

THE COMPANY LEVERAGES THE POWER OF DATA AND THE STRENGTH OF STRATEGIC COLLABORATIONS TO DRIVE CUSTOMER SUCCESS AND BUSINESS GROWTH.





# **D¢LL**Technologies

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# THE NEED FOR COLLABORATION

n the ever-evolving landscape of the digital world, businesses find themselves at the intersection of innovation and adaptation. The channel partner ecosystem, a network of interconnected entities facilitating the distribution and sale of products and services, stands as a linchpin in this transformative journey. As the digital wave intensifies, the need for collaboration within this ecosystem becomes more apparent than ever.

The rapid growth of the digital realm brings with it a myriad of challenges and opportunities. From technological advancements to shifting consumer behaviors, businesses are navigating uncharted waters. In this dynamic environment, channel partners play a pivotal role in bridging the gap between manufacturers and end-users. However, the key to unlocking the full potential of this ecosystem lies in collaboration.

Collaboration within the channel partner ecosystem is not just a strategic choice; it's a necessity. The complexity of the digital world demands a synchronised effort from all stakeholders. Manufacturers, distributors, and resellers must forge alliances built on transparency, trust, and a shared vision. The synergies created through collaboration allow for a more agile response to market demands, quicker adoption of emerging technologies, and a more comprehensive understanding of customer needs.

Moreover, the digital landscape is characterised by interconnectivity. A product or service seldom stands alone; it is part of a broader digital ecosystem. Channel partners, by working together seamlessly, can create an integrated environment that enhances the overall customer experience. This not only fosters customer loyalty but also opens up new avenues for innovation and revenue generation.

In an era where speed and adaptability are paramount, businesses that fail to recognise the importance of collaboration within the channel partner ecosystem may find themselves struggling to keep pace. The digital world rewards those who can embrace change and capitalise on collective intelligence. By fostering a culture of collaboration, businesses can navigate the complexities of the digital landscape with resilience and innovation, ensuring sustained growth in an ever-evolving marketplace.



FOUNDER, CPI Dominic De Sousa (1959-2015)

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## TOP STORIES

# SOPHOS ADVANCES ACTIVE ADVERSARY DEFENSES WITH NEW SECURITY SOLUTIONS

ophos, a global leader in innovating and delivering cybersecurity as a service has introduced several new solutions that advance critical defenses against active adversaries. Sophos exposes how these active adversaries are now carrying out ransomware "fast" attacks in mere hours in "The 2023 Active Adversary Report for Security Practitioners" also published recently.

The Sophos X-Ops report showcases the forensics of fast smash-and-grab ransomware attacks and the precise tactics, techniques

and procedures (TTPs) attackers are using to operate in this new high-speed attack mode – including preferred living-off-the-land binaries (LOLBins) and other tools and behaviors that get



them close to crucial resources that they want to exploit. This evidence in the report and detailed explanations of how certain attacks unfold demonstrates the need for regularly adapted security solutions to protect, detect and disrupt intrusions as fast as possible on the attack chain.

"In the face of fastmoving adversaries who are continuously evolving their TTPs – and often blend the use of legitimate tools – to execute multistage attacks. cybersecurity defenses need to be dynamic and foresightful," said Raja Patel, chief product officer at Sophos. "Sophos is taking a proactive, protectionfirst approach to stopping threats at the front door before they escalate. We're evolving products with industry-first security capabilities that are

powered by Sophos X-Ops' deep threat intelligence from more than half a million organizations globally to identify and counter threats at speed and scale."

# TP-LINK EXPANDS DISTRIBUTION NETWORK WITH AMPCONNECT IN UAE

P-Link, a global leader in networking products, has announced its partnership with Ampconnect, a leading technology distributor in UAE.

As per the agreement,
Ampconnect will distribute TPLink's full range of Enterprise
Networking and surveillance
products to its partners in United
Arab Emirates. This strategic
collaboration will enable TP-Link to
expand its business with extensive
network of resellers, system
integrators empowering enterprise
business.

TP-Link's products are known for their high quality, reliability, and innovation. Ampconnect is a trusted partner for businesses of all sizes, helping them to operate more efficiently and successfully in the markets they serve. With over 30 years of experience, Ampconnect is a trusted



partner for businesses of all sizes, helping them operate more efficiently and successfully.

'The partnership with TP-Link signifies a remarkable opportunity for AMPCONNECT to deliver Enterprise solutions that will drive our business to new horizons. TP-Link's cutting-edge

products are poised to revolutionise connectivity and offer our customers unmatched performance and reliability. Together, we aspire to elevate our offerings and create new dimensions of success," said Shaji John, GM-AMPCONNECT IT DISTRIBUTION.

The new distribution agreement will help TP-Link to expand its reach and market share in the United Arab Emirates. It will also provide Ampconnect's channel partners with access to TP-Link's innovative networking products.

"We are excited to partner with Ampconnect to distribute our Enterprise Networking and surveillance products in the United Arab Emirates. We are committed to providing our customers with the best possible solutions, and we are confident that Ampconnect can help us to achieve this goal," said Lucas Jiang, GM, TP-Link MEA.

TOP STORIES

# NETAPP ANNOUNCES VMWARE SOVEREIGN CLOUD INTEGRATION AND SIMPLIFIED DATA MANAGEMENT FOR MODERN VIRTUALISED APPLICATIONS

etApp, a global cloudled, data centric software company, has announced NetApp StorageGRID for VMware Sovereign Cloud. The NetApp plugin for VMware Cloud Director Object Storage Extension enables sovereign cloud customers to more cost-effectively store, secure, protect, and preserve unstructured data while meeting global data privacy and residency regulations. NetApp also announced the latest release of NetApp ONTAP Tools for VMware vSphere (OTV 10.1) designed to simplify and centralise enterprise data management across multi-tenant vSphere environments.

NetApp's new Object Storage plug-in for VMware Cloud Director enables Cloud Service Providers to seamlessly integrate StorageGRID as their go-to Object Storage solution to offer customers secure Object Storage



for unstructured data. The integration delivers StorageGRID services within the familiar VMware Cloud Director user interface, minimising training efforts and maximising time to revenue for partners. A standout feature of StorageGRID is its universal compatibility and native support for

industry-standard APIs, such as Amazon S3 API, ensuring smooth interoperability across diverse cloud environments. Further enhanced values like automated lifecycle management help ensure more costeffective safeguarding, storage, and maintain high availability for VMware environments with unstructured data.

"We know that data sovereignty is increasingly important to large organisations and that they are continually increasing the volume of highly sensitive data they need to manage and store," said Phil Brotherton, Vice President, Solutions & Alliances at NetApp. "The integration of NetApp StorageGRID with VMware Sovereign Cloud is a significant achievement for NetApp and a real game changer for our customers with unstructured data in the cloud who must maintain sovereign control of that data at all times."

# F5 EXPANDS NETWORK PRESENCE IN MIDDLE EAST TO ENHANCE REGIONAL CONNECTIVITY AND SECURITY

5 is set to expand its global network presence with a new point of presence (PoP) in the United Arab Emirates (UAE).
Scheduled to launch in early 2024, the PoP is part of a purpose-built cloud-native platform that connects and secures distributed applications in multi-cloud and edge environments.

"Apps deployed across distributed global environments are difficult to manage. Meanwhile, traffic from the public Internet is at risk of being compromised during transit. More than ever, optimising and securing APIs can be challenging," said Mohammed Abukhater, RVP for the Middle East, Türkiye and Africa at F5. "Optimised for app-to-app connectivity and security, our PoPs stand out in the market by consolidating multiple services across monolithic and microservices apps. This significantly simplifies app management, security, and network



connectivity across distributed infrastructures. The ability to manage and protect application workloads via

an F5 PoP will be hugely beneficial for our existing, and future, customers across the region."

Providing 15+ Tbps of peered capacity, all F5 PoPs are interconnected using a dedicated and redundant private backbone, multiple transit and peering connections for direct connectivity across multiple cloud providers, enterprise cloud and edge locations, and telecom operators.

It also gives customers the capability to offload high-performance or latency-sensitive workloads, and functions as a distributed control plane with software running on the customer's edge or cloud site.

Furthermore, the Distributed Cloud Platform provides routing, SD-WAN termination, load balancing, multilayer security, Kubernetes-based apporchestration, and a globally distributed app gateway – accessible from every PoP on the F5 global network.

# HID OPENS NEW LOGISTIC CENTER IN SHANNON, IRELAND TO SERVE CUSTOMERS IN EUROPE, MIDDLE EAST, AND AFRICA

ID, a worldwide leader in trusted identity solutions, has announced the opening of its new Logistics Center in Shannon, Ireland. The new facility is HID's second largest Logistics Center, supporting 55 countries across Europe, the Middle Fast and Africa (FMFA).

The occasion was marked with an official ribbon-cutting and a visit from local government and business leaders, as well as HID's operations leadership team. The new 4157 m2 Logistics Center is double the size of HID's previous facility and employs 60 people with a goal of expanding headcount in the years to come.



"The new Logistic Center is strategic in sustaining the global growth HID has experienced, and it demonstrates our commitment to fostering innovation and product availability across the region," said Josh Freeman, HID's Senior Vice President and Head of Operations.

"I wish to congratulate HID for the establishment of its second site in Ireland, and its second largest Logistics Center. A leading technology solutions company operating in several fast-growing markets, HID is a welcome addition to the Midwest established Technology cluster. I wish HID and its team in Shannon every success with this expansion," said CEO of IDA Ireland, Michael Lohan.

Operating in Ireland since 2006, HID has steadily expanded its manufacturing, R&D, supply chain customer service, IT, finance, human resources, and other business functions in Ireland to support a growing customer base across EMEA.

# POSITIVE TECHNOLOGIES ANNOUNCES COOPERATION WITH REGIONAL SUPPLIERS OF CYBERSECURITY SOLUTIONS IN DUBAI

n the sidelines of GITEX GLOBAL 2023, Positive Technologies has agreed on partnership with eight providers of cybersecurity services and solutions to develop cooperation in the region for the promotion of modern products and exchanging experience in the field of cybersecurity. The company emphasises

the importance of establishing a results-oriented cybersecurity system by means of innovative protection tools that make use of artificial-intelligence and machine-learning technologies.

According to research data from Positive Technologies, the most relevant threats to security in the Middle East are cyberattacks on government agencies, industrial enterprises, and critical infrastructure. To carry out these attacks, criminals use social engineering methods, deploy malware, and exploit vulnerabilities.



Within the region, 83% of all successful cyberattacks are targeted; on shadow markets, access to companies from the GCC region is sold at low prices (\$100–1000). Since 90% of these access opportunities are provided with administrator rights, even inexperienced attackers with a small budget can attack these organisations.

"Companies all over the world are in extreme need of professional help to protect their information systems and infrastructures from cyberattacks, which is why the demand for information security management services is growing in the Middle East," said Evgeniya Popova, Director of International Business Development, Positive Technologies, "The main objective of the partnership is to support the ability of managed security service providers [MSSPs] to provide highquality services. To this

end, our company offers a complete range of modern effective solutions within the framework of the results-oriented approach to cybersecurity. In an era of unprecedented growth of threats, it's time for organisations to take charge of their future by radically changing their approach to the protection of their digital assets. GITEX is an ideal platform for strengthening cooperation with regional partners who share our vision of establishing an information security system focused on achieving tangible results."

## **NEWSMAKERS**

# AIQ AND AVEVA ANNOUNCE STRATEGIC COLLABORATION TO PIONEER INDUSTRIAL AUTOMATION AND OPERATIONAL EFFICIENCY

AIQ, a technology pioneer focused on driving artificial intelligence (AI)-powered transformation across industries, and AVEVA, a global leader in industrial software, have announced a strategic agreement to develop the market-leading Neuron5 autonomous operations project.

The memorandum of understanding (MOU) will incorporate AIQ's and AVEVA's

advanced technologies into the project, which is designed to boost efficiency and enable the implementation of autonomous systems across the value chain.

The partnership between AVEVA and AIQ will combine leading-edge technological expertise in implementing autonomous operations for multiple industrial assets. The aim is to reduce downtime, enhance asset availability, minimise manual control operations, and empower teams to take proactive, informed, actions, enhanced and accelerated by autonomous



decision support.

Caspar Herzberg, CEO of AVEVA said: "This MOU is the latest in a succession of innovative projects and we look forward to leveraging our capabilities in industrial automation,

AI and data ecosystems to create a new, more intuitive way of working with teams that empower individuals, unlock value and drive operational efficiency to ensure responsible use of resources."

# INFOR ANNOUNCES NEW DEVELOPER PORTAL AND PROGRAM

Infor, the industry cloud company, has announced the launch of its new Developer Program and Developer Portal, which are designed to provide developers with the information and tools they need build applications on top of Infor cloud ERP (enterprise resource planning) systems.

The Infor Developer Portal includes baseline concepts and definitions to get started, a centralised library of APIs (Applications Programming Interfaces), and a set of specific tutorials that will help developers assemble the components they need to build next- generation solutions. The 50+ tutorials are offered in addition to Infor U. courses and topical videos on Infor



YouTube. As the central place for developers, links to product documentation, developer forums (Infor Communities), and best-practice guides are all located within the portal.

"We view the Infor Developer Program as an on-ramp for launching solutions on our Infor Marketplace," said Story Monforte, Infor's Senior Director of Digital Strategy. "It is another key part of our growing partner ecosystem, which helps deliver a myriad of choices and innovation to our customers," he added.

The Infor Developer Portal also will provide resources for two primary Infor application development solutions, Infor Mongoose and Infor OS (Operating Service) App Designer.

# OPSWAT OPENS REGIONAL OFFICE IN DUBAI TO SUPPORT INDUSTRIAL SECTOR FIGHT AGAINST CYBERTHREATS

OPSWAT, a global leader in Critical Infrastructure Protection (CIP) cybersecurity solutions, has announced the opening of its Middle East, Turkey, and Africa (META) regional office in Dubai, United Arab Emirates, following GITEX earlier this month. The move is aimed at answering the increasing demand across the region for zerotrust cybersecurity solutions capable of safeguarding critical infrastructure.

The opening of OPSWAT's Dubai office closely follows a period of significant growth for the company in the region. Over the past 12 months its regional momentum has included 60% growth in revenue, 50% growth in its customer base, a 50% increase in the number of projects, and a substantial increase in the company's



operational resources.

OPSWAT's regional customers include organisations in the manufacturing, nuclear, energy, oil and gas, government, and defense sectors. More than 50 GCC ministries selected OPSWAT in the past year

and the company is also actively working with almost all the region's oil and gas companies. In the financial services sector, OPSWAT has provided solutions and products to 43 regional banks — including eight central banks — since March 2022, and is in the POC stage with approximately 50 other FSI entities.

"This office opening is timely, as we will have an on-the-ground presence in a market where we are fast becoming the vendor

of choice for government ministries and banks," said Sertan Selcuk, VP of Sales, Middle East, Turkey, Africa & Pakistan (METAP), at OPSWAT. "Our expectation is to see at least 500 companies as our customers in the META region by the end of this year."

# AXIS COMMUNICATION INTRODUCES NETWORK-BASED 60GHZ RADAR FOR AREA AND TRAFFIC MONITORING 24/7

Axis Communications has announced a high-frequency radar that can accurately detect, classify, and track humans and vehicles. This powerful device uses advanced radar technology, so it doesn't depend on visibility to detect and track objects ensuring energy cost savings.

AXIS D2210-VE Radar offers a 95° field of view and can deliver the position of an object for

accurate detection 24/7 in various weather and light conditions. It can detect humans at up to 60 m (200 feet) and vehicles up to 90 m (295 feet). Additionally, with road monitoring profile enabled, the detection range



for vehicles increases up to 150 m (492 feet). This radar can also be used to trigger events and gather more reliable traffic statistics 24/7. In addition, AXIS Speed Monitor, available as a free download, can efficiently gather

actionable data about the monitored road.

This compact, network-based device can be used stand-alone for non-visual monitoring. Furthermore, with smart coexistence functionality, it's possible to combine up to eight AXIS D2210-VE radars in close proximity. Additionally, it is possible to expand the installation with up to six AXIS D2110-VE radars and customise

the detection area depending on the needs. It should also be noted that radar waves from Axis radar devices are harmless—even with continuous exposure humans can get close to them without any risks.

## **NEWSMAKERS**

# TENABLE AND SIEMENS ENERGY EXPAND OT CYBERSECURITY PARTNERSHIP

Tenable, the Exposure Management company, has expanded its partnership with Siemens Energy to further secure operational technology (OT) environments in the energy sector. Building on years of collaboration, Siemens Energy will integrate Tenable OT Security into their Omnivise T3000 control system as a network intrusion detection system (NIDS), in addition to already leveraging Tenable OT Security for asset discovery and vulnerability management. Siemens Energy's decision to bring Tenable into this flagship offering joins existing collaboration on their recently rebranded cybersecurity service offering, Omnivise OT Security, powered by Tenable.

Tenable and Siemens Energy's



collaborations bring together cybersecurity and OT knowledge bases to address a key challenge for the energy sector: securing an everchanging asset base that bridges the digital and physical world. Energy sector worksites typically involve unique configurations of equipment from many manufacturers and increasingly involve a fluctuating set of networked digital devices. If companies fail to keep up with the onslaught of new devices and new threats, they can end up with cybersecurity blind spots and increased risk in the physical and digital systems that produce and move electricity and fuel.

"Siemens Energy brings deep OT knowledge to cybersecurity challenges and has become a leader in securing energy work sites," said Marty Edwards, deputy CTO for OT/IoT, Tenable. "We are

Sites," said Marty Edwards, deputy CTO for OT/IoT, Tenable. "We are particularly honored that Siemens Energy has chosen Tenable OT Security as the right solution set not only for their expanded service offerings, but to integrate into their industry-leading control systems."

# PROVEN SOLUTION BRINGS THE POWER OF ARTIFICIAL INTELLIGENCE TO CUSTOMER SERVICE WITH LAUNCH OF HABOT

The no-code Arabic-first conversation AI chatbot to transform customer service across Arabic-speaking countries Dubai, UAE, November 8, 2023 - PROVEN Solution, the leading provider of solutions in cuttingedge technologies such as Artificial Intelligence (AI), Robotics and VR/ AR, announced the launch of Habot, its innovative no-code Arabic-first conversational AI chatbot, which will transform customer service across Arabic-speaking markets. Built with AI, easy no-code platform, and natural language processing capabilities, Habot allows companies to build and publish their own chatbots without any prior coding experience.

"While there's been a global surge in chatbot solutions, there was a clear gap for a no-coded tool armed with the Arabic language with its varied dialects. We, at PROVEN Solution, are deeply rooted in our Arabic culture and have extensive experience with Arabic speakers," said Ahmed Sabry, Head of AI, at PROVEN Solution. "While



developing Habot, our primary focus was to cater to native Arabic speakers in the GCC region and beyond. Habot is a result of our commitment to providing world-class technology, which is easy to use, and perfectly suited for the Arabic market. It will help companies to reach out more effectively to their customers and bring tangible value for our local partners."

With unique features such as the no code implementation, Habot can integrate with the customers' service channels easily thereby reducing deployment time. Habot is specifically designed to address the linguistic nuances of the Arabic dialects ensuring accurate and effective communication with customers in the region. The solution is highly scalable and customisable and caters to the needs of small and large enterprises alike, providing a flexible solution that can be tailored to align with specific business requirements.

The Habot platform can be integrated with many software and messaging platforms such as WhatsApp, Facebook Messenger, Line, Telegram, etc., and easily deployable across industries. Habot supports in lead generation, sales, customer support automation, and HR automation, and can be deployed in cloud as well as on-premises allowing companies to secure all their data within their infrastructure.









# HEAT, COLD, or RAIN are NO match

The mydlink DCS-8630LH Full HD Outdoor Wi-Fi Spotlight Camera boasts a wide-angle lens accompanied by a 400 lumen spotlight and color night vision, easily capturing your entire outdoor area in high-quality 1080p.



# **Two-Way Audio**

With a built-in microphone and speaker



# **Color Night Vision**

See and record full color video up to 7 meters in low-light conditions



# **Person Detection**

Delivers smarter, more relevant





Google Assistant



# KASPERSKY ANNOUNCES UPGRADED XDR 10 SOLUTION

aspersky is announcing a new comprehensive security Extended Detection and Response (XDR) solution combining multiple security options in a unified platform. Including log collection and correlation, case and asset management, response playbooks and investigation capabilities, XDR helps companies protect business assets and processes against advanced or complex threats, APTs and targeted attacks. Early adopters can now evaluate Kaspersky XDR in a test environment and share feedback before implementing it in real infrastructure.

The cyberthreat landscape makes it extremely challenging for organizations to stay on top of their cybersecurity while focusing on core business operations. Add an everexpanding attack surface, regulatory requirements, and the global skills gap to the mix and it's easy to see

why modern businesses are under so much pressure. According to Enterprise Strategy Group's XDR and SOC Modernization Report, 51 percent of companies struggle to detect and investigate advanced threats with their current tools. They need better threat detection and response capabilities, better security alerts prioritisation and a unified management hub for all security operations taking place in the company. Kaspersky XDR has been created to meet growing demands in response to all these requests.

The first Kaspersky XDR offering evolved from Kaspersky Anti-Targeted Attack platform as Native XDR in 2016. In 2023 the company is making the next step on the way to better detection and response capabilities with the introduction of Open XDR. The new product is available to early adopters who can assess its functionality and compatibility with the existing infrastructure in a test environment.

Easily managed from the Open

Single Management Platform, Kaspersky XDR offers comprehensive on-premise security, ensuring customers' sensitive data remains within their own infrastructure while meeting data sovereignty requirements. This is a robust cybersecurity solution that provides an all-encompassing view of company's security and helps businesses stay ahead of evolving cyberthreats by correlating and analysing data from various sources across an organisation's IT infrastructure, providing a holistic and contextual view of potential threats.

Kaspersky XDR can integrate with other cybersecurity solutions from Kaspersky ecosystem as well as with third party products, including Endpoint Protection Platforms and Threat Intelligence services. This integration can help organisations seamlessly streamline their security operations and reduce the complexity of managing multiple security solutions.



# Advanced analytics for comprehensive threat detection and response

Kaspersky XDR provides comprehensive threat detection and response capabilities by leveraging a wide range of data sources, including endpoint, network, and various application and operation systems logs. The solution uses advanced analytics and can automatically cross-correlate and analyse data from multiple sources. It can also initiate automated responses to contain and

remediate potential cyber risks. For the most experienced and demanding users, threat hunting capabilities are available to proactively detect advanced threats.

# **Investigation Graph for greater** visibility

The investigation graph is a tool that helps InfoSec professionals gather attack artefacts in a clear and coherent picture that is easy to analyse and respond. Its purpose is to simplify the process of starting to investigate alerts and incidents, bringing together events from different systems on the same canvas, displaying their connections, and giving tools for searching, enriching and responding.



# THE FIRST KASPERSKY XDR OFFERING EVOLVED FROM KASPERSKY ANTI-TARGETED ATTACK PLATFORM AS NATIVE XDR IN 2016.

# Customized playbooks for better efficiency

Kaspersky XDR also allows the creation of efficient playbooks to customise workflows with flexible triggers and tailored response scenarios. This feature helps companies to speed up typical operations, build a process for teamwork and minimise errors in frequently thus providing InfoSec professionals with more time for the investigation of repeated complex incidents.

# Easy deployment and management

Kaspersky XDR is designed to be easily deployed and managed, even in complex enterprise environments with focus on data sovereignty. On universal platforms, Kaspersky can land XDR to any environment or region, guaranteeing compliance with frameworks such as General Data Protection Regulation (GDPR), Payment Card Industry Data Security Standard (PCI DSS) and Health Insurance Portability and Accountability Act (HIPAA).

Anton Ivanov, Chief Technology Officer at Kaspersky, said: "Our Extended Detection and Response is a breakthrough major milestone in our strategy. It brings a new quality of protection and ease-of-use for our corporate customers by consolidation of complex cross-product scenarios in a single unified console. XDR is based on our new Open Single Management Platform enabling our customers to enjoy tailored security that can integrate into Kaspersky's products, and a wide array of third-party solutions. Another benefit of our Open Single Management Platform is that it enables both cloud and on-premises installations, which makes Kaspersky XDR one of the few deploymentagnostic solutions of its kind in the market. Our XDR will help companies to increase the overall efficiency of their cybersecurity while addressing such global trends, as increasing attack complexity, skills shortages, and alert fatigue."

The commercial release of Kaspersky XDR takes place in H1 2024 worldwide. It will also be available as a part of a new Kaspersky product line.

# ORANGE BUSINESS AND VMWARE TRANSFORM FLEXIBLE SD-WAN TO SIMPLIFY CUSTOMER EXPERIENCE

range Business and VMware, Inc. are strengthening their partnership to deliver Flexible SD-WAN with VMware as the first fully embedded SD-WAN offering in Evolution Platform. The Orange Business Evolution Platform combines a secured digital infrastructure with an agile, cloud approach to order and manage services.

Cloud has become the benchmark for customer experience. Performance and trust are now non-negotiable, and innovation is the catalyst for customers' transformation roadmaps. Orange Business is transforming the way it provides the latest services from its ecosystem of partners, natively and digitally via Evolution Platform. The service platform enables enterprise customers to compose their own mix of services to meet their evolving business requirements, while benefiting from the performance of the Orange world-class infrastructure and global expertise.

Enterprises can access a catalog of products, including Flexible SD-WAN with VMware, via a self-service console or through an API, using Evolution Platform. Automation and service chaining in the platform simplify the management of the customer's entire digital infrastructure for secured user-to-cloud and cloud-to-cloud connectivity, as well as for voice services. It also enables end-to-end

visibility and service guarantees.

Flexible SD-WAN with VMware addresses the needs of today's highly distributed, latency-sensitive workloads, applications, and devices at the edge. It provides advanced automation capabilities and an optimal user experience when accessing remote applications. This equals significantly improved employee productivity. Organisations can bring up sites faster, using 5G, LTE, Wi-Fi, or satellite for hard-to-service locations. Edge devices are auto-provisioned, lowering both IT costs and deployment times.

Orange Business customers consuming Flexible SD-WAN with VMware via Evolution Platform will benefit from a global network of Super Points of Presence (PoPs). These Super PoPs are located strategically on the Orange Tier 1 global backbone, close to the customer and cloud providers, significantly lowering latency for

applications and services, as well as providing needed business agility.

"In today's digital-first business environment, the demand for a resilient, adaptable and secured network infrastructure has never been more critical. We welcome VMware on board Evolution Platform. Its SD-WAN offering will provide our customers with choice and interoperability, enabling them to build the ideal network for their business," said Jean-Noël Michel, vice president, Communication Services, Orange Business.

"We're excited to bring the flexibility and enhanced performance of VMware SD-WAN to the Evolution Platform by Orange Business," said Sanjay Uppal, senior vice president and general manager, Service Provider and Edge, VMware. "As a key element of our software-define edge portfolio, SD-WAN allows organisations to modernise their digital infrastructure and monetize their network overlays by reducing networking infrastructure, providing zero trust and zero-touch pull-based capabilities and network programmability. Together with Orange Business, we will provide a more secure, reliable and scalable connectivity to organisations of all sizes across all industries."



PERFORMANCE AND TRUST ARE NOW **NON-NEGOTIABLE, AND INNOVATION** IS THE CATALYST FOR CUSTOMERS' TRANSFORMATION ROADMAPS.



# Reseller PARTNER EXCELLENCE

# Awards

24<sup>th</sup> January 2024 Grand Hyatt Dubai

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

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

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

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

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

# THE GAME CHANGER

Maya Zakhour, Director Area Partner Lead at NetApp, tells Anita Joseph how the company leverages the power of data and the strength of strategic collaborations to drive customer success and business growth.



www.tahawultech.com // Reseller Middle East // NOVEMBER 2023

ow has NetApp's channel partner program evolved to adapt to the rapidly changing technology landscape, and what innovative approaches have been implemented to enhance the partner experience?

We have recently launched the NetApp Partner Sphere Program which further consolidates NetApp's commitment to driving a partner-first culture that creates an ecosystem of collaboration and innovation to capture greater market share by growing flash revenue, accelerating cloud adoption, and leveraging partner-led solutions and services.

The partner-first program approach incentivises alignment with NetApp's strategy while delivering greater customer value and accelerated growth. Partner Sphere provides a unified engagement model where partners can move seamlessly between sell-to, sell-through, and sell-with sales motions that accelerate their revenue by driving customer-based outcomes and outpacing competition.

The program offers 11 Services

Certified tracks and 19 Solution Competencies aligned to 3 key focus areas that enable partners to expand their services portfolio and become trusted advisors to their customers--unlocking greater value, and accelerating revenue growth through ongoing service engagements.

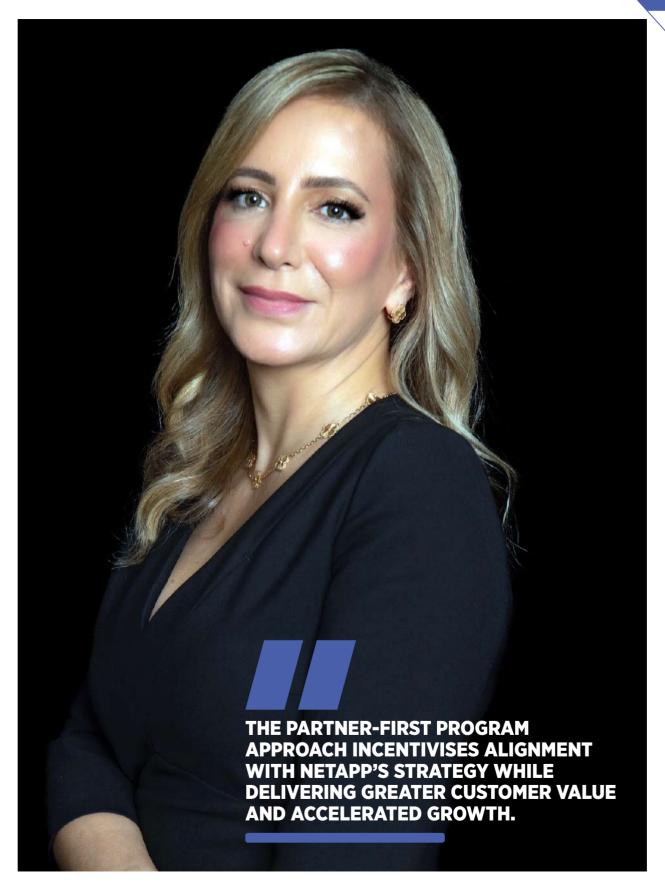
OUR VISION FOR THE FUTURE REVOLVES AROUND EMPOWERING ORGANISATIONS TO HARNESS THE FULL POTENTIAL OF THEIR DATA IN A RAPIDLY EVOLVING IT LANDSCAPE. NetApp has a reputation for its technological innovations. Can you share some of the latest groundbreaking technologies and solutions that the company has introduced, and how do these innovations impact channel partners and their customers?

Recently we launched the new Google Cloud NetApp Volumes which is a fully managed storage service for data and applications. And thinking about other hyperscalers we have also FSX for NetApp ONTAP with Amazon and Azure NetApp Files with Microsoft.

Also, during our major event 'Insight 2023,' we announced the extension of our Storage Leadership and Innovation with the Only Unified Data Storage Across On-premises and Public Cloud. Including new block storage products driving unmatched savings and sustainability, multiple improvements to public cloud storage services, and updates to NetApp Keystone Storage-as-a-Service (STaaS) —all designed to drive simplicity, savings, security, and sustainability for customers.

Furthermore, NetApp collaborates with technology partners and integrates its solutions with various





# COVER STORY // NetApp

platforms and applications. This enables organisations to leverage NetApp's data management capabilities within their existing technology ecosystem, ensuring seamless integration and interoperability.

In the competitive world of data storage and cloud services, what strategies and initiatives has NetApp undertaken to support its channel partners and drive mutual growth and success in the market?

NetApp has implemented several strategies and initiatives to support its channel partners and drive mutual growth and success in the competitive data storage and cloud services market. We invest in partner enablement programs to equip our

channel partners with the knowledge, skills, and resources necessary to effectively sell and support NetApp's solutions. This includes comprehensive training programs, certifications, and access to technical documentation and resources. By enabling partners, NetApp ensures they have the expertise and confidence to deliver value to customers. Also, sales and technical support, which includes access to pre-sales and post-sales technical resources, demonstrations, and proof-of-concept assistance. And of course, partner incentive plans, channel partner programs and specialisations, allowing our partners to differentiate themselves in the market and focus on specific solution areas, such as cloud, data analytics, or industry-specific solutions.





# CHANNELS ARE KEY FOR OUR GROWTH AND WE WILL CONTINUE WORKING CLOSELY WITH THEM.

As the IT industry continues to evolve, what is NetApp's vision for the future, and what role will channel partners play in helping the company achieve its goals? While the technology landscape is constantly evolving, there are several impactful trends that businesses should be prepared for in the next few



years, for example: AI and Machine Learning, IoT, Cybersecurity and Data Privacy, Blockchain, Augmented and Virtual Reality and Quantum Computing, to name a few. And we cannot forget sustainable technologies, because the focus on sustainability is growing and businesses should embrace technologies that contribute



to environmental conservation, including adopting renewable energy sources, implementing energy-efficient solutions and leveraging technologies like IoT and AI to optimise resource usage and reduce waste.

Our vision for the future revolves around empowering organisations to harness the full potential of their data in a rapidly evolving IT landscape. Channel partners play a vital role in NetApp's vision for the future. NetApp recognises the importance of collaboration with its channel partners to reach a broader

customer base, deliver solutions, and drive customer success. NetApp likely envisions strengthening partnerships with channel players, fostering collaboration and jointly addressing customer challenges.

Could you provide insights into NetApp's plans for expanding its global presence and strengthening partnerships with channel players in different regions?

To strengthen partnerships with channel players in different regions, NetApp actively recruits new partners or expands its existing partner network. This involves identifying and onboarding partners with strong market presence, technical expertise, and customer relationships in specific regions. As I already mentioned, channels are key for our growth and we will continue working closely with them to expand our presence.

NETAPP RECOGNISES THE IMPORTANCE OF COLLABORATION WITH ITS CHANNEL PARTNERS TO REACH A BROADER CUSTOMER BASE, DELIVER SOLUTIONS, AND DRIVE CUSTOMER SUCCESS.

# PROVEN SOLUTION BRINGS POWER OF AI TO CUSTOMER SERVICE WITH LAUNCH OF HABOT

ROVEN Solution, the leading provider of solutions in cuttingedge technologies such as Artificial Intelligence (AI), Robotics and VR/ AR, announced the launch of Habot, its innovative no-code Arabic-first conversational AI chatbot, which will transform customer service across Arabic-speaking markets. Built with AI, easy no-code platform, and natural language processing capabilities, Habot allows companies to build and publish their own chatbots without any prior coding experience.

"While there's been a global surge in chatbot solutions, there was a clear gap for a no-coded tool armed with the Arabic language with its varied dialects. We, at PROVEN Solution, are deeply rooted in our Arabic culture and have extensive experience with Arabic speakers," said Ahmed Sabry, Head of AI, at PROVEN Solution. "While developing Habot, our primary focus was to cater to native Arabic speakers in the GCC region and beyond. Habot is a result of our commitment to providing world-class technology, which is easy to use, and perfectly suited for the Arabic market. It will help companies to reach out more effectively to their customers and bring tangible value for our local partners."

Understanding the growing demand for solutions in the region, PROVEN Solution has developed Habot as a unique chatbot that prioritises delivering exceptional user experiences in Arabic. This comes at a time when businesses are expanding their presence in the Middle East and seeking localised solutions now more than ever before.

With unique features such as the no code implementation, Habot can integrate with the customers' service channels easily thereby reducing deployment time. Habot is specifically designed to address the linguistic



nuances of the Arabic dialects ensuring accurate and effective communication with customers in the region. The solution is highly scalable and customisable and caters to the needs of small and large enterprises alike, providing a flexible solution that can be tailored to align with specific business requirements.

The Habot platform can be integrated with many software and messaging platforms such as WhatsApp, Facebook Messenger, Line, Telegram, etc., and easily deployable across industries. Habot supports in lead generation, sales,

customer support automation, and HR automation, and can be deployed in cloud as well as on-premises allowing companies to secure all their data within their infrastructure.

Habot is designed to be secure, flexible, and accurate and can be used across large-scale enterprises across diverse sectors such as BFSI, Retail, Healthcare, Corporate, and Travel and Hospitality. The chatbot platform empowers businesses to deliver exceptional customer service, automate tasks, and drive growth. Habot is available in Saudi Arabia and other GCC countries.



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# **DRIVING DIGITAL TRANSFORMATION**

**Reem Asaad,** Vice President, Cisco Middle East and Africa, tells Anita Joseph how the company is driving digital transformation with its commitment to innovation, resilience and sustainability.

# igitization is a trending topic. Can you discuss Cisco's initiatives in building a resilient digital

Digitization is indeed a prominent topic today, encompassing aspects like digital transformation, AI, cybersecurity, and cloud computing. Cisco has been in the UAE for over two decades, and we've made significant investments. We have a strong local presence and valuable partnerships with governments, customers, and partners. We've been primarily focusing on five key pillars to support our customers:

# **Application Transformation:**

With the rise of digital transformation, there's a need to re-imagine applications. COVID-19 accelerated this shift, emphasising the importance of applications as the lifeblood of businesses and governments. We're helping customers adapt to various application types, be it public cloud, hybrid cloud, consumed as a service, or cloud-native. The goal is to make applications more efficient and effective, catering to government, citizen, or business services. Resilient Infrastructure: As applications become distributed, the infrastructure must be robust. We've integrated AI into our network

solutions, allowing customers to

ensures efficient and secure network

operations, a critical part of adapting

build AI-driven networks. This

to evolving digital needs.

**Hybrid Work Environments:** The way we work has transformed, with many people working from home. Cisco is committed to ensuring a seamless experience, no matter where you work. This includes features like noise-canceling for video calls to enhance collaboration and inclusivity.

**Cybersecurity:** The evolving threat landscape demands robust cybersecurity. We've incorporated AI-powered cloud security into our offerings to safeguard the network from any entry point, be it from the cloud, the office, or remote locations. Ensuring the security of data and networks is crucial.

**Sustainability:** In line with the digitisation journey, we're also focused on sustainability. Cisco is actively helping customers transition to sustainable solutions, offering clean and green energy options, promoting

WE HAVE A STRONG LOCAL PRESENCE AND VALUABLE PARTNERSHIPS WITH GOVERNMENTS, CUSTOMERS, AND PARTNERS. circular economy practices, and building resilient ecosystems.

## How is Cisco enabling the next generation to keep up with emerging trends, particularly in AI?

Skill development is a significant challenge. Digital skills are critical, but there's also a need to equip individuals with the skills to responsibly manage and implement AI. A significant gap exists in the market, and reports indicate that up to 60% of jobs will require retraining in the next four years. At Cisco, we have established the Cisco Networking Academy to address this challenge. We collaborate with universities to offer future-focused skills, including AI, cybersecurity, programmability, and business skills. In the Middle East and Africa, we've trained over 3.3 million learners till date, with 105,000 in the UAE alone, ensuring that technology is accessible and utilised responsibly.

# How are security imperatives evolving in the digital era, and what about governance and cybersecurity laws?

Security has become a central concern for businesses and governments. To effectively manage cyber threats, there's a need for robust security policies, leveraging AI-powered detection, and resilient infrastructure. Cisco is at the forefront of these changes, offering intelligent, AI-driven cloud security solutions. These solutions ensure that the network remains secure, no matter the entry point. The focus on security is not only part of our network but also embedded into our hardware, software,



and data management systems. Cybersecurity laws and policies play a pivotal role, and they are continually evolving to address the challenges of the digital era.

# With COP 28 approaching, how can businesses ensure their actions have a positive impact on society, especially regarding sustainability?

Sustainability is a key focus, even in regions rich in natural resources like the Middle East. Sustainability is now a central discussion in boardrooms. Cisco is actively assisting customers in transitioning to sustainability in three key areas:

Clean and Green Energy: We help

businesses use clean energy in their solutions, promoting eco-friendly practices.

Circular Economy: Embracing a circular economy approach, where products are designed for reuse and recycling, to reduce waste.

Resilient Ecosystems: Building a resilient ecosystem to support sustainability efforts, ensuring that the entire system is sustainable.

We also help customers identify key performance indicators (KPIs) and implement technology roadmaps to reach sustainability goals. Data management and analytics play a critical role in measuring progress. We also emphasise choosing the right partners to navigate this sustainability journey effectively. Cisco is committed to sustainability and aims to be net zero by 2040, focusing on reducing emissions and removing what's left from the environment.

# Can you share some highlights from GITEX, any important announcements or partnerships?

GITEX is the landmark event in the region and beyond. We've established numerous partnerships with leading companies. It's the ideal platform to showcase our innovations and the collaborative efforts of our partners. We are dedicated to advancing the industry and creating a more sustainable and digitally resilient future.

# POWER OF PARTNERSHIP

Anita Joseph caught up with **Charbel Zreiby**, Channel Presales Director – CEEMETA at Dell Technologies, to explore how the company is focused on creating greater synergy with its partners to drive change and resonate better with their customers.

hat does it mean to be participating in GITEX this year? What are the products and solutions you are showcasing?

At Gitex, the world's leading technology show, we are actively promoting several cutting-edge innovations, many of which are long-awaited technologies. These emerging technologies are summarized under the umbrella of multi-cloud solutions. Today, we are offering customers the flexibility to choose the cloud strategy that aligns with their specific needs. We are also emphasizing edge solutions, a crucial component of our multi-cloud strategy. Our substantial investment in edge solutions underscores their importance. Additionally, artificial intelligence (AI) is a significant area of focus. With the rise of generative AI, we have cultivated partnerships that enable us to offer comprehensive AI solutions and development, along with 5G data management and robust security measures. All of these can be explored at GiTex, courtesy of Dell Technologies. What sets us apart is our collaboration with a select group of highly capable partners and distributors, who offer tailor-made solutions based on their expertise.

# Can you tell us more about your channel partner ecosystem and its key highlights?

When it comes to partnering with technology vendors, there are three crucial factors that partners consider. First, profitability plays a pivotal role, and we, at Dell Technologies, have a robust partner program in place. We provide our partners with one of the most attractive rebate schemes globally. This program is

lauded for its predictability and simplicity, making our partners very content. Our partners also value our brand, which is synonymous with technological innovation and vision. Lastly, we prioritize support for our partners. We help them understand how to effectively sell technology solutions, position them, and convey their value to customers. Our team, specifically, employs a "ready to sell" framework that equips partners with resources from both sales and presales to identify, qualify, and close deals successfully. We are committed to helping our partners stay at the forefront of technology and provide continuous support as they evolve. Our focus on enabling our partners to succeed fosters strong loyalty, creating a win-win scenario.

How significant is the Middle East region for your business, and



# what's your perspective on the business opportunities here?

The Middle East and the broader region are of immense importance to our business. This region predominantly relies on channel partnerships for nearly 100% of its transactions, with specific areas, particularly in South Africa, presenting exceptions. We are actively working on initiatives to enable our partners to thrive in this challenging landscape. For instance, we are providing our partners with more collaborative spaces and opportunities for handling accounts that our internal teams do not manage. This unique approach is expanding across all regions. When you partner with Dell Technologies, you gain the space to do business independently and boost your profitability through our services. In addition, we have introduced several crucial programs, including our "partner-first" strategy for storage. This initiative prioritizes our partners and incentivizes them to drive sales. They also aim to foster our partners' growth and enhance their relationship with us.

# What is your vision for the channel partner industry in this region, and what are your distribution plans?

Our vision for the channel partner industry in this region is to strengthen it significantly. Historically, we've had substantial direct sales presence, but we've been actively transforming our approach. We're focusing on channel development to ensure that our partners can run substantial businesses independently. Our goal is for our partners to be fully selfsufficient, capable of delivering the same quality of service as our in-house teams. While we could hire more resources, our partners remain essential to our ability to effectively cover all the countries in this region. Channel partnerships are a critical component of our go-to-market strategy, and we plan to continue prioritizing and empowering them to promote our business more effectively. Ultimately, we aim to make our channel partners fully self-reliant.

# BENEFITS OF A GREEN NETWORK INFRASTRUCTURE

**Fayez Eweidat,** Senior Sales Director - Middle East, Turkey & Africa at Juniper Networks

limate change is a topic that no one, including IT teams, can afford to ignore these days. The large-scale digital transformation we have seen in recent years has led to more intensive use of network infrastructure and a greater emphasis on network sustainability. A recent report by PWC suggests that companies are driven by climate risk awareness to adopt or have adopted ESG strategies, further indicating the growing importance of sustainability and accountability across industries.

Juniper Networks partnered with Vanson Bourne to conduct a survey of 650 IT decision makers (ITDMs) and 1,200 office workers across EMEA to gauge confidence in sustainable networking transformation within business. Juniper's "Future of Networking" report found that, 54 percent of respondents from Saudi Arabia and 62 percent of those in the UAE thought that sustainable networking is extremely important in terms of making a significant contribution towards ongoing climate change measures. However, 46 percent of respondents from Saudi Arabia and 37 percent of respondents from the UAE also stated that their organisation's leadership only have a fair understanding of the impact of the technology choices in the context of sustainability.

To close this knowledge gap, it is essential that IT leaders learn about the various aspects that contribute



to a sustainable network. After all, a sustainable network entails more than solemnly reducing the energy consumption of the network or the use of "green packaging." What steps can IT managers take to make their network more sustainable and reduce their impact on the environment?

## **Broad view of sustainability**

From top to bottom, organisations need to have a broad understanding of sustainability. It is important to look beyond just what savings network infrastructure can bring. There are many factors that can reduce the total environmental impact of a network infrastructure apart from reduced energy consumption, such as the supply chains and equipment vendors, the product life cycle, and total waste. Businesses should ensure that their network supplier works together with their supply chain partners to ensure responsible, fair, and sustainable business throughout the entire supply chain. When looking at waste reduction, organizations should take into account the waste that relates to effectively utilising the energy that is consumed, the time to troubleshoot inefficiencies, hardware waste at the end of life stage and, for example, unused bandwidth.

By looking beyond the energy savings that a network can bring and creating a network that, for example, reduces commuting time, automatically minimizes energy waste, has a greener supply chain, and requires less maintenance and technician presence, the overall environmental impact will be reduced. A broad view of sustainability is essential to building a greener and more efficient network.

## **Automation** is key

Lowering the emissions that stem from usage through energy optimisation with AI-enabled automation can, therefore, make an incredible impact. Network automation through artificial intelligence (AI) and machine learning (ML) is the process of automating the planning, implementation, operations, and optimisation of network structures. This allows manual tasks and processes at any stage of the network

lifecycle to be taken over by software applications that can complete them repeatably and reliably. In addition, this software can provide predictive analytics, make recommendations to network operations teams, and act independently, allowing network problems to be fixed automatically. The possibility of human error is reduced, and engineers need to do less repetitive work. All of this contributes to an overall greener infrastructure where less energy is consumed in fixing errors.

Moreover, network automation reduces work-related travel because networks can be deployed faster and only a single site visit is required, which reduces travel related emissions. Industry research has shown that IT-teams managing network infrastructures often spend more than 40 percent of their time troubleshooting issues. This time can be significantly reduced when networks are automated. Network engineers will therefore spend less time commuting to sites and fixing issues and can work from one fixed location or even from home more often

In addition to saving through efficiency, automation also leads to smart, direct energy savings through automated energy management. An example of such is having access points automatically shut down at the end of the workday. This ensures that power

FROM TOP
TO BOTTOM,
ORGANISATIONS
NEED TO HAVE
A BROAD
UNDERSTANDING
OF SUSTAINABILITY.

consumption is minimised when few or no people are at the office. When someone logs back into one of the access points, it will automatically turn back on.

# The corporate network in the home environment

Working from home is still the new normal and is expected to remain so. Working from home not only has advantages for employees themselves, but also reduces CO2 emissions significantly. Research by CE Delft shows that several billion kilometers of commuting can quickly be saved if employees work from home one and a half days more than before. This yields an estimated climate gain of no less than 353,600 tons of CO2. However, a good home office cannot exist without a good internet connection.

By extending the company network to the home environment, companies ensure that employees have an outstanding connection when working from home, which effectively reduces commuting and thus contributes to reducing overall CO2 emissions. Also, a good home network boosts the productivity of employees working from their living room. A win-win situation.

# Proactive rather than reactive management

A proactive management approach is a key requirement for a sustainable, functioning network. Automation through AI is a key player in this. Proactive management will lead to fewer IT tickets, increased user satisfaction, and thus a reduction in the number of engineers and technicians having to troubleshoot onsite. For example, one major retailer experienced an 85 percent reduction in site visits for troubleshooting thanks to the deployment of AI technologies.

Looking beyond the standard parameters of sustainability, such as power consumption, opens up a plethora of opportunities to make the network more sustainable. As a result, organisations will not only operate greener, but will also become more efficient and user-friendly.

# PIONEERING SHARJAH'S DIGITAL REVOLUTION

In an exclusive interview with Anita Joseph, **Sheikh Saud bin Sultan Al Qasimi**, Director of the Sharjah Digital Office, discusses the strides made by the emirate in its digital transformation efforts and how collaboration between the public and private sectors is crucial for successful digital transformation.

harjah has been making significant strides in its digitalisation efforts. Can you highlight some of the key milestones achieved so far and discuss the city's vision for further digital transformation in the coming

Sharjah's journey towards digitalisation has been marked by significant achievements that have transformed the way we serve our citizens and residents. One of the most notable milestones is the successful launch of over 60 digital services that cover a wide range of essential needs. These services are designed to simplify interactions with government entities, making them faster and more efficient.

Furthermore, our commitment to digital transformation is evident in creating a unified platform, Digital Sharjah platform, a one-stop destination for citizens, businesses, and the government to interact seamlessly. It has streamlined processes by minimising paperwork and enabling round-the-clock service access, greatly improving transparency and efficiency in public services.

Our vision for further digital transformation in the

coming years is ambitious. We are committed to making technology accessible to all residents, regardless of their background or age. We are continuously committed to enhancing digital literacy and expanding the range of available digital services towards leveraging technologies and solutions to simplify life for everyone and drive comprehensive development across all sectors.

These milestones underscore our dedication to improving our citizens' and residents' quality of life through technology. As we continue on this journey, we remain focused on delivering innovative solutions that meet the evolving needs of our community while setting the stage for a brighter digital future for Sharjah.

As technology becomes increasingly pervasive in Sharjah's society, what measures have been taken to bridge the digital divide and ensure that all residents have access to the benefits of the digital revolution? Additionally, how has the government fostered a culture of innovation and entrepreneurship in the city to stimulate further technological advancements? Bridging the digital divide is a primary objective in our digitalisation journey. To this end, we have instituted



a comprehensive set of measures to ensure that every resident can partake in the advantages of the digital era. Our commitment to fostering a culture of innovation and entrepreneurship has also yielded remarkable outcomes, including innovation challenges that have encouraged the generation of fresh ideas and creative solutions. By nurturing collaboration between the public and private sectors, we have created a vibrant ecosystem that incubates technological advancements and bolsters the growth of local businesses, allowing customers to seamlessly perform transactions with government entities, set up their businesses, and complete registration and leasing services, among many others

# Tell us about Digital Sharjah and how it has helped streamline bureaucratic processes and improve transparency and efficiency in public services.

Digital Sharjah, a governmentowned and operated digital platform dedicated to unifying the delivery of services in Sharjah, is a model of our commitment to efficiency and transparency in public services. This unified platform offers various government services accessible through a single entry point. By minimising operational steps and significantly reducing paperwork, Digital Sharjah has streamlined administrative processes to an unprecedented degree. The result is a citizen-centric approach that expedites service delivery and enhances transparency, accountability, and overall satisfaction in interactions with government entities.

Currently, the platform provides over 60 digital services, spanning offerings from various government entitites in the Emirate of Sharjah. Furthermore, it integrates services from the private sector, with a core emphasis on ensuring customer comfort and satisfaction, enhancing the user experience when accessing essential services.

We all know that for technology to be effective, there must be significant investment in

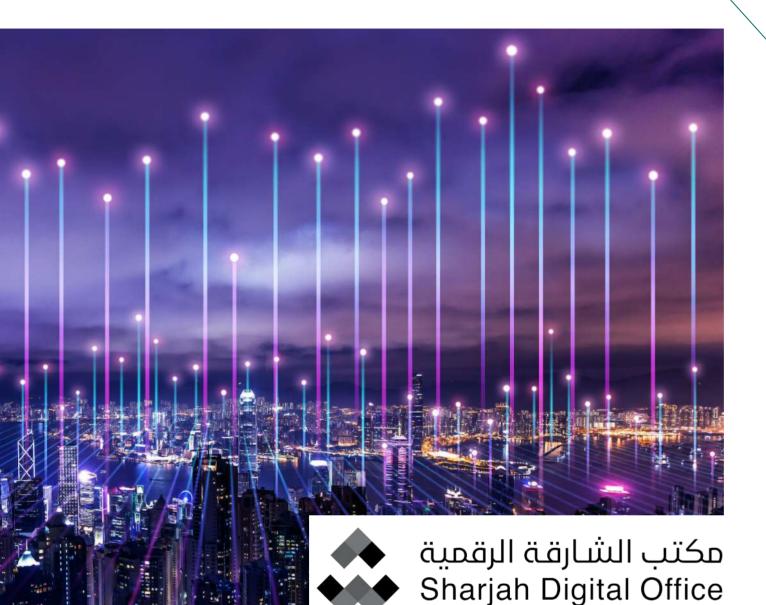


human capital to drive progress and growth. What efforts are being made to upskill the local workforce to adapt to technological changes and ensure inclusive economic development?

Investing in human capital is integral to our technological advancements. We have undertaken targeted initiatives to equip the local workforce with the skills required for a technology-driven landscape in the form of training programmes, workshops, and courses

offered to enhance digital literacy and equip individuals with the tools to navigate evolving technologies. These efforts are geared towards ensuring inclusive economic growth by empowering individuals with the competencies needed to excel in the digital age.

Collaboration between the public and private sectors is crucial for successful digital transformation. How does Sharjah foster partnerships with



# technology companies and startups to drive innovation and co-create solutions that address the city's unique challenges and opportunities?

Collaboration between the public and private sectors is pivotal in our digitalisation journey. We actively foster partnerships through platforms that facilitate knowledge exchange and idea sharing. Initiatives, like innovation challenges and collaborative workshops, serve as incubators for joint innovation.

To facilitate this, we instituted dynamic platforms that serve as meeting points for these entities. Through these platforms, we forge robust partnerships with technology companies and start-ups, leveraging their expertise to co-create innovative solutions that are finely tuned to address our city's distinct challenges and opportunities.

But our engagement with technology companies and startups goes beyond the traditional boundaries. We actively involve them in our journey through mechanisms like accelerators and collaborative projects that serve as nurturing grounds for fresh ideas, cutting-edge technologies, and innovative solutions customised to meet the intricate demands of Sharjah.

These comprehensive strategies underscore our commitment to ensuring that technologies and solutions positively impact every facet of Sharjah's life, fostering inclusive growth, innovation, and citizen-centric services.



# AVEVA CONTINUES TO DRIVE DIGITAL TRANSFORMATION THROUGH COLLABORATION WITH MICROSOFT

VEVA, a global leader in industrial software, driving digital transformation and sustainability, has expanded its strategic collaboration with Microsoft to further strengthen both companies' data integration platforms to better prepare customers to incorporate AI in key industries across the world.

The agreement will see an even closer synergy between industrial cloud platform AVEVA Connect and data analytics solution Microsoft Fabric, which is currently in public preview. They are designed to streamline the process of collecting, transforming, and unifying data from various sources. They help gather data from different parts of an organisation's operations, including manufacturing processes, supply chains, and other relevant systems. These platforms offer tools for data cleansing, transformation, and enrichment, making the data more consistent and useful for downstream applications and preparing data to power AI capabilities.

With Microsoft's end-to-end solutions in the cloud and AVEVA's deep industry expertise and software applications, the unique combination of capabilities helps businesses capitalise on the power of technology to become more agile, resilient, and sustainable. Customers can adapt to changing market conditions and customer demands with flexible and scalable solutions. Continuity and security of operations is ensured with reliable and robust cloud services; risks can be managed and monitored with



proactive and predictive analytics. Environmental impact can be reduced, and social responsibility increased through the efficiency and productivity AI applications bring.

AVEVA Connect turns data into insight to improve businesses decision-making. The platform connects data that can create a realtime digital twin which unlocks the insights needed to engineer smarter and operate better. Teams can work anywhere in the world in a single collaborative cloud environment. And systems are connected so that software applications whether on premises, in the cloud or a hybrid mix are easily accessible.

Caspar Herzberg, CEO, AVEVA, said: "Connected information and insights provide a holistic view of business activity in real time for industrial companies. We provide the operational data in order, and in context – which

helps data scientists and business analysts get to work more quickly using trusted data that is shaped, transformed, and ready to use.

"Such a connected ecosystem approach ignites ingenuity across the industrial sector and unlocks the next wave of growth at a time when businesses must operate within extremely fragmented and uncertain market conditions."

AVEVA Connect and Microsoft Fabric can help pull together the complete data analytics platform for the era of AI. Organisations can access their complete data estate to unlock and accelerate data potential, empowering teams and transforming business. This, in turn, can contribute to green software initiatives by providing a unified view of data from different stages of the manufacturing process, reducing waste, conserving energy, and improving overall efficiency and sustainability.

Darryl Willis, Corporate Vice President Energy and Resources Industry, Microsoft, said: "By enabling AVEVA Connect to interoperate with Microsoft Fabric, we're empowering data and business professionals alike to unlock the potential of their data and lay a strong foundation for this era of AI."



THE AGREEMENT WILL SEE AN EVEN CLOSER SYNERGY BETWEEN INDUSTRIAL CLOUD PLATFORM AVEVA CONNECT AND DATA ANALYTICS SOLUTION MICROSOFT FABRIC.

EXCLUSIVE // SENNHEISER

# CREATING EXCEPTIONAL AUDIO EXPERIENCES

Anita Joseph caught up with **Dr. Andreas Sennheiser**, Co-CEO at Sennheiser Group, to discuss the company's post-divestment growth and the future of the Unified Communications Portfolio.

n 2021, Sennheiser made a strategic decision to divest its consumer products portfolio. Can you tell us about the rationale behind this decision and the impact it has had on the company's overall growth and profitability in the year following the divestment?

The strategic rationale behind our decision was a result of a thorough analysis of our four core business segments: Pro Audio, Business Communications, Neumann and Consumer Electronics. Over the past decade, we observed that they are characterized by different customer groups, customer requirements, product life cycles and market dynamic. Although we saw great potential for growth in all of these areas, we decided to focus and invest in our core competencies. The competencies required for success in the consumer products business has evolved, with a stronger emphasis on fashion trends and marketing

capabilities, while maintaining sound quality as a key factor. These shifts were not in line with our historical core competencies. Consequently, we decided to find a partner that could complement this segment effectively. We divested this part of our business, which included all relevant assets, such as development teams, sales, and manufacturing. Our new partner now embodies the essence of Sennheiser's headphone business while bringing in these valuable new capabilities. This strategic move has allowed us to focus on all four business units, ensuring they have equally bright futures, whether managed by us or a partner.

Sennheiser's Unified
Communications portfolio
plays a crucial role in the
modern workplace and remote
communication solutions. How
is your company positioned
to capitalise on the growing
demand for these products and
services at a global level?
Our primary objective is to establish



ourselves as the most dependable partner for efficient product delivery to our customers. We have consistently demonstrated this reliability over the past few years. Furthermore, we are dedicated to providing user-friendly products that seamlessly integrate into our customers' operations and are agnostic with other systems. When it comes to setting up corporate meeting rooms, the last thing anyone wants to be concerned about are the intricacies of microphone connections. We invest substantial efforts to ensure that our products are not only the simplest to specify and use but also deliver the highest possible audio quality. This, in essence, serves as our unique selling



point – equipping planners with all the necessary tools for hassle-free installation, creating a plug-and-play experience for end-users without the need for adjustments or fine-tuning.

Do you have any partnerships or strategic collaborations in mind to expand your presence and market share in the Middle East within the context of Unified Communication Solutions?

The Unified Communication solutions market in the Middle East is heavily reliant on relationships which extend beyond interpersonal connections to include adherence to industry standards. We maintain

close partnerships with major players like Microsoft Teams and Zoom, guaranteeing that our products meet their certification and compliance requirements. Our collaborative efforts extend to top-tier integrators, including those based in the UAE, with the goal of delivering a seamless experience for end-users. The cultivation of robust relationships stands as a cornerstone of success in this market, alongside our unwavering commitment to upholding the highest standards of performance and interoperability in our products.

What do you think is the future of the Unified Communication portfolio? Where is it headed?

Our strategy for the Unified Communication portfolio centers on making operations and installations easier. We plan to invest more in digital control systems that allow centralised management of all our products. The hardware itself remains of high quality, but our focus is on developing advanced software control systems. This approach enables users to operate complex systems from a single, easy-to-use interface. For example, a university with 400 classrooms could be managed from a central control room. Simplifying the management of complex systems while ensuring top-notch performance is our direction for the future.

## ROLE OF VADs IN ENABLING DIGITAL TECHNOLOGY STRATEGIES FOR CHANNEL PARTNERS

The role of value-added distributors is changing significantly in the face of digital transformation, from technology and skills enablement to how channel partners can deliver business outcomes says **Simran Bagga**, Vice President, Omnix Engineering & Foundation Technologies.

he channel is the bridge between IT vendors and technology consumers.

Macroeconomic challenges faced by technology vendors and end users percolate into the channel that acts as a buffer between supply and demand. There is a high expectation from the channel partners to be extraordinarily agile and resilient to the demands of the supplier and who are the actual consumers of technology. However, the reality inside the channel industry may be quite different.

The channel has grappled with the surge in demand during the months of the pandemic; the movement of software and hardware licensing towards an on-demand, pay-as-you-go, operational expense model, monetary inflation and demand recession, industry consolidation and layoffs, and on-going technology talent and skills shortages. In short, a continuous roller coaster of difficulties.

While digital transformation sustainability of digital platforms, opportunities and used cases around artificial intelligence and sustainability, are positive drivers for the channel, they come with their own share of challenges.

On the positive side, 80% of end user enterprises that have undergone digital transformation efforts reported increased profitability, compared to

53% of other companies, according to the SAP Center for Business Insight and Oxford Economics. The senior leadership of forward-looking enterprises have revised key performance indicators for their executives to include positive outcomes delivered inside the digital economy. This propels channel partners to extend their dialogue to other centers of IT decision making.

To convert these opportunities into reality channel partners are having to adjust their human resource strategies, most importantly developing new skill sets. They are also scaling the width and breadth of their software and services sales models while focusing on solving specific business challenges of their enterprise customers and delivering outcomes rather than

technology implementations.

Here is a list of activities that value added distributors can use to engage with their channel partners and prepare them for modern day business requirements:

- Assist channel partners by helping them identify the business challenges of their end customers.
- Enable channel partners in building suitable digital platforms to help solve their end customer's business challenges.
- Support channel partners to identify business opportunities for their end customers around their large repository of historical data.
- Provide channel partners with used cases, case study examples, demonstratable ROI for specific vertical segments.
- Guide channel partners to build engagements with C-suite



VALUE ADDED DISTRIBUTORS ALSO NEED TO HAVE ACTIVE PROGRAMS TO SUPPORT THEIR CHANNEL PARTNERS AS THEY BEGIN AND CONTINUE THEIR BUSINESS TRANSFORMATION JOURNEY.



- executives and business heads who are keen to leverage digital platforms for market differentiation.
- Build and provide channel partners with marketing collateral that announces their competency in digital transformation, industry specific digital platforms, cloud services, and addresses the C-suite and business heads.
- Collaborate with channel partners and orchestrate face to face events demonstrating agility and ease of digital technology platforms. 67% of B2B marketers still think event marketing is their most effective strategy.

Value added distributors also need to have active programs to support their channel partners as they begin and continue their business transformation journey. There is surely a need to develop medium- and long-term plans for channel partners to include:

- Training
- Incentives
- Deal registration
- Not for sales licenses
- Market development funds
- Tools to track and analyze the above

Earlier the role of the valueadded distributor pivoted around technology and skills enablement of channel partners. Now it has extended into how channel partners need to meet the business expectations of their enterprise end users. It is also imperative to engage with business decision makers and C-suite executives.

With the arrival of digital transformation, AI and ESG, the primary role of value-added distributors is to reduce the risks involved in the sell-through business and provide channel partners with a profitable services model. To gain success around digital opportunities, it is necessary to have the right sellout and sell-through strategies as well.

#### INTERVIEW // LENOVO



## POWERED BY A

Alaa Bawab, General Manager at Lenovo Infrastructure Group, META, tells Anita Joseph about the company's participation at Gitex 2023 and the importance of the Middle East market.

hat did it mean to participate in Gitex this year and what are the products and solutions you showcased?

Participating in Gitex this year holds great significance for Lenovo, just as it does for every major player in the market. Our presence aligns closely with this year's theme of AI, which, incidentally, harmonises well with Lenovo's vision. In line with the overarching AI theme that GITEX embodies, it resonates seamlessly

with Lenovo's mission. Our focus at this event is on demonstrating how Lenovo products and solutions are relevant to the discussion. We have simplified this message by showcasing real-life scenarios and use cases, offering a comprehensive view of a typical person's day, spanning from their morning routine and commute to work, to entertainment, shopping, and Smart City experiences. This effectively reflects the practicality of our solutions.

Our presence at Gitex this year revolves around five pillars: AI (in the form of a service offering),

hybrid clouds, sustainability, and security. In each of these domains, we provide tailored solutions for various industries and markets. An exciting offering unique to Lenovo is our venture into HPC (high-performance computing) as a service, the first of its kind in the region.

In summary, our presence at Gitex revolves around AI, scale as a service offering, hybrid cloud, security, and sustainability, with various use cases that reflect everyday experiences. What sets Lenovo apart is our comprehensive product portfolio, spanning from mobile devices to cloud solutions. This diversity enables us to provide an end-to-end user experience, while our vendor-agnostic approach to software applications further enhances our value proposition. We're committed to fostering partnerships and alliances in the industry to deliver cutting-edge solutions.



#### How important is the Middle East region for Lenovo?

Regarding the Middle East market, it holds immense importance for Lenovo. We view the region as a vital investment opportunity and are actively expanding our presence. Comparing ourselves to competitors, we're in a growth phase. With my 28 years of experience in the region, I can confidently say that Lenovo is on an upward trajectory. Our increased presence and alliances reflect this growth, and our commitment is evident in our expanding coverage, revenues, personnel, and technological advancements.

# DRIVEN BY INNOVATION

**Richard Hudson,** General Manager and Senior Vice-President Sales EMEA, Zebra Technologies



hat is Zebra
Technologies'
perspective
on the
channel and
what are the
main areas of focus for your
company?

Zebra Technologies places paramount importance on staying attuned to prevailing market trends. Crucially, we advocate for the channel to establish a lucid and compelling value proposition that resonates with end-users. Our core strategy revolves around the seamless connection of frontline workers and the facilitation of efficient asset management for enterprises. We remain poised to harness emerging technologies in the market, firmly believing that the channel is well-positioned to capitalise on these evolving trends.

In terms of our primary markets, we have a laser focus on retail, manufacturing, transport logistics, and government sectors, all of which we deem as pivotal segments. Our

entire business model in this region is anchored in a 100% channel-centric approach. Within this framework, we maintain both one-step and two-step channels, boasting a world-renowned partner program that consistently delivers exceptional value.

Amidst the backdrop of the pandemic, we've closely observed several emerging trends. These include the exponential growth of e-commerce, the pressing need for adept management of warehouse workforces, and the imperative to optimise costs. Notably, our product propositions seamlessly align with these evolving market dynamics, presenting the channel with promising avenues for growth.

#### With the emergence of technologies like AI and ML, how do you think channel partners can effectively leverage these innovations to better engage customers and vendors?

Zebra forges strategic partnerships that seamlessly complement our solutions. Our focus lies in addressing our customers' challenges rather than merely showcasing individual features and functionalities. By collaborating with partners who share this vision, we empower our reseller associates to spot opportunities and adeptly position solutions in the market. This collaborative approach has yielded significant success, particularly in our mobile computing product range, where devices are tailored to meet precise business needs.

As we navigate the landscape of emerging technologies, such as asset tracking and visibility, we've observed a surging demand for both active and passive RFID technology. Our current showcase features a diverse array of practical use cases, and it is paramount for our channel partners to seize these opportunities. Training takes center stage in this scenario. In the domain of asset tracking and location, we've introduced specialised training programs, facilitating our partners in gaining essential skills and accreditation.

Furthermore, we are venturing into the realm of automation, with a particular focus on our fixed

industrial scanning and machine vision segment. This expansion is a source of great excitement for us. To ensure our partners are well-equipped to navigate these cutting-edge technologies, training and certification are indispensable components of our strategy. Our commitment extends to substantial investments in research and development, driving continuous innovation, and providing steadfast support to our partners, enabling them to effectively serve our customers.

### What do you think are the unique features or opportunities in this region that distinguish it from the others you manage?

While each market possesses its unique characteristics, some consistent themes endure, such as the imperative to foster connections with frontline workers, optimise asset tracking, and embrace automation. These themes align with the rapid surge in growth that we are currently witnessing in this region.

There's also a discernible surge in demand for solutions tailored to government and the public sector, presenting a promising landscape for substantial growth. A distinctive aspect of this region is the consolidation of many brands under a single family or group, diverging from our experience in other regions where we collaborate with individual brands. In this context, our aim is to develop solutions that can be seamlessly adopted across enterprises, a particularly pertinent endeavor given the presence of numerous Fortune 500 companies in the Middle East. The ability to adapt to the local business landscape and align with the unique requirements of these brands stands as a pivotal aspect of our strategy.

#### What are some of the challenges that the channel industry faces today, especially in the context of emerging technologies and a rapidly changing business landscape?

Remaining current in the everevolving market landscape poses a significant challenge for the channel industry, much like it does for all businesses. The market undergoes continuous transformation, with the rapid integration of new technologies, including AI, into mainstream operations. Consequently, the channel faces the task of developing and supporting practical use cases that can bring tangible benefits to their customers. This is why we actively engage with our partners to develop and meet diverse use-case scenarios.

Our partners understand the value proposition of a business and how they can derive profit from the deployment of integrated solutions while effectively servicing their customers. Staying abreast of the latest technological advancements is undeniably critical in this context.

Furthermore, our two-step model plays a pivotal role in our strategy. Collaborating with a distribution network is instrumental in supporting our expanding network of resellers. With approximately 250 active partners in the region, maintaining a close partnership with distributors to ensure the right inventory mix is an indispensable aspect of our operational framework.

## What are your plans for this region going forward? Does your company have any major initiatives or enhancements in mind for the channel?

Our dedication to the channel remains strong, and we are committed to maintaining our exclusive focus on the channel in this region. At the recent Gitex event, we significantly increased our investments, resulting in the most extensive showcase we've ever presented in the region, underscoring our deep dedication. Within this showcase, we highlighted an array of new technologies and innovations that we believe will be of significant interest to our channel partners.

Furthermore, our investment plans extend into the future, with particular emphasis on Saudi Arabia, where we anticipate substantial growth opportunities. Our Dubaibased team and regional resources will continue their support, aligning with our ongoing commitment to drive progress and innovation throughout the Middle East.

PRODUCT // LINKSYS

## WIFI 6E MESH: WHERE PERFORMANCE MEETS DESIGN

inksys, a global innovator in WiFi technology, introduces the Linksys Velop Pro 6E, first of its new Designer Series using the nature inspired droplet design, along with advanced features that provide the ultimate WiFi 6E experience.

In an age where connectivity is paramount, the demand for faster, more reliable, and widespread internet access has never been greater. As we continue to embrace the digital revolution and incorporate an increasing number of smart devices into our daily lives, traditional WiFi systems often struggle to keep up. Enter WiFi 6E and Mesh WiFi, two technologies that are becoming paramount to the way we stay connected.

The internet has evolved from being a convenience to an absolute necessity, and this change in perception has led to a surge in data-hungry applications, from 4K video streaming to cloudbased gaming. The traditional WiFi setups we once relied on are struggling to meet these growing demands.

WiFi 6E, the latest iteration of the WiFi standard, takes the first step towards solving these problems by leveraging the untapped potential of the 6 GHz band. This additional spectrum is a game-changer, offering several key benefits:

 High Speed: WiFi 6E can deliver multi-gigabit speeds, making it ideal for applications that demand high bandwidth,



such as virtual reality and 8K streaming.

- Reduced Interference: With more available channels in the 6 GHz band, WiFi 6E networks experience less interference from other devices, leading to a more stable connection.
- Better Performance in Crowded Areas: WiFi 6E is a breath of fresh air in crowded public spaces, where previous

WiFi generations often struggled to provide a reliable connection. Powered by the Qualcomm® Immersive Home 316 Platform, the Linksys Velop Pro 6E brings incredible range and coverage with WiFi 6E, enabling users to stream, download, or work with a faster and wider connection, and more devices on their network. Each tri-band node has one 1Gbps Ethernet LAN port for connecting wired devices to wireless networks. With the latest

Linksys Mobile App, the Velop Pro 6E is easily set up in under 10 minutes, and managed remotely with security and other useful features such as guest access, parental controls, and more.

While WiFi 6E addresses the need for speed and capacity, Mesh WiFi solves the problem of coverage and reliability. Traditional routers have limitations when it comes to extending coverage throughout your home or office, resulting in dead zones. Mesh WiFi systems, however, use a network of interconnected nodes that work in harmony to create a seamless, robust network.

#### Here's why Mesh WiFi is the right option:

- Blanket Coverage: Mesh systems distribute WiFi signals evenly throughout your home, eliminating dead zones and ensuring every corner is connected.
- Self-Healing Networks: If one node fails or experiences interference, the system intelligently reroutes traffic to maintain a reliable connection.

• Scalability: As your connectivity needs grow,
Mesh WiFi systems can easily accommodate additional nodes to extend your network's reach

Along with reliable connectivity, there is a desire for routers that visually blend into any environment. By introducing the new droplet design, the idea is to provide a WiFi solution that you're pleased to look at every day.



WIFI 6E ADDRESSES
THE NEED FOR SPEED
AND CAPACITY AND
MESH WIFI SOLVES
THE PROBLEM OF
COVERAGE AND
RELIABILITY.



"Today a Connected Home with ubiquitous WiFi is the new normal, but people want the network devices to blend into their décor. On top of this, they also want to install it quickly. With our Velop Pro 6E, we reduced the setup time by two thirds, so a complete system can be setup and operational in under 10 minutes" said Amanulla Khan, Managing Director of MEA.

#### Additional Features and Benefits of the Velop Pro 6E

- Improved setup With a quick and easy process, users can set up 3 nodes in under 10 minutes.
- Security Protect your devices with automatic security updates, a separate guest network, and other advanced features through the app.
- Fortinet DNS Filtering –
   Powered by Fortinet's FortiGuard Labs threat research team, the FortiGuard DNS Filtering Service guards against user connections to malicious or inappropriate websites and content.
- Stable, blazing-fast coverage

   Qualcomm® Immersive Home
   316 Platform blends innovative
   mesh capabilities with advanced

   WiFi 6E features.
- New form factor Latest droplet design brings improved thermal management, coverage, and performance in a more compact footprint.
- Revised packaging New recyclable packaging made from 65% recycled material.
- Improved mesh technology

   Providing users a simple self-optimized capability for collaboration, streaming, gaming, or large gatherings with multiple devices. The network is automatically monitored regularly to ensure a quality experience.

The future of connectivity is not about waiting for web pages to load or dealing with annoying buffering during your favorite shows. It's about experiencing the digital world without interruption, in every room of your home or office. WiFi 6E and Mesh WiFi are paving the way for this future, providing an unbroken thread that connects us to the endless possibilities of the online world. It's time to embrace this revolution and unlock the true potential of the digital age.



utanix, a leader in hybrid multicloud computing, announced updates to its Elevate Partner Program, including offering a revamped incentive structure and channel-led selling motions that empower partners with deal control throughout the sales cycle. These enhancements offer partners new opportunities to grow their business, elevate their skills, and maximise earnings.

"With technology continuing to advance at an extraordinary pace, organisations across every sector are eager to harness the power of digital transformation, data-driven insights, AI, and the cloud," said Adam Tarbox, Vice President of EMEA Channel Sales at Nutanix. "To support our valued partner ecosystem in meeting this moment, our commitment goes beyond just words. We remain laser focused on placing partners into the driver's seat of the sales cycle, allowing them to achieve tremendous business growth and satisfied users."

Nutanix introduced enhancements to the Elevate Partner Program's incentives and Performance+ Deal Registration Program for FY24. The updated incentive structure includes:

 Larger Payout for New Business Individual Incentive: Now partner sellers and sales engineers (SEs) can earn a 2% incentive, up to \$7,500 per deal, for identifying, registering, and winning new business with Nutanix. This incentive program complements our New Business Rebate for partner reseller organisations, which maintains its lucrative structure from FY23.

- Increased Discount Advantage for Deal Registration: FY24 brings an enhanced discount advantage to partners who register deals and quote Nutanix simplified product portfolio SKUs (PnP 2.0), as you'll now see over a 40% greater discount advantage versus non-registered discounting. Registering deals not only provides you with deal protection but can drive even greater profitability for each deal.
- Performance Bonuses: Topperforming partners will have the opportunity to earn even more through the Outperformance Rebate program.

Channel-Led selling provides Nutanix partners deal control throughout the sales cycle for customers and prospects in select accounts, placing partners into the driver's seat of the sales cycle. Specific updates include:

- A lucrative channel-led selling rebate incentive in the FY24 Elevate Partner Program built to make partner success even more profitable as partners win new deals with these select accounts.
- Dedicated Channel-Led sales resource centers across the world, purpose-built to support partners on deals with select accounts when needed in any facet of the sales cycle.
- Robust new enablement pathways launching mid-October in the updated Nutanix University platform to ensure partners have the sales, technical, and services capabilities needed to be successful around hybrid multicloud solutions.

Additionally, helping partners deliver customer success throughout the lifecycle is paramount to achieving business growth. To support this Nutanix is taking proactive steps to empower partners with increased visibility into Annual Team Renewals (ATR) data. By offering partners a comprehensive view of renewal data, Nutanix will enable partners to proactively address issues, to ensure their customers are not only satisfied, but also thriving.





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