Kotlin), Node.js, Swift and
 JavaScript are all supported.

Google AI Studio: The fastest way to build with Gemini

Google AI Studio is a free, web-based developer tool that enables users to quickly develop prompts and then get an API key to use in app development. Users can sign into Google AI Studio with their Google account and take advantage of the free quota, which allows 60 requests per minute - 20x more than other free offerings. Users can simply click on "Get code" to transfer their work to their IDE of choice, or use one of the quickstart templates available in Android Studio, Colab or Project IDX. To help Google improve product quality, when users use the free quota, the API and Google AI Studio input and output may be accessible to trained reviewers. This data is de-identified from users' Google Accounts and API key.

Build with Vertex AI on Google Cloud

When it's time for a fully-managed AI

platform, users can easily transition from Google AI Studio to Vertex AI, which allows for customization of Gemini with full data control and benefits from additional Google Cloud features for enterprise security, safety, privacy and data governance and compliance.

With Vertex AI, users will have access to the same Gemini models, and will be able to:

- Tune and distill Gemini with their own company's data, and augment it with grounding to include up to minute information and extensions to take real-world actions.
- Build Gemini-powered search and conversational agents in a low code / no code environment, including support for retrievalaugmented generation (RAG), blended search, embeddings, conversation playbooks and more.
- Deploy with confidence. Google never trains their models on inputs or outputs from Google Cloud customers. User data and IP are always their data and IP.

Gemini Pro pricing

Right now, developers have free access to Gemini Pro and Gemini Pro Vision through Google AI Studio, with up to 60 requests per minute, making it suitable for most app development needs. Vertex AI developers can try the same models, with the same rate limits, at no cost until general availability early next year, after which there will be a charge per 1,000 characters or per image across Google AI Studio and Vertex AI.



Reseller PARTNER EXCELLENCE AWards 2023

24th January 2024 Grand Hyatt Dubai

CPI Media Group and tahawultech.com are excited to present the Reseller Partner Excellence Awards 2024 on 24th January at the Grand Hyatt Dubai, dedicated to celebrating excellence and innovation in the channel.

The Reseller Partner Excellence Awards is a landmark annual event that celebrates the remarkable accomplishments and groundbreaking innovations within the channel industry.

In its fourteenth year, the event showcases and applauds the successes of the regional channel business, saluting the excellence and resilience of individual executives and firms.

Raising the bar every year, the **Reseller Partner Excellence Awards** strives to create a memorable, action-packed and exciting evening to honor the crème de la crème of the channel business.

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For more details about the event and nomination, please visit www.tahawultech.com/resellermeawards/2023/





THE PARADIGM SHIFT

Reseller ME examines how, as we navigate the complex landscape of evolving technologies, consumer expectations and global challenges, the channel industry must reimagine its role and redefine its strategies to stay competitive and relevant.

mbracing Change,
Forging the Future
In the fast-paced
realm of technology,
where innovation is
a perpetual force,
the channel industry stands at a
critical juncture in 2024. The need
for reinvention is not a mere choice;
it's an imperative for survival and
success. As we navigate the complex

landscape of evolving technologies, consumer expectations, and global challenges, the channel industry is compelled to reimagine its role and redefine its strategies to stay competitive and relevant.

The Digital Metamorphosis

The digital revolution, an ongoing saga that has reshaped industries and redefined norms, is now beckoning the channel industry to metamorphose. The traditional models of distribution and service are facing obsolescence as businesses grapple with the demands of a rapidly changing digital



THE CHANNEL INDUSTRY MUST FOSTER PARTNERSHIPS THAT GO BEYOND TRADITIONAL BOUNDARIES

COVER STORY

landscape. Cloud computing, artificial intelligence, and the Internet of Things (IoT) are no longer buzzwords but the driving forces behind business transformation.

"The channel industry must be more than a conduit; it must be an orchestrator of technological synergy."

Customer-Centricity as the North Star

In an era where the customer is king, the channel industry must pivot towards a customer-centric model. It's not just about selling products; it's about delivering experiences. Consumers now expect personalized, seamless interactions across platforms. To meet this demand, channels need to leverage emerging technologies that enable hyperpersonalization, predictive analytics, and a seamless omnichannel experience.

Johnathan Miller, a technology analyst, emphasizes, "The channel industry must shift its focus from products to solutions. It's no longer about selling a piece of hardware or software; it's about providing comprehensive solutions that address the unique needs and challenges of the end-users."

Sustainability: A Non-Negotiable Imperative

As environmental concerns take center stage globally, the channel industry cannot afford to turn a blind eye. Sustainable and ethical business practices are no longer a choice but a prerequisite for long-term success.

IN 2024, COLLABORATION IS NOT JUST A BUZZWORD BUT THE CORNERSTONE OF SUCCESS. Channel players must align their strategies with green initiatives, offering eco-friendly products and adopting responsible supply chain practices.

Sarah Rodriguez, an environmental advocate, comments, "Consumers are becoming increasingly conscientious about the environmental impact of their choices. The channel industry has a responsibility to provide sustainable options and contribute to a greener future."

Collaboration: Breaking Down Silos for Innovation

In 2024, collaboration is not just a buzzword but the cornerstone of success. The channel industry must foster partnerships that go beyond traditional boundaries, bringing together diverse expertise to tackle complex challenges. Cross-industry collaboration is key to driving innovation and staying ahead of the curve.

"The channel must evolve from being a mere link in the chain to becoming a collaborative nexus of expertise and innovation."





Security in the Digital Age

With the increasing reliance on digital technologies comes the pressing need for robust cybersecurity measures. The channel industry must prioritize cybersecurity in its offerings, ensuring that products and solutions are not just technologically advanced but also fortified against evolving cyber threats. As businesses digitize their operations, the channel's role in providing secure and resilient solutions becomes paramount.

Rethinking Education and Talent Development

As technology advances, the skills required to navigate the digital landscape evolve as well. The



channel industry must take a proactive approach to education and talent development, ensuring that its workforce is equipped with the skills necessary to harness emerging technologies. Training programs, certifications, and partnerships with educational institutions are avenues to cultivate a skilled workforce that can drive the industry forward.

The Call to Action: Embrace the Change

In conclusion, the channel industry's journey in 2024 is one of reinvention and adaptation. The challenges are immense, but so are the opportunities. The industry must break free from traditional molds, embracing change with the understanding that only through reinvention can it secure its relevance and prominence in the techdriven era.

"The channel industry is not just a

CLOUD COMPUTING, ARTIFICIAL INTELLIGENCE, AND THE INTERNET OF THINGS (IOT) ARE NO LONGER BUZZWORDS BUT THE DRIVING FORCES BEHIND BUSINESS TRANSFORMATION.



THE CHANNEL INDUSTRY MUST SHIFT ITS FOCUS FROM PRODUCTS TO SOLUTIONS.

conduit for products; it's an architect of digital transformation, a curator of customer experiences, and a steward of sustainability."

As we stand on the brink of a new technological frontier, the call to action is clear. The channel industry must be agile, innovative, and collaborative. It must prioritize the customer, champion sustainability, and fortify its foundations against the ever-evolving threats of the digital age. The journey towards reinvention is challenging, but the destination promises a future where the channel industry stands resilient, competitive, and indispensable. The time to act is now, and the future is waiting to be forged.

IGNITING GROWTH THROUGH CHANNEL PARTNER SYNERGY

Mamdouh Ismail, Regional Channel Lead, Extreme Networks – META

hat underpins the success of a thriving channel partner ecosystem?

How can partners and IT vendors benefit alike while navigating the complexities of today's technology landscape?

With 25 years of experience in sales in the tech business, there is one thing I can confidently say that has not changed: the importance of creating synergy between partners and IT vendors under a mutually beneficial and strategic framework. Just like any meaningful relationship, personal or business, this requires constant effort, communication and commitment of time and resources. Our relationship is a symbiotic one, where we grow together based on the investments - both tangible and intangible - that we make into our relationship.

Let's put some numbers behind

that. According to Forrester, more than 70% of global IT sales revenue is generated through third-party channels, underscoring the pivotal role they play as the bridge between technology providers and customers. As such, IT companies must continually refine and invest in their channel strategies in order to stay competitive.

My stance on this is underpinned by the changes we are seeing in the industry. Companies like Extreme Networks are working to show that networks are not just a cost center but a strategic asset that drives tangible business outcomes – and it's working. Customers now see networks as an investment area and as such they are becoming more specialized in-house, with non-IT management exerting greater influence over IT decisions. Channel partners are therefore tasked with delving beyond just the technical specifications, to aid customers in differentiating between IT solutions based on actual business results and problem-solving capabilities.

The rapid deployment of tailored, customer-centric solutions is also shaking things up with intensified competition among technology companies - which is always a good thing. Customers are increasingly open to embracing new technologies, if they complement their business strategies and focus for the future. They are also willing to incur the costs of switching IT solutions, and overcome the initial pain points in doing so, to reap the long-term benefits. This paradigm shift has led to higher customer churn rates, which requires partners focus on continuous innovation and invest in customer post-sale relationships to be successful.

In light of these factors, we need to reallocate our focus from more traditional mechanisms when it comes to partner strategy, to properly integrating our channels in our business plans. This includes offering them advanced training on our tools, developing unified marketing strategies and keeping their input in



EXCLUSIVE // EXTREME NETWORKS



mind when it comes to our overall targets. However, this will not work unless we have a solid foundation that underlines our interaction with our partners.

I say that because by first establishing that solid foundation, here at Extreme Networks, we have managed to increase our channel by 20 percent year on year. We believe that the core tenets to a successful partner strategy are simplicity, profitability and recognition of the efforts of our partners in order to optimize their performance.

Simplifying Channel Programs

Simplicity and consistency should serve as cornerstones in designing any channel program. From partner onboarding to convenient access to training and resources, executing operational processes, and ending with compensation and incentives—programs should offer seamless end-to-end functionality. A streamlined approach eliminates wasted time and overcomes potential roadblocks, allowing both vendors and partners to better meet their goals.

Prioritizing Profitability

A more profitable channel program translates to a win-win scenario for all parties involved. Illustrating this point, here in the region we have worked closely with a new, up and coming channel partner which was a start-up around five years ago. Today, that same entity is a multimillion-dollar business, that works with us on some of our biggest clients.

One viable option to increase

profitability for our partners is implementing a simplified rebate system that emphasizes growing existing business and securing net-new wins, along with additional incentives for driving higher subscription and service revenue mix. Additionally, technology vendors can introduce global specializations for industryleading partners and distributors who are driving demand and transformation in their respective industries and GTM motions. Ultimately, sharing gains with partners demonstrates a commitment to their financial well-being, and can be done in a multitude of innovative ways.

Recognizing Partner Contributions

Research underscores the impact of employee recognition has an equal if not greater effect on performance as financial incentives. Given that many technology companies see their channel partners as an extension of their team, the same principle should hold true here as well. Introducing enablement and incentive programs enriches the channel ecosystem and for many global companies, we should also be conscious about tailoring these incentives to suit diverse countries, regions, and verticals. This allows us to ensures inclusivity and relevance on a global

While there is no one-size-fits-all approach to channel management, certain key principles can be actively embraced to foster channel and distributor success across technology spaces, industries and geographies. These strategies, when thoughtfully implemented, advance our shared objective of delivering better outcomes to customers through innovative and new ways.



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CHALLENGES IN THE NEW HYBRID WORLD

Ertug Ayik, Managing Director of HP Middle East and Africa

ubai was recently deemed one of the best cities to work in while on vacation, according to WorkMotion, and this comes as new research from the Society for Human Resource Management found that 98% of UAE companies are currently exploring hybrid working methods. The consensus is clear – Dubai has become the model destination for the postpandemic way of working.

As we now enter the peak season for those hoping to catch some winter sun while keeping on top of emails, there is an ever-growing concern for companies looking to balance flexible ways of working with robust cybersecurity standards. In fact, our recent research with Forrester Consulting found that 75% of companies are struggling with IT operational challenges in the new Hybrid World, with work locations spread between the office, home and everything in between.

The study underscores that the challenges IT face lie mainly in manage asset management, user experience assurance, and risk management effectively. Data security, software updates on remote devices, and accuracy of asset databases are among the top challenges for companies

managing remote endpoints.

With employees working from various locations, the traditional corporate network perimeter is extended, making it harder for IT professionals to monitor and control all endpoints. This distributed nature increases the complexity of managing security measures across a wide range of devices and locations. Ensuring secure and continuous communication with remote endpoints is a major concern for two-thirds (67%) of the respondents.

In addressing these challenges, it is crucial for companies to recognize that the flexibility of a global workforce comes with the responsibility to evolve security measures. Hybrid work, a blended model of work between the office, home and everything in between, is a fact of life for businesses today, and maintaining security is an ever-evolving process. With remote work, the boundaries between personal and work equipment are now porous.

Therefore, companies should be focusing on more efficient endpoint software tracking and management, including device backup and restore capabilities, automation of device recovery processes, BIOS update deployment, and device location tracking. For example, to enhance remote endpoint security and

management, companies should invest in solutions that offer geolocation, lock, and erase capabilities remotely. HP's Wolf Protect and Trace Service is an example of technology that allows IT to quickly locate missing devices, send a Lock command to remove access, and erase all confidential information seamlessly. Continuous endpoint monitoring and real-time device management will help companies protect sensitive data on the move and lower IT costs by reducing PC remediation or replacements.

In July, H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum announced Dubai's Digital Strategy aiming to digitalise all aspects of life in Dubai and establish a reliable and robust digital system that enhances the digital economy. As we move into this digitalised era, the importance of cybersecurity cannot be overstated. It is a foundational element for protecting individuals, businesses, and nations, ensuring the secure and resilient functioning of digital systems. With HP's focus on security infrastructure and seamless remote working innovations, we remain committed to providing solutions that address the evolving needs of businesses in this dynamic landscape.

MANAGEENGINE'S TOP 5 PREDICTIONS IN THE ENTERPRISE IT SPACE FOR 2024



echnological development is often the result of aspiring to augment the experiences of its consumers. Over the past few years, this notion has only been reaffirmed, with tech powering users through lockdowns, recessions, and other crises. 2023 has been a transformational year, with both existing technologies and novel innovations revolutionising the way organisations work. In 2024, enterprises will continue to embrace further updates to technological measures that design a better digital environment for everyone.

"Although the need to implement a

digital-first experience has been constant, the ways by which it can be realised varies periodically. In 2024, we believe that your organisation would benefit from a unified approach of deploying new tech and focusing on demanding aspects of business—such as privacy, LLMs, and orchestration," said Rajesh Ganesan, President at ManageEngine.

Here are ManageEngine's top five predictions for trends in 2024 that will help organisations root themselves in the bedrock of this new age of work.

1. Privacy and AI governance will become a top business priority

Although 2023 has witnessed numerous regulations across

geographies-including the EU's AI Act, the UAE's Data Protection Act, and India's Digital Personal Data Protection (DPDP) Act—these are indicators that a further inflow of similar policies is imminent. With AI being integrated into every aspect of business, disruptive technologies (such as deepfakes and augmented reality) threaten privacy and pose significant risks. These technologies should be placed under a keen watch for both public and private use. As an effort to ensure ethical, transparent, and fair use of the technology, AI governance will become paramount importance to businesses. We also believe that privacy will be the core of every business going forward and protecting it will become the responsibility of every individual in the organization.

2. Enterprises will be keen to adapt to purpose-built LLMs rather than general-purpose LLMs

Ever since the advent of AI, businesses have leveraged its capabilities to fulfil predictive analysis and automate low-skill tasks. However, the narrow applications of AI and its immense engineering difficulties call for AI training models that can cater to all aspects of a business. Enterprisefocussed large language models (LLMs) help both employees and customers alike achieve deep-nested conversations with the enterprise's offerings and align better with evolving software tools. By adapting such models, enterprises will be better able to deploy their vast amount of knowledge to address both their creative and redundant workloads. It will also empower organizations to protect their data, reduce biases in their data, and provide detailed audit reports to understand AI decisions.

3. The power of orchestration will span the entire enterprise

In recent times, many businesses have turned to digital transformation to carry out their core functions online. This transition has presented the challenge of fragmentation—splitting data into organisational silos and hampering the flow of information. Enterprises are likely to overcome the issue of fragmentation by harnessing the power of orchestration, which allows for the construction of interconnected digital pipelines that lead to workflow



AS AN EFFORT TO ENSURE ETHICAL, TRANSPARENT, AND FAIR USE OF THE TECHNOLOGY, AI GOVERNANCE WILL BECOME PARAMOUNT IMPORTANCE TO BUSINESSES.



automation and streamlined operations. By adopting this user-friendly and accessible technology, organisations will be prepared to make complex tasks achievable and survive in the digital realm.

4. The digital-first experience will evolve to the secure digital-first experience

Having moved on from traditional work methodologies, we will observe organisations integrate contemporary IT management tools to provide a holistic and safe digital journey. In 2024, we believe enterprises will also adopt an identity-centric approach, ensuring that only authorized individuals are granted access and permissions, therefore safeguarding their identities and data. Going a step further, cloud infrastructure and entitlement management (CIEM) will be implemented to increase granular visibility and minimize threats by

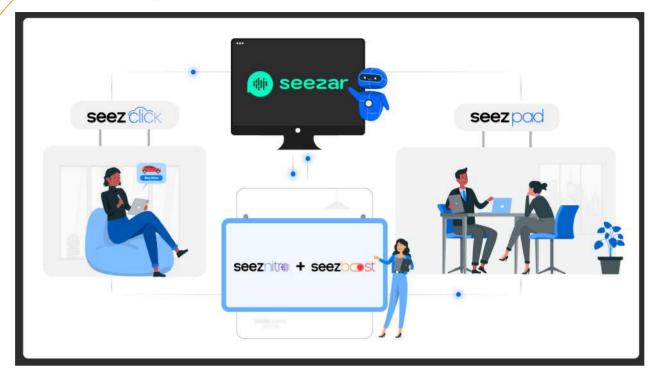
providing a comprehensive view of identities and entitlements across diverse cloud environments. Together, such solutions will bolster security and enable a worry-free digital experience for the end users.

5. Cyber resilience will become a strong business differentiator

Today's technological landscape presents a series of challenges for modern companies that stunt progress. These challenges include the geopolitical climate, technological disruption, cyberthreats, competitive pressure, and many other factors, all of which could be more easily faced when strategic plans are in place. In 2024, we will see companies actively invest in such plans that bring about the tools, solutions, and culture necessary to enhance their overall cyber-resiliency posture. Consequentially, cyber resilience will emerge as a key business differentiator, enabling organizations to succeed in the complex global market.

ManageEngine envisions that these IT forecasts will help organizations seamlessly pace themselves with an imminent transformation in work culture. By staying attuned to emerging trends and technologies, organisations will be enabled to capitalise on opportunities and remain competitive in this ever-evolving digital ecosystem.

FINAL WORD // SEEZ



UAE-BASED TECH START-UP SEEZ SET TO EXPAND TO NEW MARKETS IN EUROPE

oftware-as-a-Service (SaaS) solutions provider Seez, is embarking on an expansive growth strategy after completing a bridge funding round.

Having secured customers for its suite of AI-driven products in a first wave of markets – Denmark, Italy, and across the Middle East – the Dubai-based tech start-up is now aiming to launch in multiple new markets in Europe.

The company has harnessed the experience and expertise gained in developing a highly successful consumer-facing car sales marketplace to launch powerful digital retail solutions for car dealers, importers and manufacturers' sales operations. The fresh investment will also sustain rapid development of an expanding range of advanced AI-powered solutions.

Originally launched as an online vehicle marketplace, the latest bridge round supported Seez to pivot to developing and packaging digital solutions that enables automotive retailers to embrace and profit from new trends in car buyer behaviour.

A modular SaaS platform helps car manufacturers' national sales companies, dealers and importers to more effectively list, market and sell their vehicles, allowing them to offer car buyers an 'omnichannel' purchase process. AI-driven technology harnesses data and user behaviour to more quickly and effectively guide and engage them through their car buying journey. The result is both a superior customer experience and a greater conversion to both online and offline sales.

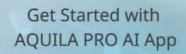
To offer a seamless user experience, Seez partners with established finance and insurance providers to help streamline the back-end process for the retailer, and the car buying process for customers.

Tarek Kabrit, founder and CEO at Seez, said: "The recent economic

slowdown has seen investor funding stall for many start-ups. The additional funding we have secured from our investors demonstrates their long-term commitment to Seez, and enables us to launch our transformative products into further markets, as well as continuing to develop our existing solutions and create exciting new tools.

"The automotive retail landscape is changing at an unprecedented rate. While many dealers continue to rely on fragmented systems, our world-first AI-led solutions are instead enabling them, and their customers, to benefit from a cohesive digital marketplace. Ultimately, we're committed to supporting more automotive retailers in more territories to succeed in the omnichannel motor retail sector today and in the future."

Seez had previously raised more than US\$14.2 million in investment, and was recently named as one of the top 50 start-ups to emerge from within the GCC region.







To Fire





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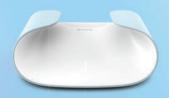
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