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THE VOICE OF THE CHANNEL

ISSUE 306 | APRIL 2023

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REASSESSING THE PARTNER

ECOSYSTEM

AS 2023 GETS UNDERWAY, IT'S CLEAR THAT THE CHANNEL PARTNER ECOSYSTEM NEEDS A RELOOK IF IT IS TO KEEP PACE WITH CHANGING TRENDS.





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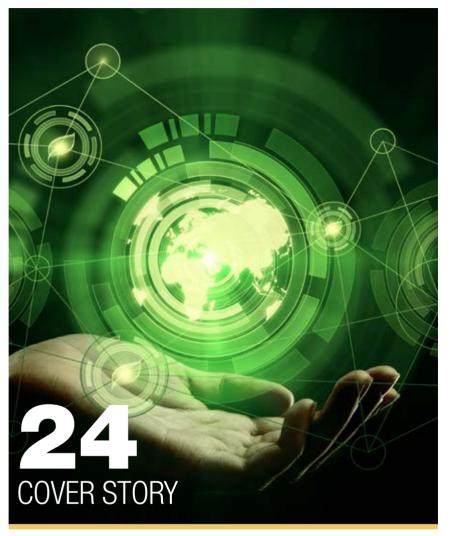
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UNDERSTANDING THE PARTNER ECOSYSTEM

s we emerge from the pandemic and go back to living 'normal' lives, it is clear that in order to thrive and grow, the channel business must re-orient its priorities and focus on the one thing that matters today: the customer. In fact, all research and expert predictions point to the fact that if the customer is not given the attention they deserve, the business can die a painful death. However, to focus completely on the customer, channel partners must embrace the leading trends of today: the cloud and cloud security.

To examine this further, we've brought you a cover story that probes these trends and speaks to experts about the channel and its way forward. It discusses how channel partners will need to offer a diverse range of technological solutions as well as deep experience in the areas most valued by consumers to boost their chances of success in this climate. We're not spoiling the suspense for you: read on to find out what the journey of the channel industry looks like.

In this issue we have some insightful interviews lined up for you. Anoop Das, Enterprise Manager, Middle East at Mimecast, discusses how the company's channel-first strategy will continue to drive its growth, transformation and customer reach. Stephan Meyer, CPO, examines why the DICOTA brand is so popular and how the company focuses on sustainability at the core of its operations. Alexander Foroozande, Head of Channels MEA at Nozomi Networks talks about the company's growth roadmap, its channel partner dynamics and integration with Swimlane. Kartikeya Bhatt, Regional Channel Manager, discusses an important trend: how Low Code is changing channel dynamics.

That's not all. In addition to all of this, we have the regular opinion, perspective and insight columns that offer a wealth of information about the channel industry and the way ahead. So, make sure you don't miss this issue. Happy Reading!



FOUNDER, CPI Dominic De Sousa (1959-2015)

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DELL TECHNOLOGIES INTEGRATES CEE & META REGIONS TO SUPPORT CUSTOMER INNOVATION AND FASTER ACCESS TO GLOBAL MARKETS

ell Technologies has formed a new Central & Eastern Europe, Middle East, Turkey & Africa (CEEMETA) region. The move increases operational efficiencies and supports partner growth to help customers to achieve their digital transformation goals.

The new region will represent a more extensive customer, partner and talent base, thereby allowing Dell to further build its strong partner network and quickly adapt to market shifts. Building on Dell's strong channel partner footprint, the CEEMETA region will help partners to access global markets, enhance business capabilities and support customers respond to new business opportunities.

The new CEEMETA region covers more than 70 markets and will be led by Mohammed Amin, who has led Dell's operations across the META region for the last two decades.

Adrian McDonald, President EMEA, Dell Technologies, said: "The new structure will offer us immense opportunities to be more agile and better focused on our customers' constantly expanding digital needs. Forming the CEEMETA region creates new avenues of growth for our employees, partners and customers."



EPICOR RECOGNISES INTERNATIONAL PARTNER EXCELLENCE AT MOMENTUM CONFERENCE 2023

picor, a global leader of industry-specific enterprise software to promote business growth, has announced its Partner Excellence Award winners at this year's Momentum International Partner Conference 2023.

The event recognises industry Channel Partners that have outperformed in their commitment to the growth of Epicor business, through innovation and cloud technology with their customers.

"The essential businesses that make, move, and sell increasingly recognise the significant benefits that the cloud can provide to their businesses," said Paul Flannery, Epicor Vice President, International Channel Sales. "Epicor Channel



Partners have been there every step of the way to support and collaborate with our customers on their digital transformation journeys and are a natural extension of our business in delivering the deep industry expertise our customers expect."

Vibhu Kapoor, Epicor Regional Vice President for Middle East, Africa & India, said, "Index Infotech LLC continually develop their industry knowledge and best practice by providing outstanding outcomes for their customers. For over a decade, they have been working to develop a high level of industry specific expertise, and this translates to tailored, turnkey solutions that address the unique requirements of customers in industries like Precast, Concrete, Granite, and Marble. They stand as a shining example of how channel players who invest in developing expertise around the Epicor solution portfolio can build highly sustainable and profitable businesses."

CONFLUENT WELCOMES LAUNCH OF NEW AWS MIDDLE EAST REGION IN UAE

onfluent welcomes the launch of AWS Middle East (UAE) Region, which will support the acceleration of digital transformation in the United _ Arab Emirates (UAE).

The new AWS Middle East (UAE) region consists of three Availability Zones (AZs) and becomes AWS's second region in the Middle East alongside the existing AWS Region in Bahrain, launched in 2019. It gives organizations even greater choice for running applications and serving end users from data centres in the UAE, enabling them to store data securely with even lower latency across the country.

The collaboration means that organisations across the region can now quickly access Confluent Cloud through AWS Marketplace.

As one of the first data streaming solutions to launch in the Middle East, Confluent's cloud-native offering on AWS is the foundational platform for data in motion, built on Apache Kafka. Customers will be able to drive innovations in everything from unifying billing and security to powering rich, digital front-end customer experience and real-time, back-end operations.

Fred Crehan, Area Vice President, Emerging Markets (EMEA) at Confluent said, "Having had a great relationship with AWS for the past few years, we're excited to be working together to bring this new partnership to the UAE region. With many organizations in the Middle East held back by legacy systems, AWS recognized what we could bring to customers. Confluent acts as a connective tissue for companies to migrate and offload their data to the cloud, making it much easier for businesses to undertake this critical step in their transformation journey."



MICROSOFT INTRODUCES MICROSOFT 365 COPILOT: YOUR COPILOT FOR WORK



icrosoft has announced it is bringing the power of next-generation AI to its workplace productivity tools with Microsoft 365 Copilot. Currently in testing with select commercial customers, Copilot combines the power of large language

models (LLMs) with business data and the Microsoft 365 apps, to unleash creativity, unlock productivity and uplevel skills.

Microsoft 365 Copilot isn't just a better way of doing the same things. It's an entirely new way of working. Copilot will work alongside Microsoft 365 customers in two ways: First, it is embedded in the Microsoft 365 apps people use every day — Word, Excel, PowerPoint, Outlook, Teams and more. Second, the company also announced an entirely new experience: Business Chat. Business Chat works across the LLM, the Microsoft 365 apps, and a customer's calendar, emails, chats, documents, meetings and contacts to do things that people weren't able to do before. With natural language prompts like "tell my team how we updated the product strategy," Business Chat will generate a status update based on the morning's meetings, emails and chat threads.

Naim Yazbeck, General Manager, Microsoft UAE said "Copilot is not just any ordinary tool - it is the catalyst for a revolutionary new era of work that will enable businesses to achieve unprecedented levels of success. As part of our unwavering commitment to empowering organisations across the UAE, we are excited to launch this game-changing AI-powered productivity tool to the market. By harnessing the full potential of large language models, Copilot will completely transform the way we work. It will not only boost productivity and unlock creativity for businesses of all sizes and industries, but also pave the way for new and innovative ways of working that will drive growth and competitiveness across the UAE and beyond. This is just the beginning, and we cannot wait to see the profound impact that Copilot will have on businesses and industries, propelling them towards new heights of excellence and success," he said.

TOP STORIES

VEEAM ANNOUNCES PROPARTNER AWARD WINNERS FOR 2022 IN MIDDLE EAST & CIS

eeam Software, the leader in modern data protection, has announced the winners of the Veeam ProPartner Awards for 2022 in the Middle East and CIS region. The awards are held annually to reward the outstanding success and the commitment of Veeam ProPartner Value-Added Resellers (VAR) and Veeam Cloud & Service Provider (VCSP) partners. As a partner-centric organisation, Veeam recognises partners that leveraged customer support and Veeam expertise to deliver Modern Data Protection in increasingly complex IT environments so that the most diverse workload types, data, and applications are protected.

Kinda Baydoun, Manager of Channels, Distribution and Alliances - Middle East & CIS at Veeam, said: "2022 added to the challenges businesses were already facing as they emerged from the global pandemic. Chief among them was the ever-present and rising incidence of ransomware attacks, that left only 15% of organisations in Middle East and Africa unaffected. With secure, immutable backups the last line of defence against ransomware, protecting enterprise IT across all ecosystems is essential to keep businesses running."

"Satisfying the myriad demands modern business processes and exposures place upon our customers the needs for a multi-faceted network of ProPartners with a rich variety of competencies, and Veeam has the best in the business. Their skills, underpinned by the Veeam Data Platform - a single solution to protect Cloud, Virtual, Physical, SaaS and Kubernetes applications - gives customers the resilience, availability and business outcomes they need. I am proud of

















our fantastic local ProPartner network, without whom we would not enjoy the success that we do. As a 100% channel-focused organization, our Middle East and CIS ProPartner Award winners have delivered exceptional results through close collaboration in 2022. It is my pleasure to thank them for their loyalty, excellence and trust in Veeam."

WSO2 AND MITRA INNOVATION UNVEIL CREATIO CONNECTOR FOR SEAMLESS CRM INTEGRATION

S02, a global leader in digital transformation technologies, has partnered with Mitra Innovation, a leading provider



of digital solutions, to announce the launch of the Creatio Connector. This new connector provides a bridge between WSO2's Micro Integrator and Creatio's low-code CRM platform. By seamlessly connecting the integration, identity and access management, and API management capabilities of WSO2 with the rapid application development functionality of Creatio's low-code platform, complex integration projects that were once time-consuming can now be streamlined with ease.

Through the REST interface, which is a web-based service that enables organizations to manage CRM data while integrating with external services and applications, the Creatio Connector enables users to interact with nearly all the entities and functionalities of Creatio. By adding authentication, customers can use the Creatio Connector to create, query, retrieve, update, and remove any of the objects that are made available through the Creatio REST API layer. Additionally, it has mediators for Contact, Case, and Account to manage, create, read, update, and delete CRUD operations through REST APIs.

"The growing software and cloud solution market highlights the need for companies to quickly adopt and harness new capabilities to stay ahead of the competition and offer exceptional user experiences," said Christopher Davey, vice president of solutions architecture for integration. "Our partnership with Mitra Innovation to integrate Creatio, a leading player in the CRM industry, into our expansive connector ecosystem is a major step forward in meeting this demand."

NEWSMAKERS

EVANSSION PARTNERS WITH EXTRAHOP TO PROVIDE REGIONAL BUSINESSES WITH ENTERPRISE-GRADE SECURITY AND CLOUD SCALABILITY

Evanssion, a leading cybersecurity and cloud-native value distributor, has announced its partnership with ExtraHop, the leader in cloud-native network detection and response, across the Middle East region. Through this partnership, Evanssion's customers and partners will be able to leverage cutting-edge network detection and response (NDR) solutions from ExtraHop.

In response to an increase in cyberattacks this past year, there has been a widespread deployment of NDR solutions to eliminate blind spots and inspect eastwest traffic for threats and anomalies. When used in conjunction with EDR and SIEM solutions, NDR fills in the gaps that



other tools may miss, detecting threats across the entire network from data centers to remote locations and in the cloud.

Fouad Tawk, Area Vice President for the Middle East, Turkey and North Africa at ExtraHop, said: "ExtraHop can help enterprises stop breaches 84% faster with cloud-scale machine learning across cloud, hybrid, and distributed environments. With ExtraHop Reveal(x), Evanssion can deliver an enterprise-class NDR solution for the modern SOC, so security teams can unlock complete 360-degree visibility, real-time detection, and intelligent response to act with confidence and speed."

"We are confident that this partnership with ExtraHop, the leader in NDR, will drive change and impact customer experience to easily adopt the best cyber defense practices," said Ahmed Al Qadri, CEO of Evanssion. "This partnership is a great opportunity for ExtraHop to showcase their value proposition to our enterprise customers and partners."

FRESHWORKS EMBEDS GENERATIVE AI TO HELP CUSTOMER SUPPORT, SALES AND MARKETING TEAMS IMPROVE QUALITY AND EFFICIENCY

Freshworks Inc has announced new GPT-based conversational enhancements to Freshworks' natively-built AI powered assistant, Freddy. Using OpenAI's ChatGPT and underlying large language models, the latest generative AI capabilities of Freddy help a wide range of customer-facing professionals work faster, smarter, and more effectively. Customer service agents respond quickly to



customers and employees in the right tone, marketers compose more compelling copy in a fraction of the time, and salespeople craft powerful emails that hook in a prospect.

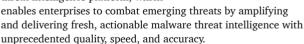
"We've made significant investments in our AI strategy over the last five years to enhance agent productivity and their customers' experience. The newest Freddy updates using the latest in GPT large language models bring even more value to these experiences," said Prakash Ramamurthy, Chief Product Officer at Freshworks. "We are fundamentally transforming how Freshworks customers will interact with our products through more conversations and fewer clicks."

Conversational AI will be embedded via Freddy across Freshworks' entire customer and employee suite of products. Customer support agents will deliver faster issue resolution and have higher quality conversations with customers. Marketers will receive smart customer segmentation and optimised email content to maximise campaign efficacy. Sellers will close more deals through recommendations on opportunities with highest potential.

AMIVIZ INKS PARTNERSHIP DEAL WITH POLYSWARM FOR MIDDLE EAST

AmiViz, the Middle East region's first enterprise B2B marketplace, has announced that the company has joined hands with PolySwarm, a first-of-its-kind marketplace for malware intelligence. PolySwarm has been onboarded to the AmiViz B2B Platform and can be accessed by resellers through their mobile app.

PolySwarm uses blockchain technology to crowdsource its threat intelligence platform, which



Ilyas Mohammed, COO at AmiViz said: "With malware attacks growing every moment, the need to find a next-generation solution to protect enterprises from this growing menace is of utmost importance. Especially, when the current set of AV technologies is unable to counter malware threats effectively. Today, we are happy to join hands with PolySwarm, which offers regional enterprises the power of crowdsourced threat intelligence."

"We are thrilled to team up with AmiViz to combine our cutting-edge threat detection platform with AmiViz's deep expertise in analyzing complex cyber threats," said Steve Bassi, Founder and CEO of PolySwarm. "The number of threats facing the Middle East is growing exponentially, and providing fast, accurate access and insight to the most critical threats facing organisations in the region is crucial. Clients can rest easy knowing they have unparalleled visibility and protection against the most sophisticated attacks."

NEWSMAKERS

AVEVA PARTNERS WITH AZULE ENERGY TO ENABLE WORLD-CLASS OPERATIONS THROUGH DIGITAL TRANSFORMATION



AVEVA, a global leader in industrial software, driving innovation and sustainability, has partnered with Azule Energy, Angola's largest independent oil and gas operator, to drive digital excellence throughout the firm's operations.

The partnership agreement will enable Azule Energy – a 50/50 Joint Venture backed by bp and Eni – to reduce costs, improve safety and unlock new production opportunities using AVEVA's cloud, Software-as-a-Service (SaaS) and digital twin technologies. Moreover, the partnership will help cut time spent searching for key asset information, improve maintenance planning, reduce offshore trips and visits, enhance team collaboration, and facilitate remote operations.

AVEVA will deploy its digital twin

software to connect data from every layer of the technology stack for one contextualized, multi-visual experience. In the first phase, AVEVA will focus on existing operations, implementing AVEVA Asset Information Management, AVEVA Information Standards Manager, and Assai Cloud for Operations – for two existing floating production storage and offloading units (FPSOs) in Block 18 (Greater Plutonio Development) and Block 31 (PSVM).

AVEVA's digital twin technology is the only solution on the market that spans the entire asset lifecycle. The vendor-agnostic solution is scalable, integrated, and open. It unites engineering and enterprise data to create a true digital backbone that will bring industrial intelligence to Azule's entire team, delivered via the cloud.

EMIRATES NATIONAL OIL COMPANY TRANSFORMS CUSTOMER EXPERIENCE & INCREASES OPERATIONAL EFFICIENCY WITH FORTINET SECURE SD-WAN



Fortinet, the global cybersecurity leader driving the convergence of networking and security, announced that Emirates National Oil Company Limited (ENOC), a wholly owned company of the Government of Dubai, has chosen Fortinet Secure SD-WAN to transform customer experience and increase operational efficiency.

In 2021, ENOC committed to an AED (United Arab Emirates Dirham) 250 million investment plan for a digital transformation strategy focused on placing the customer at the center of the business and enhancing their overall service experience. As more of the group's critical applications and services moved to the cloud, the unnecessary backhauling of this traffic through the data center was impacting user response times, decreasing efficiency, and ultimately limiting the level of service provided to ENOC's customers. In addition, without back-up connectivity to the branches, occasional but inevitable link failures were leading to unacceptable downtime windows, degrading customer service, and consuming valuable time and resources of the IT department.

Security was clearly a major concern. To keep pace with the evolving threat of cybercrime, additional protection measures such as data encryption were needed to be layered on top of the existing infrastructure, adding expense, and further reducing performance.

Mohammed Al Rais, CIO, Emirates National Oil Company said, "We needed a faster, more resilient infrastructure with deeply embedded advanced security. We also needed to do this within budget and without increasing management complexity. There were several product combinations that might have met most of the technical feature requirements on our list, but only Fortinet had the deep integration to create a single, secure, and manageable SD-WAN infrastructure."

JEDOX CREATES CHATGPT INTEGRATION ENABLING ORGANISATIONS TO LEVERAGE GENERATIVE AI FOR INTEGRATED BUSINESS PLANNING

Jedox, an award-winning provider of **Enterprise Performance Management** (EPM) solutions for Financial Planning and Analysis (FP&A), has created a ChatGPT integration model that enables finance, sales, HR, marketing, supply chain, and environmental, social, and governance (ESG) teams to experiment with generative AI in their integrated business planning (IBP) processes. ChatGPT can add qualitative context to IBP data and supplement human interpretation, and this integration model shows how users can easily embed it within Jedox to interpret information at the click of a button.

Because the Jedox platform is designed to integrate seamlessly with Excel and other technologies, the platform can harness the power of generative AI with no programming or coding required. The integration takes only seconds to set up, and Jedox provides a demo model to take users through the steps.



Offering an example of the efficiencies and insight that can be unlocked by this integration, a spokesperson at Jedox said, "Our ChatGPT integration can easily display a monthly management report alongside the chatbot on the front end so users can adjust the parameters and get insights from ChatGPT side by side. This makes planning simpler, because users do not have to spend time gathering data from multiple sources or using third-party AI tools. They can visualise everything in one place and easily share it with other team members."

NEWSMAKERS

OMNIX INTERNATIONAL & SAUDI COUNCIL OF ENGINEERS SIGN MOU TO EMPOWER NEW GENERATION OF ENGINEERS IN THE KINGDOM

Omnix, an end-to-end digital solutions and services pioneer, announced that it has signed a Memorandum of Understanding (MoU) with the Saudi Council of Engineers (SCE), a scientific vocational council that promotes the development of the engineering profession, to train and empower a new generation of engineers in the Kingdom. As part of the agreement, Omnix will facilitate SCE member engineers to get certified by international accreditation systems and offer the exchange of consultancy and engineering expertise between the employees of the SCE and Omnix.

Omnix will provide specialised training programs to SCE members in the field of Building Information Modelling (BIM), Digital Construction, Multimedia, 3D Laser Scanning, computer-aided design (CADD), and technical linkage to provide and exchange information of common interest.

Walid Gomaa, CEO of Omnix International said, "As part of our



commitment to contributing to the Saudi Vision 2030, we have partnered with the Saudi Council of Engineers to empower a new generation of Saudi engineers with cutting-edge technologies and skills. As part of our joint MoU, we are investing in training

and upskilling to build Saudi's work force of the future. This is our leap in strengthening our ties and gathering speed in the momentum of our regional growth. We look forward to working with the SCE and replicating this initiative in other regions as well."

SOLARWINDS NAMED AMONG NOTABLE VENDORS IN NEW AIOPS LANDSCAPE REPORT

SolarWinds, a leading provider of simple, powerful, and secure IT management software, was named among notable AIOps vendors by Forrester in the new report, The Process-Centric AIOps Landscape, Q1 2023. SolarWinds was included in the report in the "large" vendor market size segment, a category which includes companies with over \$150 million in product revenue.

Forrester," said SolarWinds GVP, Product Management Cullen Childress. "Moder IT environments and applications are too complex, dynamic, and expansive fundamentally process and

Forrester describes AIOps as a "practice that combines human and technological applications of AI/ML, advanced analytics, and operational practices with business and operations data." The February 2023 report states that, "Environment complexity, data volumes, lack of data science expertise, and entrenchment of technology-centric vendors pose challenges to process-centric AIOps solutions."

"We're thrilled to be recognised among notable AIOps vendors by

Forrester," said SolarWinds GVP, Product Management Cullen Childress. "Modern IT environments and applications are too complex, dynamic, and expansive for humans alone to manually process and analyze the enormous amount of data collected. AIOps has become an invaluable tool for technology teams. Our AIOpspowered solutions help organizations analyze huge amounts of data in real time so they can identify and predict digital

"Although AIOps receives less fanfare than other AI-powered technology such as ChatGPT," Childress continued, "its application helps organisations take the

service issues and resolve them before

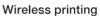
business activities or clients are affected."

critical steps toward proactive management of digital services and move toward autonomous operations, which will require little to no human intervention."

Advanced AIOps capabilities are part of the cloud-native SolarWinds® Platform. All components of the SolarWinds Platform leverage these capabilities, including SolarWinds Observability and the company's service management solutions. Powerful SolarWinds AIOps was built to help businesses overcome today's paradox of having too much data and not enough insights. With AIOpspowered observability, organizations can integrate data from across complex hybrid IT environments, receiving the actionable, predictive intelligence they need to optimise performance, reduce costs, and take steps toward autonomous operations.









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SUSTAINABILITY AT HEART

Stephan Meyer, CPO, tells Anita Joseph why the DICOTA brand is so popular and how the company focuses on sustainability at the core of its operations.

hat's the secret behind all the success and popularity

of DICOTA's products? We've been in the market for 30+ years, so we come with plenty of experience. This applies not only to DICOTA as a brand, but even its people-our staff have been with us 20 years or longer, so this definitely has a huge impact, and all this shows in the product and the brand as well. Our products are 100% reliable owing to our strict quality commitments. DICOTA products are well-thoughtthrough in great detail, from start to finish. Experienced, reliable partners with their qualified specialists ensure the consistent implementation of the highest DICOTA requirements in the production processes confirmed by internal and external quality audit

measures. We do product development, design and QC in-house and so in all, there is a high level of overall functioning, and this reflects in what we offer our customers.

Sustainability is the buzzword today-everyone's jumping onto the sustainability bandwagon. So, what makes DICOTA different in this aspect?

Sustainability is all around right now. In our case, we definitely look at sustainability from different angles. On the one hand, there is social sustainability-we are members of Amfori BSCI since 2015, to make sure that DICOTA is highly committed to ensuring exemplary working conditions in global supply chains.

Then there is ecological sustainability, which we've been working on for quite a while, and I think our first range was in 2009 where we launched the first products made

of ecological materials. The designs themselves also broke new ground. By now, over 95% of our IT bags are made of recycled material. In fact, I don't think there is any other accessory brand that is made with so much recycling material and focus on sustainability.

Tell us more about your recycling process

DICOTA customers need reliable, durable work equipment that will prove itself every day for years, without any issues or hassle. The foundation for this is the company's stringent quality philosophy. DICOTA focuses on sustainable alternatives when selecting materials. The main material for our Eco BASE, Eco SCALE, Eco SCLECT, Eco PRO as well as for the Eco MOTION collection is made out of 100% mechanically recycled PET. This material reduces burden on the environment without compromising on quality, look and feel. Each of our



products gives new life to 6-45 used PET bottles.

Since the launch of our ECO Products, DICOTA has produced over 1 million carrying solutions out of recycled PET. While doing so we've been able to give a new life to over 9.9 million PET bottles. PET can either be recycled chemically or through a mechanical process. DICOTA relies on the mechanical recycling, therefore, used drinking bottles are collected, sorted by colour and washed. After having stripped of their labels and caps, the bottles are crushed and cut into PET flakes. These flakes are heated to eliminate last impurities, then melted and transformed into dense pellets. The pellets are melted again and extruded into rough polyester fibre which is then brushed, stretched and spun into varn. The varn can be processed into various types of fabric. Those can either be purely made of recycled material or mixed with virgin polyester - tailored to the specific demands of the final product. As a last step, the fabrics are dyed in order to reach the colour needed to design stylish and ecologically sound DICOTA bags.

Freight rates have been high of late- volatile, up and down. How did you keep up and what are the lessons learned?

Times were tough. Luckily, we were not the only one hit by the situation-competitors were facing the same situation as well. I think we were quite creative. We tried to minimise our logistic costs. We were smart in the way we put the products in terms of logistics, packing them well and like arranging them in the most optimised way. Luckily, the situation eased out and things are looking up, but during the peak of the pandemic, it was quite challenging.

What new product offerings can we expect from DICOTA, going forward?

We have three different brands and we're certainly looking into what we could bring into for the next coming year. The basics remain the same: Great value, solid dependability, sustainable and eco-friendly.

For DICOTA, we have quite a broad offering- new solutions within the

I DON'T THINK
THERE IS ANY OTHER
ACCESSORY BRAND
THAT IS MADE WITH
SO MUCH RECYCLING
MATERIAL AND FOCUS
ON SUSTAINABILITY.

education segment or expanding our charging connectivity range. There will be a new casual series as well. Of course, all this will come under the same umbrella of sustainability because eventually, we want to move from 95% to 100% of recycled materials across all of our product categories.

We recently just launched a new product series called the Hi-Vis series which is a niche offering, but has high demand as well. All products meet important procurement criteria, including ergonomics, durability and sustainability. The use of fluorescent fabrics and 3M reflective strips in line with EN ISO 20471:2013 means the backpacks offer excellent visibility, thus improving safety at work in outdoor areas like construction sites and forests and for rescue operations as well as on the way to work.



MINDWARE EXPANDS DISTRIBUTION TO COVER JORDAN AND IRAQ

Mindware, the leading Value Added Distributor (VAD) in the Middle East and Africa, announced that the company has extended its region of distribution with Dell Technologies to cover Jordan and Iraq.

oni Azzi, General Manager at Mindware Oatar, Africa and Levant, comments, "Mindware and Dell Technologies have had a longstanding successful collaboration for over twenty-one years. We leverage our strong operational and technical capabilities to bring to market and deploy as quickly as possible the latest products and solutions from the vendor. We are now building on this success by extending our coverage to Jordan and Iraq with the complete product line. Both locations are growing economies and with digital transformation initiatives taking place across multiple sectors in the country, there is need for technology infrastructure in both private, as well as public sectors. As regional distributor for Dell Technologies, we see our company playing a major role in developing and growing the vendor's business in these countries and moving it to the next level."

Mindware currently transacts with over 400 channel partners in Jordan and Iraq, including system integrators, corporate and SMB resellers, cloud providers, independent software vendors (ISVs), integrated service partners (ISPs) and small computer retail stores. In an effort to drive business, Mindware will conduct a thorough market analysis to understand the needs and preferences of businesses and consumers in these countries; develop and grow the partners ecosystem in order to ensure proper market and vertical coverage; target untapped market segments and verticals along with existing and potential partners; propose end-toend technology solutions that meet the specific needs and requirements



of different verticals; and develop an effective marketing and advertising strategy to promote Dell Technologies' solutions and services.

Across the region, Mindware maintains an extensive ecosystem of more than 4,000 partners, all of whom are skilled in various domains and always supported by the distributor's team. Mindware employs a dedicated Dell Technologies Business Unit that constantly works closely with the

vendor and promotes and deploys solutions with excellent service quality and technical support. The distributor also has been running a dedicated Cloud practice which is fully aligned with Dell Technologies to achieve its vision in the region. The company has been training and enabling its partners to deploy Dell Technologies' solutions for Cloud migration, which is one of the major digital transformation drivers today for any enterprise.

Solar Powered Camera



Powered by solar energy, this kit sets up without any electrical wiring.

Easy installation

Easy set up without mechanical equipment-reducing the installation costs and time.

Can withstand bad weather

Prone to extreme weather such as strong wind and rainstorms.



SECURING THE IT LANDSCAPE

Jitendra Bulani, CMO at Infopercept Consulting Pvt. Ltd, tells Anita Joseph all about how the company provides comprehensive security solutions across the entire IT landscape.



ell us about your new role and responsibilities My major responsibility at Infopercept is to position Infopercept among several cybersecurity providers globally in a way that does justice to our delivery of cybersecurity solutions to customers. Infopercept is a technology organization, and the role of the marketing department, which we are developing, will be to transform it into a techno-marketing organization that can influence our target customers to make the right cybersecurity decisions. With thousands of players in the cybersecurity industry making similar claims, the marketing department's focus will be to break through that clutter and carve out a niche for Infopercept in the audience's mind share.

As an emerging company, our marketing efforts must maintain a healthy balance between creating awareness and delivering ROI.

Tell us a little about your career background

I have over 15 years of experience in cybersecurity marketing. I began my career at a PR agency briefly before switching to Cyberoam, an emerging network security company from India. As one of the core marketing team members of its global marketing team, I experienced all aspects of marketing, including channel marketing, field marketing, public relations, and corporate marketing.

After Cyberoam was acquired by Sophos in 2014, I took charge of PR and communications in India and SAARC,

Middle East, and Africa. Throughout my career, I have worked in both emerging companies in global markets and structured multinationals with defined processes and frameworks.

At Infopercept, we are working to develop a marketing approach that combines the best of both worlds: an aggressive startup and a structured MNC.

Tell us about Infopercept and its activities

Infopercept is a cybersecurity company that covers all aspects of detection and response in addition to basic cyber hygiene solutions, which are primarily used to prevent known attacks.

Infopercept works on three major cybersecurity approaches: offensive security, defensive security, and compliance.

Offensive security is an approach in which an external team acts like adversaries and attacks the systems to identify vulnerabilities and present a report on various vulnerabilities in applications, processes, and people. Organisations can then work to solve the vulnerabilities. Infopercept provides a combination of its own tool called 'Invinsense Offensive Detection and Response' (OXDR) and teams to launch actual as well as simulated attacks.

Defensive security involves implementing tools and people to detect and respond to threats and conduct threat hunting to combat any attempt of cyberattack. Infopercept provides its own tool called 'Invinsense XDR,' 'Invinsense XDR+' (deception technology), and teams to provide 24x7 detection and response.

Security compliance is the framework that one needs to follow either proactively or by regulation. Compliance, when followed religiously, can be a great strategy framework

for organizations to improve their cybersecurity posture. Infopercept provides its own platform called 'Invinsense GSOS' along with teams to take care of all kinds of security compliances.

You have an extensive career in the cybersecurity industry. Tell us about your impressions of the threat-security landscape, in general, today

Until working with the red team at Infopercept, I had only experienced the defender's side of cybersecurity. Red team, is the team that is tasked with attacking organisations to find vulnerabilities and loopholes. With this exposure I gained insight of the other side of the story and complexity of the threat landscape. I also realized that cybersecurity is more fragile than it appears.

Due to rapid digitalisation and cloud adoption, there are so many interconnected entities that cybersecurity has become a bigger problem than cybercrime. Today, CISOs have to manage so many aspects of cybersecurity that unless security is adopted as a culture, the threat landscape will remain daunting for organisations globally.

Tell us about Infopercept's plans for the coming year

Infopercept is uniquely positioned as an IP-led service company, providing comprehensive security solutions across the entire IT landscape. Our portfolio includes both services and our own solutions, enabling us to offer a complete security to our customers.

In the coming year, we plan to deepen our offerings in our existing portfolio, covering traditional setups and the cloud. Additionally, we are exploring new areas such as OT and IoT security. Currently, our research and development efforts are aggressively focused on OT security, and we will soon be delivering a new product in this area.

From a business perspective, we are expanding in all regions, including the Middle East. While we have been operating through our channel in the region, we are planning to establish our direct presence soon.

IN THE COMING YEAR, WE PLAN TO DEEPEN OUR OFFERINGS IN OUR EXISTING PORTFOLIO, COVERING TRADITIONAL SETUPS AND THE CLOUD.

SPOTLIGHT // SHIVA GROUP OF COMPANIES



SHIVA GROUP OF COMPANIES ORGANISES DAZZLING PARTNER AWARDS NIGHT 2023

The immensely successful event was the culmination of the company's promotion program that acknowledged high achievers with expensive gifts such as the Mitsubishi Pajero.

eading IT Network
Distributor Shiva Group
of Companies, organised
a partner summit and
awards night event
recently at the Raffles
Dubai Hotel at Wafi City where
they recognised high achievers with
dazzling gifts such as the Mitusbishi
Pajero and Toyota Yaris.

The awards were divided into 14 categories, and witnessed a huge gathering of the partner community. Some of the popular award categories were Top Performer of the Year Award which was bagged by Act Vision Security Solutions and Best Volume Partner of the Year Award which won by Alpha Vision Security Solutions. The awards were given away by Naresh Perwani, CEO of Shiva Group of Companies.

The award for the Promising Partner of the Year went to Alsaad Technology and the Best Collaborating Partner of the Year went to Alshira Control Devices. These awards were handed over by Syed Yusuf Maricar, General Manager of Shiva Group of Companies.

Naresh Perwani, CEO, Shiva Group of companies said the event was aimed at encouraging the partner community to strive for greater excellence and growth. He added that the event was a huge success and far exceeded expectations.

About the company's future roadmap, Perwani said that the group had plans to increase their presence and product range in the coming year. "So far, we were dealing with networking products such as Wi-fi, Networking Switches, Structured Cabling, CCTV Monitors, Home Wi-Fi

cameras, AI products and more. We're focused on expanding our product range and we have plans for 20% growth across these segments for FY2023. We're on a robust growth path and we forsee a great year ahead."

Yusuf Maricar, GM, said the event was the culmination of the Shiva Star Promotion campaign which the company conducted in the 4th quarter of 2022. "We designed the promotion exclusively for our partners across the entire UAE. It was a point-based promotion, so whoever had higher points were eligible for bigger prizes like Mitsubishi Pajero and Toyota Yaris, iPhones, MacBook, gold vouchers and the like. We are the authorised distributors for Hikvision and EZVIZ products and this is the first time we did a promotion of this kind in the region (UAE)," he added.



"At the event, we also gave away awards to our high-performing partners across categories like Best Volume Partner Outstanding Partner and Promising Partner, to name a few. While appreciating existing partners, we also wish to onboard new partners, and the event was a stepping stone in that direction," he added.

Shiva Group of Companies has a three-tier partner system: Gold,

Silver and Bronze. Gold partners are the highest revenue earners and Bronze partners the minimum. "We have almost 25-30 partners in our Dealer Partnership Program (DPP). We also have a VASP program for System Integrators and those who are engaged in specific projects. So, our partner program is comprehensive and inclusive," he added.

Yusuf also added that the reason



behind the continued growth and business momentum of the group was its ability to convert challenges into opportunities. "We never see challenges as limitations. Rather, we focus on what we can do to overcome obstacles and improve our performance," he added.

Shiva Group is an IT business sector leader in the region with various divisions focused on distribution, trading, system integration and consulting. Based in the vibrant city of Dubai, the group began operations as a reseller almost two decades ago and since then, grew and made significant inroads across the Middle East, Turkey, Africa and CIS – Commonwealth of Independent States markets with its own niche customer base and separate divisions looking after distribution and systems integration.

Over the years, the group has entered into key partnerships with major technology vendors which helped build a strong reputation and develop a robust and best-in-class range of products and solutions that resonated strongly with customers and addressed the growing needs of an evolving market.

While the networking domain has been the key focus of the group, Shiva

SPOTLIGHT // SHIVA GROUP OF COMPANIES





Computers also caters to a diverse and exclusive range of IT products, solutions and services. With an extensive reseller network and focus on value addition at every stage-from consulting, sales, marketing, channel development, implementation, support and training, the group has become renowned for world-class partnerships and customer-centric operations. In addition, its extensive expertise in the ICT sector and a growing multicultural workforce have ensured that customers always have access to world-class solutions, professional service and maximum value on their investments. Innovation is its driving force and the group is on a continuous journey to spearhead the adoption of digital technologies and help businesses across the region in their digital transformation journey.

Shiva Group is fuelled by a passion to become the partner of choice and always striving to exceed customer expectations. The pursuit of excellence has been its hallmark and the key to its long-standing success in a highly competitive market.

What makes Shiva Group different is its unique approach to the market. The group serves a client base of more than 500 SMB customers in its business. It has partnerships with more than 50 top technology vendors across different product lines and its systems integration group has worked on major IT projects for various government organisations as well as leading corporate entities in the private sector. Its pricing support for partners is among the best in the industry, helping the channel stay profitable and relevant. Shiva Group also has a team







of engineers with global certifications in leading technologies. Winning

global players is but natural for Shiva Group, with its uncompromising focus





GROWING THE PARTNER ECOSYSTEM

Anita Joseph caught up with Alexander Foroozande, Head of Channels MEA at Nozomi Networks, to discuss the company's growth roadmap, its channel partner dynamics and integration with Swimlane.





hat is Nozomi Networks' growth strategy for channel partners

in the region and what is your outlook for 2023 in this regard?

We're a small company, but we're leaders in what we do. We just established about four years ago in the region, but we're already leaders in OT and IoT security. What's very interesting about where we are in our journey is that Nozomi Networks, in the Middle East and Africa, contributes to over 20% of global revenues. Not many global companies can say that, and we're very proud of this achievement. We're also pleased that we've developed entrenched roots

PARTNERS AND THE CHANNEL ARE EXTREMELY CRUCIAL TO OUR

SUCCESS.

within various different sectors across different industries. In fact, there is not a single global vendor that can scale at speed the way we're doing with our partners.

Partners and the channel are extremely crucial to our success. In the Middle East, Africa, the CIS countries and Pakistan, we've got a two-tier partner strategy at the moment, where we sell through distribution, and then ultimately through our partners. We've currently got about four distributors in the region, and we're building upon that. This number will scale from a partner perspective to around 50 to 60 partners over the course of the next couple of years. The way we see growth is not only to talk about security companies and cybersecurity partners who want to move into OT security, but also to OT security partners who want to move into the cybersecurity domain.

How does a platform such as GISEC enhance connections with channel partners?

GISEC is a great opportunity to connect with partners to bring them up to speed with what we're doing. It is also an opportunity for partners to come up to us and give us their feedback and insights. Moreover, we're expanding in Africa, the CIS and Pakistan, and we need partners for this. So yes, GISEC is a wonderful

platform for us to strengthen our relationship with existing partners and identify new ones, in order to consolidate and expand our business.

Tell us more about your partnership with Swimlane-what are the highlights of this integration?

Nozomi Networks provides cybersecurity solutions for OT and IoT environments. We help customers see what's on their network. When they see what's on the network, they're able to detect what's on it. With the Swimlane integration, they're a Security, Orchestration, Automation and Response (SOAR) platform. They integrated with us to be able to automate the process for customers once they see and detect anomalies, to be able to take it into a SOAR level to actually orchestrate and automate and then respond to those threats. So, in short, the Nozomi networks/ Swimlane integration accelerates the customer to go from detection to response at machine speed. They will no longer be human intervention. All the analysis happens at the machine level. If we want the customer to automate a process, we can write the scripts and there will be automation. If we want just alerts, there'll be alerts sent to the customer and the customer can take action accordingly.



023 calls for a reassessment of your channel partner ecosystem and understanding what and who is included in your strategy. Today, the ecosystem is no longer good enough to sign up anyone who says they will sell your product—or even to put every partner into the program you've got in place today. The partner landscape in any industry

is just too small to offer a one-sizefits-all strategy to partners because they are a finite resource, always being approached by competitors and impacting your buyer journey at every stage.

The first thing to note is that there is no need to reinvent the wheel, all it needs is a reassessment and revision. What does this mean? Look at it this way: you've got programs in place that have a wealth of partners in them.

You also know that only a fraction of those partners are bringing revenue to the table and of those a mere handful are collaborating with you at a level that accounts for a significant portion of your channel revenue. These are what we call your transactional partners. Your classic partner program with traditional tiering-based on performance plays here. And it's not a bad model! It also will never go away.

So, what about the major chunk



of your current partners who aren't exactly who you thought you'd signed up? And what about the technology implications?

If experts are to be believed, going forward, partner retention will be key to a successful partner program. It's good for revenue, customer growth, and your brand. However, this also calls for recognising that building a vibrant community of partners requires nurturing and ongoing

evolution. There might be partners you've got in your program who may be high in engagement but just don't seem to bring dollars to the table in the traditional sense. Clearly, they're probably contributing to your bottom line in some way, it's just that it's not transactional. Some of these partners could be helping you build your pipeline through referrals, lead generation, word of mouth influence or the occasional recommendation.

Here is where the ecosystem mentality really comes into play. You have to start thinking about these types of partners differently. So, basically, the partner ecosystem mentality also means welcoming more of those new influencer and retention partner types into your programs.

That said, let's briefly look at the rapidly evolving technology landscape today. 2023 started with a bang and as always, technology continues

COVER STORY

its unabashed run, overwhelming everything we see and do. Like 2022, this year also promises to be techsavvy, with rapid and unexpected developments taking the world by storm. The channel world, which drives much of the business in this region, will not be immune to the vagaries of technology and its applications and will have to keep up with speed and agility if business outcomes are to be met and growth sustained.

There seems to be consensus about the fact that digital transformation will continue at an accelerated pace. The 'connected' ecosystem will expand and take on new forms. This will, of course, expose organizations to greater security threats and vulnerabilities, which will have to be patched swiftly and prudently. Transactional business models will change and comprehensive solutions will come to the fore, which will then drive profitable business outcomes.

One thing is clear: devices will continue to outnumber people: Today, connected devices outnumber people 5:1. Over the next three years, there will be 10x more connected devices as compared to people, making automated secure connectivity of IoT of paramount importance.

Also, without an automated way to onboard, provision and secure these devices, organizations will be left vulnerable to security breaches, which are continually growing in sophistication."

Another trend to be aware of is that supply chain disruptions will accelerate cloud adoption. "The global supply chain has been brought close to its braking point by the COVID-19 pandemic and its impact on air, sea, and land travel," says Fadi Kanafani, Managing Director - Middle East at NetApp. "We predict that cloud adoption will accelerate faster as the supply chain constraints drive buyers to find alternatives to purchasing traditional on-premise infrastructure to meet demands. At the same time, optimization of production lines and business processes can help the system to become more robust in the future. Marrying IT and Operational Technology (OT), for example through digital twin concepts and technology such as IIoT and analytics, has virtually limitless potential. Companies that have done their homework in the past, e.g. by building out flexible Industry 4.0 production facilities, will be able to stay healthy much more easily," he adds.

Amel Gardner, Vice-President, Infor Middle East & Africa adds another angle. "The reality remains that a lot of the transport issues manufacturers are facing in 2021 are not going away. Be ready for plenty of supply chain news in 2022 including these important

"Supply shortages will continue to keep ocean container rates high, sustainability initiatives will not be equal across the board, organizations will bring their supply chains closer to destination, safety stock levels will rise to avoid backlogs and shutdowns, companies will continue to invest in new technologies to streamline processes," she adds.

What this means is that companies will continue to invest in new technologies to streamline processes. "Organizations are going to have to

do more with less as talent shortages impacting global supply chains continue to compound. Companies will need to adopt existing and emerging technologies that allow for cleaner data, stronger collaboration, and the automation of mundane processes so team members can focus on supply chain process improvement. This will mean expediting digital transformation already in process and moving entire systems to the cloud for better, vet secure access to critical data needed to implement decisions quickly and effectively," Gardner opines.

Meg Brennan, Vice-President Global Channel Operations, at Riverbed Aternity, prefers to focus on the customers demand outcomes and ROI angle. "Over the last couple of years customers have been faced with





OVER THE NEXT THREE YEARS. THERE WILL BE 10X MORE CONNECTED DEVICES AS COMPARED TO PEOPLE, MAKING **AUTOMATED SECURE CONNECTIVITY OF IOT OF PARAMOUNT IMPORTANCE.**



unpredictable supply chain constraints and product availability causing them to re-evaluate their IT investments across all areas of their organization. In 2022, customers will require a clearer connection between the ROI



and the considerable impact on their business. Partners will need to evolve from transactional business models to selling holistic solutions that drive measurable outcomes. To put it simply, partners must adopt outcome-based selling of end-to-end solutions, while implementing lifecycle services to improve long-term adoption of the technology," she says.

Brennan also says that with

AS SASE DEPLOYMENTS ENTER THE EARLY MAJORITY STAGE OF THE ADOPTION LIFECYCLE, THE MARKET WILL SEE A CLEAR SPLIT IN APPROACHES.

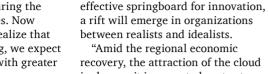
fluctuations in the market, coupled by varying buying cycles, organizations have consolidated their buying process to include more involvement at the C-level. "Selling features and functions to IT buyers will not be enough, partners must learn to sell to the entire organization all the way up to the C suite. Partners must focus their attention on demonstrating value and optimizing the employee and user experience."

For Patrick Smith, Field CTO, Pure Storage EMEA, the last two years were all about survival and tentative exploration. "The need to accommodate remote work drove regional businesses to the cloud in unheard-of volumes. But the requirement for business continuity was soon followed by the evaluation

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of other technologies that would allow greater innovation both during the crisis and as/when it passes. Now that regional enterprises realize that operations are still ongoing, we expect to see innovation resume with greater confidence than ever."

He also points out that while



"Amid the regional economic recovery, the attraction of the cloud is clear — it is a great place to stage proofs of concept safely and cheaply and become an early adopter. But it is also a source of friction within organizations as the keen adopters and the cloud realists butt heads."

cloud computing has proved itself an

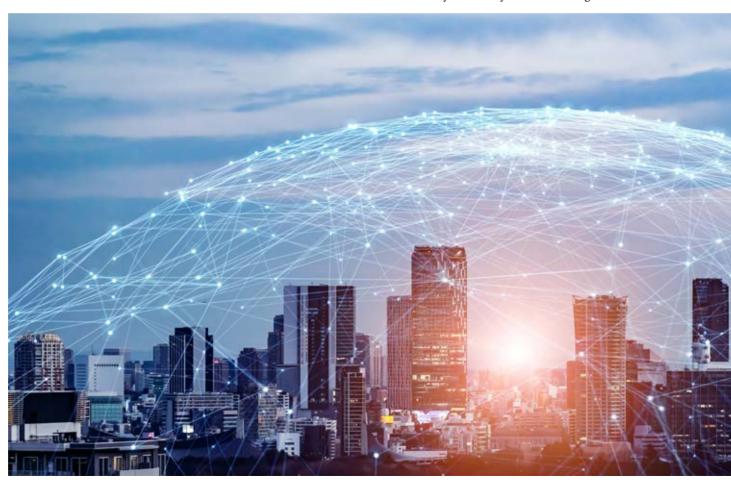
This is not to say that the challenges

of remote work will go unnoticed. Rajesh Ganesan, Vice-President, ManageEngine, is of the opinion that following the pandemic, hybrid work will be an expectation if not the norm at most organizations across the world. "That means cybersecurity, AI, automation, and analytics will play increasingly significant roles in organizational efforts to support this way of working."

ManageEngine predicts that the following 5 trends will rule the IT management space for 2022: Organizational insights will become immediately actionable with the rise of contextual analytics, the cybersecurity mesh model will offer better protection in the hybrid workforce era, IT operating models will continue to evolve to support the hybrid workforce, AIOps and IT automation will be critical building blocks of enterprise technology architectures and the cybersecurity skill crunch might



AMID THE REGIONAL ECONOMIC RECOVERY, THE ATTRACTION OF THE CLOUD IS CLEAR — IT IS A GREAT PLACE TO STAGE PROOFS OF CONCEPT SAFELY AND CHEAPLY AND BECOME AN EARLY ADOPTER.



force organizations to turn to service providers.

Perhaps the one technology that will envelope all these trends is that of the cloud. As Patrick Smith points out, "amid the regional economic recovery, the attraction of the cloud is clear — it is a great place to stage proofs of concept safely and cheaply and become an early adopter," Smith said. "But it is also a source of friction within organizations as the keen adopters and the cloud realists butt heads."

As far as data trends are concerned, the analytics & optimization of digital services will drive change and innovation. In Fadi Kanafani's words, and example of this will be that Finops results are much easier to come by as more automation and smarter applications take hold. "This results in increases ROI from cloud investments throughout the public and private sector. Another trend concerns production environments. There is a



clear move away from applications as companies deliver their services through containerized solutions and microservices."

He adds that data sharing regimes are important prerequisite for building a workable data economy on the international stage. "GAIA-X sparked an important discussion about digital sovereignty and the contributions needed to establish a secure data exchange infrastructure. In the near-term, I don't think this results in a sovereign "EU Cloud." However, we will see more unity about European norms, and more adherence to them from outside Europe. Lastly, specifically in data storage, NAS and SAN continue to be the technologies of choice to underpin digital innovation. Writeable storage media can still be made more efficient."

Lior Div, Co-founder & CEO at Cybereason, predicts that standardization of XDR is a trend that will have significant impact. "Hybrid work models, 5G rollouts and the increased experimentation with the Internet of Things will lead to a connected world that will be difficult to protect. However, the productivity and convenience benefits of the technologies it provides will ensure its prevalence and therefore demand measures such as Extended Detection and Response (XDR)."

However, he notes that while the cybersecurity industry is in broad agreement on its importance, there is not a uniform definition on what XDR does or should do. "In 2023, when clear leaders in the XDR field have been established, the role AI should play in cybersecurity will become more defined," he observes.

"Everybody today needs to be thinking about cybersecurity," Div says. "While the CISO and their team will undoubtedly bear the brunt of responsibility and accountability, we all have a part to play. We can educate ourselves. We can be suspicious. We can change our relationships with devices and ecosystems to ones of 'verification first' rather than 'trust by default'. As the new year rolls in, we should remember that we live digitally more than we ever have, so we should all pull together to make ourselves safer."



AS FAR AS DATA TRENDS ARE CONCERNED, ANALYTICS & OPTIMIZATION OF DIGITAL SERVICES WILL DRIVE CHANGE AND INNOVATION.

Brennan sums it up best when she says that the future of the technology market and customer experience will go hand-in-hand. "This means organizations will need visibility into what is happening on in their network, applications and end-user devices, and being able to turn these into actionable insights. With massive volumes of data and alerts coming across numerous monitoring tools, IT teams will need to leverage Artificial Intelligence for more effective decision-making and faster time to resolution. It will be the partners who can adopt this new ethos to help reduce the noise around observability solutions and present the right platforms into the decision makers hands, which will ultimately drive value and revenue in 2023."

It's obvious that as new trends come up and the old ones accelerate to keep pace, tensions will increase throughout 2023 as companies rush to move everything to the cloud in an attempt not to be left behind. Those with a more balanced view on the cloud will find themselves at odds with the 'move everything to the cloud' mentality of the CIO and CEO. On the other hand, cloud realists, who tend to be those lower down the food chain, risk being labelled non-believers and may be marginalized if they do not conform to the cloud enthusiasts' way of thinking.

SOLARWINDS EARNS PRESTIGIOUS 5-STAR RATING IN 2023 CRN PARTNER PROGRAM GUIDE

Transform Partner Program recognized for offering partners significant growth opportunities, profit potential, and world-class tools and resources

olarWinds, a leading provider of simple, powerful, secure observability and IT management software, has been recognized by CRN, a brand of The Channel Company, with a prestigious 5-star rating in its 2023 Partner Program Guide.

CRN honors the SolarWinds Transform Partner Program that is designed to enable company partners to accelerate digital transformation for their customers with simple, secure and powerful technology, including SolarWinds cloud-native observability solutions that were built from the ground up. With Artificial Intelligence (AI) and machine learningpowered observability and service management, any company can drive business growth and maximize the performance of their digital services. SolarWinds solutions allow partners to unlock end-toend service visibility and prevent outages, irrespective of where those services are hosted - in a multi-cloud, hybrid or on premises environment. Transform is providing a new model for how to support and drive growth for the company's

valued channel partners.

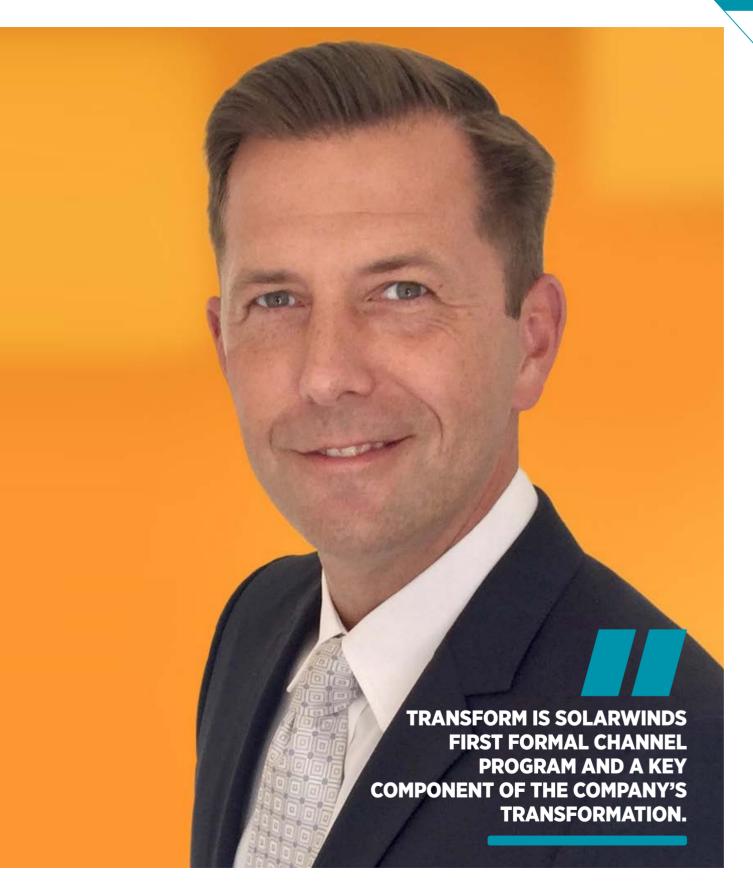
Transform is SolarWinds first formal channel program and a key component of the company's transformation, which also has included launching a cloud-native, unified platform, leveraging advanced AIOps as well as shifting toward a subscriptionfirst model. Transform represents the company's enhanced focus on the growth and development of the channel, providing a new model for partners to offer customers powerful, secure observability and service management solutions that make managing multi-cloud environments simple and help partners support customers regardless of where they may be on their cloud journeys.

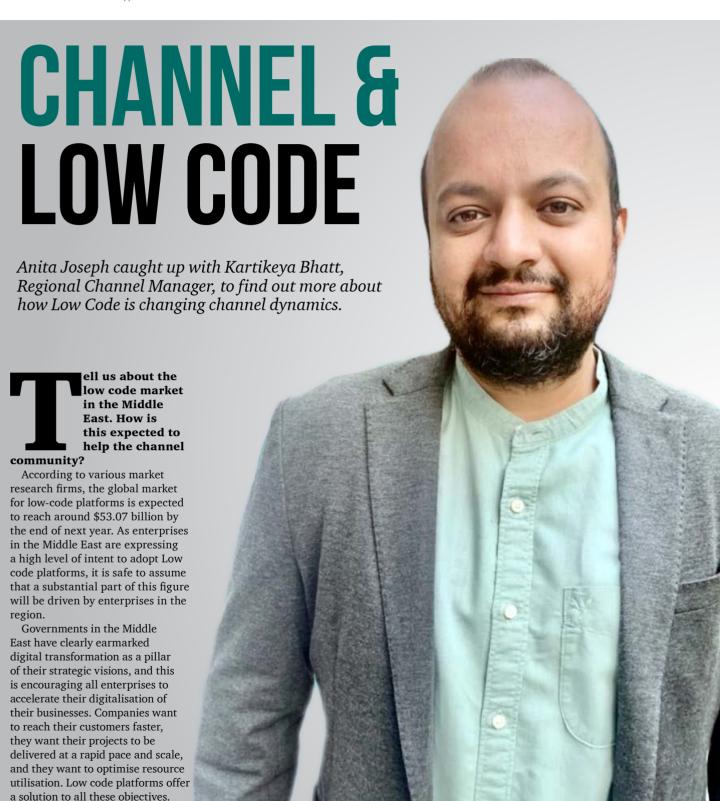
"We're thrilled to have our partner program recognized as one that is going above and beyond to nurture strong and successful channel partnerships," said Chad Reese, president of Americas sales and global channel at SolarWinds. "Transform is enabling our partners to help customers on their digital transformation journeys and manage increasingly complicated IT environments. All of us at SolarWinds would like to thank CRN for the honor and our partners and customers for taking this voyage with us."

"In today's world, the need for innovation is greater than ever," said Blaine Raddon, CEO of The Channel Company. "Solution providers seek vendors that can keep pace with their developing business and evolving client needs. CRN's 2023 Partner Program Guide delivers deep insight into the strengths of each program, spotlighting the vendors dedicated to supporting their partner community and pushing positive change throughout the IT channel."

This annual guide offers essential information to solution providers such as managed service providers (MSPs), value-added resellers (VARs), systems integrators, and strategic service providers as they explore technology manufacturers' partner programs to find the vendors that will best support their business needs. The 5-star rating is awarded to the companies that go above and beyond in their commitment to nurturing strong, profitable, successful channel partnerships.

In the 2023 CRN Partner Program Guide, vendors were evaluated based on program requirements and offerings such as partner training and education, pre- and post-sales support, marketing programs and resources, technical support, and communication.





For this reason, in almost all market verticals, CIOs in the Middle East recognise the potential for Low code tools to accelerate their time to market for digital innovation and gain a competitive advantage.

Yet at the same time, we see something interesting in the regional market - which differentiates it from what's happening in the Low code space in other geographies. While in other regions, organisations have been leveraging these platforms to empower teams of 'citizen developers' - non-IT stakeholders who through the use of these platforms are leading digital innovation within the business - in the GCC, we have observed that regional organisations are still keen to leverage the expertise and guidance of their channel partners to develop applications based on Low-code platforms. This presents a significant opportunity for the channel - enabling partners to enhance their value proposition by engaging more deeply with end-customers to understand the unique requirements for highlycustomised applications and then deliver these in a more streamlined manner using Low-code development platforms.

Would channel partners need to develop special skills to make the most of this opportunity? If so, what are they?

In recent years, we have seen the evolution of channel dynamics, with the business model changing from product selling to solution selling and now to business impact selling. Enterprises want their technology partners to be aligned not just with their IT needs, but also their business needs. This becomes especially important if channel partners hope to leverage the potential of Low-code platforms in developing new, highly profitable revenue streams.

The primary value proposition of Low code platforms is in empowering businesses by automating processes and enabling application development with limited coding expertise. So instead of focusing on technical skill sets as they've traditionally had to do, to capitalise on the Low-code opportunity, channel partners need to develop expertise in being able to gain a deep understanding of the

specific business processes of their customers. They will need to be able to design automated workflows that streamline processes specific to certain departments, and develop applications that effectively aid the digital transformation of the enterprise. So rather than technical skills, it is collaboration, design thinking, iterative innovation, and a solid understanding of the go-to-market needs of each specific customer that are the skills channel partners should work to develop. The good news is these are skills that not just technical professionals can develop so it offers a much larger resource pool that partners can draw talent from.

Tell us how partners can leverage low code platforms to modernise applications and reduce dependency on legacy systems?

The major concern that enterprises have been facing globally is that they are not able to cater to the demands and requirements of their business users. These organisations have been spending huge amounts for procuring enterprise solutions to streamline their operations. However, what return they get is a more complex IT environment which themselves takes multiple years to be implemented. The solutions, though powerful, are not able to provide the impact that the customers require.

To start with, partners should focus on their enterprise customers who face such issues. The channel should focus on giving power and control to business users who are the stakeholders most familiar with the processes and are the primary users of the applications. What these business users lack however is the easy-to-use platform which can enable them to customise processes and go live with digital innovations at pace. Without these platforms in place, these users will be forced to rely on legacy systems and other teams to assist them - this introduces considerable delay in achieving business needs, while also leading to frustration and a sense of helplessness.

Not all low-code platforms are the same. That being the case, how can the channel community pick the right platform?

The growth in the number of Low code platforms and solutions has been exponential. However, given that not all platforms are equal, picking the right solution that fits the needs of their specific business becomes critical for partners. Here are some key considerations for partners that will aid their selection process.

- value proposition of Low code platforms is based around the elimination of complexity, partners should start their evaluation by zeroing in on platforms that are the most user friendly and intuitive in nature. Simplicity doesn't have to come at the cost of powerfulness either rather a simple and intuitive solution will actually flatten the learning curve and enable the full potential of the platform to be realised.
- **Use cases:** Partners should focus on Low code platforms that can provide solutions to multiple use cases at a time. The platform should have an expansive set of predefined templates and blueprints for the various processes that different departments tend to have. As an example, it should be equipped with templates for standard HR processes such as employee onboarding. Moreover, the templates should be easily customisable so that business processes can be automated at a faster rate.
- Integration and
 Connectivity: The platform
 should have seamless integration
 with the underlying applications
 and systems the customer
 currently has. After all, the
 platform should be there to make
 the life of customers easy by
 connecting with all the long-tail

INTERVIEW // KISSFLOW

applications the customer has been running in silos for many years.

- **Security:** The platform should be secure and should adhere with the laws and regulations of the region. A simple and powerful solution can be easy to use but should be robust and secure so that customers have peace of mind to build their critical enterprise application using it.
- Scalability: The platform should be scalable and should be able to add multiple users with ease. The platform should be able to identify users as per their roles as an admin or an end user.
- Alignment: Last but not the least, every partner should also look into the value addition in terms of assistance and profitability that the platform vendor provides.
 Vendors that provide continuous support and assistance as well as guidance to partners to achieve their business objectives play a key role in enabling the channel organisation to build a successful business around the Low code platform.

How is Kissflow empowering its partner community to tap into the opportunity offered by Low code?

The Partner community in the Middle East is a very strong and closely knit community and has been one of the

driving forces for IT development in the entire region. Kissflow recognises the importance of the channel community and is always looking forward to supporting its existing partners as well as recruiting new partners to be part of the Kissflow family.

We provide our partner community with full access to resources - from pre-sales to post-sales. The unlimited access to resources that we offer our partners enables them to identify the use cases that will be most impactful for their customers. Our partners can then pitch these customers which demonstrates their ability to deliver value addition rather than being limited to just transactional business.

We have a very strong and methodical marketing team which has been able to drive various joint lead and demand gen initiatives with partners. There are multiple customised programs which Kissflow's marketing team is running with partners and separately to penetrate the Low code market and opportunities. Partners with low bandwidth can make use of the many readymade marketing collaterals we have prepared and we are more than ready to assist partners to cater to their marketing needs.

Given that Low-code is a relatively new market in the region, we understand the importance of enablement and making sure our partners are comfortable and efficient in their ability to position and implement Low code solutions. At Kissflow, we have focussed product enablement teams that are primarily. We host biweekly training sessions with partners and keep them updated not only on our platform and features, but also on the broader market dynamics.

Finally, we have made sure that we provide partners with best margins and profits after they sign contracts with us. We make sure the partners never transact with low margins which jeopardise their long-term business objectives.

Tell us about Kissflow's 'platform-based' approach that helps it to stay ahead of major competitors and cement its position in the low-code market.

The current, fragmented approach to work software hinders the success of digital initiatives. The multitude of siloed work management tools has created a complex, disjointed digital ecosystem. A holistic digital transformation is impossible without an inclusive approach where business experts and IT teams can co-create. To help Middle East enterprises move away from this disconnected, tactical approach to productivity, Kissflow has worked to provide a unified platform that enables them to embrace a radically simple and effective IT paradigm that delivers an inclusive and unified experience to all enterprise users. We have consolidated marketleading solutions across our portfolio - including its Low code, No code, process automation, collaboration, and analytics offerings – to deliver a unified low-code/no-code work platform that enables our partners to work together with their enterprise customers and fast-track digital transformation.

Kissflow's expertise lies in operational excellence. With our platform, enterprises can transform their operations with ease. Whereas with other solutions, enterprises are forced to compromise on their ambitions based on the limitations and shortcomings of the tools, ours offer the flexibility for enterprises to customise as per their needs. Our platform is also designed in such a way that it connects all the enterprise stakeholders on a single platform This helps in contextual collaboration between different users and provide comprehensive visibility across the enterprise. This paired with Low-code no-code capability makes our solution unique, with features and benefits that no other vendor on the market is capable of offering.

THE PRIMARY VALUE PROPOSITION
OF LOW CODE PLATFORMS IS IN
EMPOWERING BUSINESSES BY
AUTOMATING PROCESSES AND ENABLING
APPLICATION DEVELOPMENT WITH
LIMITED CODING EXPERTISE.

ClickShare

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INTERVIEW // BULWARK TECHNOLOGIES



EMPOWERING PARTNERS

Anita Joseph caught up with Murali Vellat, Division Manager at Bulwark Technologies, to find out how the company's strong partner ecosystem and focus on stable, steady growth, has positioned it as the VAD of choice in the IT domain.

ho are the new vendors you've onboarded this year? We've

onboarded a vendor that is typically considered, the last line of defense against Ransomware. If you look at the current ransomware attacks, a hacker will do two things: the first is to take the data out of the organisation and the second is to encrypt the backup or storage. This company called Continuity has a product called StorageGuard, that can automatically detect, prioritise and remediate vulnerabilities and security misconfigurations in their clients' storage and backup systems. This will help them protect their data and ensure recoverability. StorageGuard is equipped with tools to scan hundreds of storage and backup devices, provide a very clear and comprehensive report in terms of what the gaps are and provide a mitigation plan in terms of what needs to be done to fix those gaps. The interesting thing is that there's hardly any vendor this space. Therefore, they have a head start, and they provide a very comprehensive defense strategy for data residing in storage and backup to prevent it from getting into the wrong hands.

Tell us about your partners who participated at GISEC 2023

Most of the partners we have today are system integrators based in the UAE and other GCC countries that engage with enterprises day in and day out-they carry our solution stack. We collaborate with our partners by bringing value to the table, while they bring in the relationship with their enterprise accounts. They expect us to provide support and value and we have the technical expertise to make sure we act on behalf of the vendor to provide technical, pre-sales and post-sales support, making sure we bring the vendor's value and ethos to our partners as well.

What was the main objective of participating at GISEC this year?

GISEC being a security focused event is an ideal platform for vendors and distributors to showcase their security technologies to the market at large. The event gives both vendors and organisations the opportunity to understand the latest security technology trends, analyze new value propositions, tap into new opportunities and figure out how to mitigate risk and reduce the attack surface. Because GISEC is regional, it makes it a lot easier for us to reach out to the audience-both enterprise and partners in GCC and showcase various products and solutions. This platform helps us to engage with prospects to understand their requirement and provide us the opportunity to help them understand our value proposition, better.

What are your plans for the regional market in 2023?

In 2023, we plan to continue with our

expansion plans across the region. We've got a strong team in Saudi Arabia and we wish to enhance our presence there to have more footprint in the country. We will also continue to work in other countries of the region, such as Qatar, Kuwait, Oman and Bahrain.

We already have good vendors on board with us and will continue to build rapport in terms of reaching out to enterprises, sharing opportunities with partners, undertaking more channel management activities and supporting partners with the knowledge and information required to grow their business. Our strategy has been to always focus on our strengths and on the strengths of our partners. In fact, our USP is that we have a 360-degree view of the expectations of our partners, customers, vendors and the entire business ecosystem. Being in the industry for the last 23 years, we've been able to relate to our customers to ensure that we provide a very clear, go to market transparent strategy both for the vendor and partner. We believe that slow and steady growth is good for us, and we've been acquiring a lot of partners along the way, both in the UAE and in the region. We've also got a lot more vendors coming our way to address emerging trends in the cloud space. All of this will help us provide significant value to our customers and to the market as a whole.



IMPORTANCE OF DIGITAL RESILIENCE IN AN UNCERTAIN WORLD

Adrian Taylor, Regional VP at A10 Networks

oday we live in a 'VUCA' world full of volatility, uncertainty, complexity and ambiguity. As enterprise leaders make plans to ensure the business is ready for whatever the future brings, they face multiple challenges on every level.

As a result, many organisations are talking about how to make their business more 'digitally resilient'. This is about understanding the true

relationship between the technology that we are now all so dependent upon and IT risk. Over the past decade, the world has witnessed massive digital transformation; the net result is more interconnected systems, a larger business ecosystem and an even greater reliance on internet communications. Employees now access work from anywhere via mobile devices, and servers that were once onpremises now exist in the cloud.

Therefore, enterprise organisations'

daily dependence on technology is not only all-encompassing, but also growing deeper and even more fundamental to its operations. There is no way of slowing this continuing digital transformation.

Nearly Five Billion Internet Users

To put this into context, in January 2022 there were 4.95 billion internet users, according to DataReportal. More people online means higher demand



for network bandwidth, agility, flexibility, and security. Likewise, the COVID-19 pandemic proved that a virtual workplace is possible.

However, it has also highlighted that a work-from-home setup is not always ideal from a security perspective. Many enterprise organisations are opting for a hybrid model and adapting their workplace, not only for health reasons but also for efficiency and cost reduction benefits.

Keen to understand the impact of all the challenges enterprise organisations now face, we commissioned research at the start of 2022, which investigated various issues around digital resilience, cloud adoption, security and how enterprises were planning to work both now and in the future.

We surveyed over 2,500 organisations from a variety of vertical markets including financial services,

education, government, gaming, utilities, healthcare and retail and eCommerce. It was interesting to see how the different sectors are evolving and to compare both the similarities and the differences.

What Are Enterprises Most Concerned About?

When it comes to digital transformation, one industry at the forefront is retail and eCommerce. Alongside the digitisation of business applications and internal processes, retail organisations have seen much of their in-store, consumerfacing business move online. The organisations that prioritise consumerfriendly, convenient online offerings are seeing an exponential growth in e-commerce sales, which grew between two and five times faster than before the pandemic.

It was interesting, therefore, when we asked retail and eCommerce respondents how concerned they are about the organisation's digital resilience and readiness to cope with various challenges, they were most concerned about their agile development and DevOps capabilities (95%), and how they would support staff remotely (95.5%) as well as managing the move from IPv4 to Ipv6 (95%).

Supporting staff remotely was also a key concern for finance sector respondents (96%) when asked the same question. This sector is witnessing ever-growing competition as traditional banks compete against digital neobanks and try to keep pace with consumer demands.

Gaming and utilities respondents were both least concerned about remote access (89%). Education sector respondents were most concerned about future resilience and responsiveness to external changes (95%).

How Is This Affecting Networks?

Looking at the impact that the exponential growth in online services is having on network traffic, our research showed the gaming sector had the highest average growth of all verticals, reporting a 52.6% increase in traffic. The education sector also

experienced high growth, at 49.8%, however the average growth was surprisingly low for retail respondents (41.1%).

This could be due to retailers having gradually been moving infrastructure online for several years, whereas education establishments have had to suddenly pivot to offering online services during the pandemic.

Digital resiliency is more than network uptime, and lost revenue isn't the only price to pay. As more and more services have gone online, most industries handle large amounts of highly personal information, including payment details. This data is a lucrative target for cybercriminals.

Security is clearly top of mind for all the verticals surveyed. However, when asked about their biggest concern when it comes to cyberthreats, ransomware scored highest for utilities at 14.5%. Any downtime in this industry could mean the lights literally going out. Loss of sensitive data was the highest concern for the gaming and education sectors (20.5% and 20% respectively).

Automating In-Person TasksWhen asked what technologies

when asked what technologies respondents had implemented in the past 12 months, AI and machine learning were high across all the verticals but highest in government and retail and eCommerce. This is not surprising as both sectors look to automate in-person tasks with AI tools.

Growing businesses, particularly those expanding geographically, need to ensure that their IT infrastructure is flexible and able to cope with a hybrid workforce. Here, financial services and healthcare respondents predicted most of their workforce would return to the office, with only 12%, respectively, saying that the majority or all of their workforce would be remote. Overall, across all verticals, the preference was a return to the office with only 14% saying a minority or all of their workforce will work remotely.

As organisations prepare for the next wave of disruption, including responding to cyber-attacks, keeping the enterprise environment secure, and accommodating remote workers, digital resilience will be the watchword.

APPOINTMENTS

WSO2 PROMOTES ASANKA ABEYSINGHE TO CTO

S02, the leader in digital transformation technology, has announced that Asanka Abeysinghe has been named chief technology officer (CTO). Asanka, who has held several technology leadership roles at WS02 since 2008, most recently served as the company's chief technology evangelist. He brings more than two decades of experience in software architecture and development, helping organisations implement digital transformation programs that result in consumerdriven digital applications.

As CTO, Asanka will focus on driving WSO2's external architecture strategy, advising clients on digital transformation, and optimizing WSO2's open-source and SaaS platforms for customer satisfaction and value. In doing so, he will also expand on his existing contributions of the foundational concepts to the industry. These include the cell-based architecture approach applied to the Choreo SaaS application development suite and the digital double concept informing WSO2's Asgardeo SaaS for customer IAM (CIAM). Additionally, Asanka will take the lead in championing the company's vision along with WSO2's corporate reference methodology for development, customer success, and implementation. He is based in the WSO2 Santa Clara, CA office.



SOPHOS PROMOTES JOE LEVY TO PRESIDENT OF SOPHOS TECHNOLOGY GROUP AND APPOINTS BILL ROBBINS PRESIDENT OF WORLDWIDE FIELD OPERATIONS

ophos, a global leader in innovating and delivering cybersecurity as a service, has announced the promotion of Joe Levy to president of the Sophos Technology Group (STG). Sophos also appointed Bill Robbins president, Worldwide Field Operations.

Levy is currently Sophos' chief technology officer and chief product officer, and will retain these titles and the organisational structure of STG. As president, Levy will

continue expanding Sophos
as a leading global
cybersecurity as a
service provider,
driven by its fastgrowing Sophos
Managed Detection
and Response
[MDR] and Incident
Response [IR]
services and a
more than \$1
billion product
portfolio that spans
endpoint, network,

email, and cloud security.

Sophos MDR is the fastest growing detection and response service worldwide, supporting more than 15,500 customers. STG also includes Sophos X-Ops, a cross-operational threat and cybersecurity intelligence team of more

experts. Levy will continue to report Executive Officer Kris Hagerman.

eurity than 500 than

to Sophos Chief

"Joe and his team continue to set new standards for both the pace and the quality of innovation as our technology teams deliver world-class protection, detection and response for our customers, and provide a strong technical foundation to support Sophos' long-term success," said Hagerman. "Our product strategy, our technology delivery execution and our future technology roadmaps have never been stronger as a result of Joe's ambition, vision and guidance as a leader at Sophos."

OLIVER NORMAN APPOINTED VP OF CHANNEL & ALLIANCES, EMEAI AT VERITAS TECHNOLOGIES

eritas Technologies, the leader in secure multi-cloud data management, has announced that Oliver Norman has joined the company as VP of Channel & Alliances, EMEAI.

In this role, Oliver will develop and execute a growth-oriented channel strategy that will help to build on the company's leading position in business and cloud resiliency. He will report to Mike Walkey, Senior Vice President, Global Channel and Alliance at Veritas and will be part of the Veritas International Leadership Team.

Oliver will work with partners to mutually grow channel revenues and drive momentum. He will make it his priority to build knowledge, capabilities, and communication that bring value to partners as more of their customers' businesses and operations shift to complex multicloud environments.

Oliver is a proven technology leader with decades of international sales experience. Most recently, he served as Area Vice President for BMC Software – which helps customers run and reinvent their businesses with open, scalable, and modular solutions to complex IT problems – where he headed up the channel sales function for EMEA. Prior to this, he worked at Morse, a consulting, IT services and technology company, with proven expertise in business applications services and infrastructure services and technology.

TRELLIX APPOINTS ASH PARIKH AS CHIEF MARKETING OFFICER

rellix, the cybersecurity company delivering the future of Extended Detection and Response (XDR), has announced the addition of Ash Parikh to the role of Chief Marketing Officer (CMO). In his role as CMO, Parikh will lead global marketing teams to drive brand awareness, demand generation, and go-to-market strategies of the XDR market leader.

"Trellix's XDR platform is helping our customers bolster their cybersecurity programs," said Bryan Palma, Chief Executive Officer at Trellix. "Ash's unique experience at the intersection of SaaS, cybersecurity, and data management perfectly positions him for amplifying Trellix's XDR leadership and ensuring our value proposition is accessible to millions of customers."

"Since the pandemic, marketing has been disrupted, but very few know how to navigate. It takes a deep understanding of the customers' journey, an ability to leverage the latest digital technology, and a dedication to sales and marketing alignment to drive meaningful engagement with customers. Trellix's XDR leadership is the perfect opportunity given the ever-increasing threat landscape, and I'm ready to jump right in with my experience in data and cybersecurity," said Ash Parikh. "I look forward to telling the Trellix story and advancing the company alongside a world-class global marketing team."





THE ROAD AHEAD

Anoop Das, Enterprise Manager, Middle East at Mimecast, tells Anita Jospeh how the company's channel-first strategy will continue to drive its growth, transformation and customer reach.

hat is the biggest market opportunity for you and vour channel

partners in 2023?

The adoption of hybrid work environments has added another level of complexity to the cyber threat landscape. With employees working in offices and remotely, the attack surface of where work happens, is wider than ever before - resulting in an onslaught of attacks targeting the cloud-based intersection of business communications, people, and data. New and emerging collaboration channels - Microsoft Teams, Slack, Zoom, WhatsApp, etc. - have grown in popularity because of the rise of hybrid work - and have now joined email as a primary attack vector for threat actors to exploit. But it's important to remember that criminals think about the outcome - not the vector - when launching their attacks. So, the problem can't be solved with communication security alone. Firstly, there's a people element and at Mimecast we have a big focus on security awareness training and providing contextual guidance to users about potential risks in email, which helps make them smarter. And while we're known as an email security company it's not just about email, it's actually about work and making sure you can have confidence in your digital work environment and are able to work protected. To address this, we work with our channel partners to

deliver vital protection to companies of all sizes, by integrating with other security vendors who are focused on other categories of protection.

What technology investments will you make in 2023?

Last year we launched the Mimecast X1 platform, which now serves as the foundation for the Mimecast product suite. Powering fully integrated services that deliver industry-leading protection for communications, people, and data, the X1 platform makes information actionable and provides the reliability, resilience, and scale the modern threat landscape demands. In the Middle East we plan to launch our Email Security, Cloud Integrated solution. The gateway-less solution is designed to optimise protection for Microsoft 365 environments with scalable, best-in-class email and collaboration security. Typically deployed in less than five minutes, this solution is ideal for IT teams that need email security delivered the fastest way possible. We also plan to continue developing new tools and technologies that keep pace with the evolving threat landscape - looking deeper into social graphs, metadata, and other emerging chains of communication.

What challenges will customers will face in 2023?

The volatile state of the global economy will create tough budgetary conditions for customers in 2023. Organisations need to pivot from reactive patchwork cyber spending - causing widespread tool sprawl across cybersecurity - to proactive investment strategies closely aligned to their greatest areas of cyber risk. Making risk-driven investment decisions is the best way to preserve costs while maximising ROI amidst

economic volatility. CISOs must also be able to effectively identify risk, measure its potential business impact, and then articulate this to their executive board to secure adequate.

The cybersecurity skills shortage will also remain one of the biggest challenges for organisations. Many global organisations find it difficult to recruit appropriately skilled cybersecurity professionals, leaving teams under pressure and underresourced. But the cyber threat landscape continues to accelerate at a rapid pace, driving higher levels of burnout and human error across the sector. The companies best positioned to offset cybersecurity's labour challenges are those adopting security tools and platforms that offer integration into an organisation's existing security ecosystem.

How will Mimecast successfully work with channel partners in 2023?

Our channel partners are a key component of Mimecast's success as a company. After rolling out new offerings, we'll look to our channel partners to engage with existing customers and new prospects. We rely on them to help guide buyers toward smart purchasing decisions that deliver real value for their organisation. They understand their customers' security environments and are able to provide them with additional offerings to improve their security posture.

What are your top priorities for 2023?

In 2023, we will continue to listen to our customer community with the goal to meet and exceed their expectations. Partners regularly speak to the end users and can share valuable insights on how we can help our customers so we will work closely with the channel to ensure success in this area. On a global level, we are building a new engineering centre of excellence in Mississauga, ON, Canada, which will serve as a key component in helping us grow our product offering and innovate. We also have other initiatives in the works to help amplify our product offerings and expand our market reach.



ORGANISATIONS NEED TO PIVOT FROM REACTIVE PATCHWORK CYBER SPENDING TO PROACTIVE INVESTMENT STRATEGIES **CLOSELY ALIGNED TO THEIR GREATEST AREAS OF CYBER RISK.**

ANNOUNCES NEW RTX 4070 GPU AND AVAILABILITY OF RTX REMIX

RTX 4070 GPU brings improved performance for gamers and content creators



The GeForce RTX 4070 is the ideal GPU for 1440p resolution gaming and allows streamers and content creators to create even faster with RTX acceleration and AI tools. The

GeForce RTX 4070 benefits from the NVIDIA RTX platform, including NVIDIA DLSS 3, NVIDIA Reflex, NVIDIA Game Ready Drivers, RTX Video Super Resolution, and more. The GeForce RTX 4070 with DLSS 3 is on average 1.7x faster compared to last generation's RTX 3070Ti with DLSS 2. It is also 20% faster on average in traditional games while reducing average gaming power consumption by 23%.

GeForce RTX 4070 graphics cards will be available from April 13th in the NVIDIA in-house Founders Edition design from







Overwatch 2 Coins, a \$40 value.

NVIDIA Remix Runtime remasters classic DirectX games

NVIDIA also announced that a major component of its RTX Remix modding platform is now available as open-source to enthusiasts. RTX Remix, part of the NVIDIA Studio suite of apps, is composed of two core components that work together to enable modders to remaster classic PC games: the RTX Remix creator toolkit, and a custom RTX Remix runtime. While

RTX Remix creator toolkit Early Access is coming soon, the RTX Remix runtime is available now for download from GitHub.

The RTX Remix runtime captures a game scene, and replaces assets at playback while injecting RTX technology, such as path tracing, DLSS 3 and Reflex, into the game. Modding is all about community, and providing an open-source RTX Remix runtime will help empower mod developers to expand Remix compatibility to even more classic PC games, alongside broadening the types of mods that can be made

when the RTX Remix creator toolkit is released.

Additionally, NVIDIA also announced that the highly-anticipated game Counter-Strike 2 will have support for NVIDIA Reflex, to ensure that latency is at an absolute minimum in this competitive shooter. Counter-Strike 2 will join a growing list of games that benefit from NVIDIA Reflex, including top titles such as Apex Legends, Call of Duty: Warzone 2, Destiny 2, Escape from Tarkov, Fortnite, Overwatch 2, Tom Clancy's Rainbow Six Siege and Valorant.

FINAL WORD // VEEAM SOFTWARE

VEEAM INTRODUCES COMPETENCY PROGRAM FOR VEEAM VALUE-ADDED RESELLERS AND VEEAM CLOUD & SERVICE PROVIDER PARTNERS

leeam Software, the leader in Modern Data Protection, has enhanced its ProPartner Network strategy with the launch of the Veeam Competency Program for Veeam Value-Added Resellers (VVARs) and Veeam Cloud & Service Provider (VCSP) partners. The new program provides dedicated expertise and resources to support customers and fellow partners using the recently launched Veeam Data Platform, a single platform delivering more advanced data security, recovery and hybrid cloud capabilities with Veeam Backup & Replication (VBR) v12 as the foundation. Program alumni will be recognized with Veeam credentials for their technical and go-to-market offerings that help differentiate their portfolio in the

Modern Data Protection requires a customized approach to effectively support business continuity. This is especially true with the combination of rising data complexity across different systems and the risks posed by cyber-threats. The Veeam Data Protection Trends Report 2023 found that 55% of global organizations are focused on improving the reliability and success of backups to meet their internal Recovery Point objective (RPO), Recovery Time Objective (RTO) and Service Level Agreement (SLA) needs. Companies are often lacking the necessary in-house skills and resources to optimize their existing IT strategy. An ecosystem of certified partners fills that gap, and the Veeam Competency Program connects the right skills for





Larissa Crandall, Vice President of Global Channel and Alliances at Veeam (L) and Kinda Baydoun, Head of Channel and Alliances, Middle East & CIS, Veeam (R)

the specific demands of both customers and fellow partners.

"Our success is built upon working closely with our partners to provide customers with the best protection and recovery for their data," said Larissa Crandall, Vice President of Global Channel and Alliances at Veeam. "We bring unsurpassed innovation and combine that with the expertise of our partners to offer customers a perfectly matched solution for their needs. As a 100% channel-driven organization, Veeam is committed to ensuring our partners have access to the most valuable resources and training to deliver first-rate outcomes for customers. That's why these new program enhancements have been designed in collaboration with our partners to expand their capabilities

in a way that enables them to tap into the potential of the total addressable market."

The Veeam Competency Program initiative aims to build "ProPartner Competency" through a high-value partner network across the globe. The program is designed in a simple but robust way: eligible VVARs and VCSP partners that have developed first-class solutions can apply to have their use case specific offering audited by Veeam. Every go-to-market and technical competency achieved will be rewarded with a verified Veeam badge. This new data protection proficiency level will be highlighted by a premium placement on the Veeam ProPartner Directory on Veeam.com, a partner list facilitating the process for customers looking for a suitable IT business partner.

Smart security for every home.



Ring lets you monitor every corner of your property, no matter where you are. With a Video Doorbell at your door and Security Cams around the house, you can create a Ring of Security around your entire home.

With Ring, you're always home.





Transforming Network Data into Real Insights

GET THE INSIGHTS, CONTEXT, AND CONTROL YOU NEED WITH POWERFUL FEATURES LIKE:

Incident analytics

- ML-driven root cause analysis and remediation
- Al-driven severity classification

Network health monitoring

 Create and monitor SLA categories and thresholds

Client troubleshooting

 Granular client connection diagnostics and event correlation

Data Explorer

Customizable visualization of historical data

Reporting

Curated reports of historical data

Service validation

 Network self-validation via virtual client that resides on RUCKUS access point

Melissa Al-powered virtual network assistant

Answers IT questions in natural language

IT service management integrations

 Integration via webhooks with leading ITSM platforms such as ServiceNow and Salesforce to automatically initiate helpdesk tickets

Designate a third party for management

 Two-tiered management—log in once to access multiple customer accounts under management

RUCKUS Analytics is a next-generation service for network analytics and assurance. Powered by machine learning (ML) and artificial intelligence (Al), it delivers comprehensive visibility into the operation of your RUCKUS enterprise network. The service accelerates troubleshooting and helps IT teams meet their network SLAs. With streaming network telemetry from network devices, RUCKUS Analytics automatically transforms data into deep insight. Get the information you need to be much more efficient in network assurance—freeing up time to focus on other projects. RUCKUS Analytics supports SmartZone and RUCKUS Cloud control and management architectures. If you prefer, you can designate a third party such as a RUCKUS networking solution provider to administer your account. Managed service providers (MSPs) can manage multiple end-customer RUCKUS Analytics accounts from within their own account.



