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Sandhya DMello
Editor

October marks one of the most defining moments in the regional technology calendar — GITEK Global 2025. As Dubai transforms into the epicentre of innovation, this year's edition promises to be a powerful convergence of global tech leaders, regional innovators, and the channel ecosystem that bridges them. For distributors and partners, GITEK represents far more than a showcase; it's a marketplace of opportunity. With every major player unveiling next-generation AI, cloud, cybersecurity, and networking solutions, channel partners have a unique chance to build alliances, identify growth sectors, and align themselves with the technologies shaping enterprise transformation across the Middle East and Africa.

This month's cover story spotlights EVAD, a company redefining cybersecurity distribution through a people-first approach. Under the leadership of Abdullah A. Qaisi, EVAD has built a trust-driven ecosystem where collaboration, empathy, and execution drive business outcomes. Complementing this are exclusive insights from Channelyt Technologies, which is pioneering a data-driven model for channel execution, and D-Link, showcasing its AI-powered Wi-Fi 7 innovations at GITEK.

From IBM and AWS's new Innovation Hub in Riyadh to SAS expanding its regional footprint, the industry narrative this month is clear — the Middle East's digital transformation is accelerating at record pace. Distributors such as Avientek, Mindware, and VAD Technologies are responding with renewed partnerships, empowering enterprises to scale faster and more securely.

Reseller Middle East continues to capture the stories, strategies, and synergies that drive success. This October, the message is simple yet powerful: the future belongs to partners who can adapt, collaborate, and lead in an AI-first world.



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UIPATH AND GOOGLE CLOUD REDEFINE AUTOMATION WITH VOICE-ENABLED AI AGENTS

The latest integration of UiPath's Conversational Agent with Google's Gemini models ushers in a new era of voice-driven, agentic automation.



UiPath has taken another major step in the evolution of intelligent automation with the launch of its new Conversational Agent, now featuring voice interaction capabilities powered by Google's Gemini models. The innovation allows enterprises to integrate agentic automation into their business processes effortlessly, eliminating the need for complex coding or manual configuration.

Text-based AI agents have long proven their worth in analytical and structured tasks—such as document refinement, data analysis, and report drafting—but voice brings a new dimension of natural interaction. By introducing tone, nuance, and contextual cues, voice interfaces enable richer, more human-like exchanges that can handle spontaneous, dynamic business scenarios more effectively.

Through its integration with



CUSTOMERS CAN NOW TRIGGER AND ORCHESTRATE AUTOMATIONS THROUGH REAL-TIME SPEECH—MAKING AGENTIC AI MORE INTUITIVE, MORE ACCESSIBLE, AND MORE IMPACTFUL.”
– GRAHAM SHELDON, UIPATH

Google Cloud's Vertex AI platform, UiPath's Conversational Agent can now understand and act upon natural language speech with enterprise-grade precision. The solution offers high speech recognition accuracy, multilingual capability, low latency, and robust tool selection—ensuring smooth, real-time automation experiences. It also includes advanced features such as emotion-aware dialogue and proactive audio filtering, where the system intelligently decides when to respond or remain silent, depending on the situation.

“Voice is the most natural way we communicate, and now it can be the most natural way to automate,” said Graham Sheldon, Chief Product Officer at UiPath. “By bringing Google Cloud's Vertex AI and Gemini models into the UiPath Platform, customers can trigger and orchestrate automations through real-time speech—making agentic AI more intuitive, more accessible, and more impactful in the flow of everyday work.”

Michael Gerstenhaber, VP of Product Management for Vertex AI at Google Cloud, added: “The first wave of generative AI focused on individual productivity; the next is about transforming core business processes. On Google Cloud's Vertex AI, partners like UiPath are at the forefront of this shift, using our Gemini models to build agents that translate human language directly into complex, automated workflows.”

The partnership between UiPath and Google Cloud continues to deepen. UiPath solutions are available on Google Cloud Marketplace, allowing customers to purchase and deploy automation tools directly within the Google Cloud ecosystem. The companies are also working together to expand AI-driven automation capabilities through Google Workspace integrations, helping enterprises accelerate digital transformation with ease and scalability.



Delinea

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¹Delinea, Cybersecurity and the AI Threat Landscape, 2025

LOGITECH PLACES SPOTLIGHT ON FUTURE OF WORKPLACES WITH NEW AI-POWERED INNOVATIONS AT GITEX GLOBAL 2025

With the theme “AI-Enabled Collaboration,” Logitech will showcase its latest workplace solutions that improve productivity and collaboration in hybrid, remote or onsite work settings.

Logitech announced its participation at GITEX Global 2025, to be held in Dubai from October 13th to 17th, 2025. Focusing on the theme “AI-Enabled collaboration,” Logitech will present AI-powered, human-centric products that will let visitors experience how smart collaboration tools work in a future-ready, sustainable workplace.

Murad Ali, Head of GCC Logitech for Business said, “GITEX is a great platform to highlight our latest innovations in smart collaboration to our customers in the region. With the Middle East becoming a global player in digital transformation, our solutions empower businesses to embrace emerging work trends that help them stay competitive. Our sustainable designs also ensure that our products are built to last and are easy to recycle.”

Attendees will have the opportunity to experience Logitech’s comprehensive lineup of video conferencing tools, including upcoming products that will be shown for the first time. Through these new technologies, businesses will be able to visualize how their workspaces can better fit the needs of their employees, whether they’re working in the office or remotely. Visitors will also get to preview Logitech’s Personal Workspace Solutions designed to help employees get things done from anywhere, with more security, flexibility and comfort. These include an ecosystem of high-quality products such as mice, keyboards, webcams and headsets.

The company also affirms its sustainability goals with its Design for Sustainability approach. These include factors that consider the environmental impact when creating a product, from sourcing raw materials to the end-of-life cycle.

Experts from Logitech will be available at their booth at Hall 3-C30 to meet with customers and partners and demonstrate the power of their solutions at the event.



Murad Ali, Head of GCC, Logitech for Business.

GITEX

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OMNIX TO SHOWCASE LEADERSHIP IN DIGITAL TWIN TECHNOLOGY AT THE 4TH ANNUAL KINGDOM DIGITAL TWIN 2025



Walid Gomaa, CEO of Omnix International

Omnix International, a regional leader in digital transformation and innovative technology solutions, announced its participation at the 4th Annual Kingdom Digital Twin 2025 Conference, taking place in Riyadh on October 7.

With the theme “Revolutionising Industries with Digital Twin,” the conference will highlight how advanced Digital Twin technologies

are reshaping the way enterprises design, build, operate, and maintain assets across diverse sectors.

At the event, Omnix will spotlight its strategic partnership with Unity, enabling next-generation Digital Twin, AR/VR, and immersive 3D solutions. These innovations empower organisations across industries including AEC, Oil & Gas, Manufacturing, Energy, Utilities,

and Government, transforming how projects are designed, visualised, and managed in the built environment and beyond.

Walid Gomaa, CEO of Omnix International, said “Saudi Arabia is making remarkable strides in its digital transformation journey, with key projects shaping the region’s future. Participation at the Kingdom Digital Twin 2025 Conference provides us with a strong platform to connect with industry leaders, share success stories, and reinforce our commitment to driving innovation and transformation in the Kingdom.”

Other focus areas will include the application of Digital Twin platforms across infrastructure, smart cities, and industrial facilities. Omnix will also highlight the role of Reality Capture and Scan-to-BIM technologies in delivering enhanced accuracy and efficiency throughout project lifecycles. In addition, the company will emphasise how immersive AR/VR and Metaverse solutions are driving innovation in training, visualisation, and collaboration.

As one of the region’s leading providers of digital infrastructure and transformation, Omnix is tackling industry challenges by bridging the gap between physical and digital assets. Its solutions and consulting services offer strategic guidance from the early stages of a project, while minimising inefficiencies, risks, and costs throughout execution. Furthermore, Omnix enables sustainability and predictive maintenance by leveraging real-time insights to optimise performance across project lifecycles.

Omnix invites Digital Transformation Managers, IT leaders, and BIM professionals from across Government, Energy, AEC, and Oil & Gas sectors to engage with its team of senior executives at Booth 7 during the event.

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13th OCTOBER 2025



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6:00 PM onwards

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The **Future Enterprise Awards**, hosted by **CPI Media Group** and **tahawultech.com** is one of the most iconic technology events in the IT industry across the Middle East region.

The fact that the Future Enterprise Awards are so iconic is primarily due to their incredible longevity, this year's edition will mark the 20th edition of the coveted technology awards.

One other indelible factor in the historic success of the Future Enterprise Awards is the fact that the event is always held on **Day 1 of GITEX Global**.

As the digital landscape continues to evolve at incredible speed, recognizing and celebrating innovation is more important than ever.

The Future Enterprise Awards 2025 will pay tribute to the fearless leaders, visionaries and companies that are championing change through cutting-edge technologies that are completely reshaping and transforming the digital future we live in.

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For more information about the event and nomination details, please visit the event website below :-

<https://www.tahawultech.com/futureenterpriseawards/2025/>

NOKIA, DU TRIAL AI-POWERED AUTOMATION TO BOOST OPTICAL NETWORK EXPANSIONS, OPERATIONS IN UAE

Nokia and du, the leading telecom

and digital services provider, today announced the successful completion of the trial of Nokia WaveSuite AI, a classical AI and GPT-powered automation assistant, designed to simplify and accelerate optical network expansions, operations and improve network efficiencies. Nokia's WaveSuite AI enabled du's engineering team to perform real-time network status queries, instantly retrieve accurate documentation, and plan future network evolution through a single natural language interface. The result was faster troubleshooting, fewer network errors, and a more efficient use of resources that resulted in a superior network management experience for du's operational teams.

Telecom operators worldwide face rising demands for connectivity and bandwidth, based on the acceleration of data center buildouts required for the AI era. While AI buildouts create challenges for network operators, they also provide opportunity in the form of new resources and tools to improve



operations and network efficiency. WaveSuite AI uses both classic and generative AI to provide insightful real-time network data, contextual assistance based on network information and an easy-to-use interface that improves productivity and reduces time-to-repair.

"Our trial with Nokia on WaveSuite AI shows how innovation can transform network operations to face challenges brought on by increasingly sophisticated networks and ever higher traffic volumes. We designed and built more efficient networks in a fraction of the time by automating routine tasks and providing intelligent tools. Most importantly, this means our customers in the UAE will benefit from more

reliable, SLA-backed connectivity for their mission-critical applications," said Saleem Alblooshi, Chief Technology Officer at du.

"WaveSuite AI demonstrates the real value of automation solutions with both classical and generative AI for optical networking. By simplifying planning, reducing tactical errors, making it easier to find answers in documentation and accelerating operations, By easing network operational processes, WaveSuite AI enables service providers to more rapidly deliver higher speed and more reliable services in a proactive approach," said Ron Johnson, Senior Vice President and General Manager of Optical Networks at Nokia.



"WAVESUITE AI DEMONSTRATES THE REAL VALUE OF AUTOMATION SOLUTIONS WITH BOTH CLASSICAL AND GENERATIVE AI FOR OPTICAL NETWORKING. BY SIMPLIFYING PLANNING, REDUCING TACTICAL ERRORS, MAKING IT EASIER TO FIND ANSWERS IN DOCUMENTATION AND ACCELERATING OPERATIONS, BY EASING NETWORK OPERATIONAL PROCESSES, WAVESUITE AI ENABLES SERVICE PROVIDERS TO MORE RAPIDLY DELIVER HIGHER SPEED AND MORE RELIABLE SERVICES IN A PROACTIVE APPROACH."

- The collaboration delivered more reliable connectivity, fewer disruptions and an improved digital experience for customers.
- Leveraging Nokia WaveSuite AI, du is paving the way to greater operational efficiency by streamlining optical network planning by 50 percent, delivering 30 percent more efficient network designs, assisting with troubleshooting and reducing time-to-market.
- The trial demonstrated the power of Nokia WaveSuite AI, a classical AI, and GPT-driven automation assistant for optical network management.

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OPEN INNOVATION AI PLACES THE SPOTLIGHT ON SOVEREIGN AI WITH GLOBAL PARTNERS AT GITEX GLOBAL 2025

Together with e&, Dell Technologies, Intel, Cisco, Pure Storage and SUSE, Open Innovation AI will highlight how enterprises and public sector organisations can fast-track their AI journey with trusted, production-ready software platforms.

Open Innovation AI announced

that they are bringing sovereign AI to the global stage at GITEX Global 2025, taking place from October 13-17, 2025 at Dubai World Trade Centre. From GPU orchestration to enterprise-grade AI application suite, the company will show how organisations can accelerate Time-to-AI with scale, security, and sovereignty at the Middle East's largest technology exhibition.

Together with its partners, *e&, Dell Technologies, Intel, Cisco, Pure Storage and SUSE*, Open Innovation AI will highlight how enterprises and public sector organisations can fast-track their AI journey with trusted, production-ready software platforms. Dr. Rachid Belmeskine, Co-Founder & CTO, Open Innovation AI of Open Innovation AI will speak on a joint panel with SUSE on 'Accelerating AI Infrastructure Orchestration with Rancher and OICM'.

Speaking on their participation, Dr. Abed Benaichouche, Co-Founder & CEO, Open Innovation AI said,

"AI has evolved far beyond pilot projects, it's now about real-world, large-scale deployment. Governments and enterprises are increasingly seeking secure, sovereign, and high-performance AI infrastructure that guarantees data privacy, model ownership, and national control.

This shift is driving a new era of AI-optimised infrastructure, where performance, efficiency, and sustainability are as critical as model accuracy. At the forefront of this transformation, Open Innovation AI delivers the platforms and expertise that make sovereign, practical AI a reality, from infrastructure to orchestration, at scale."

Through its GITEX participation, Open Innovation AI aims to show how governments, telcos, CSP's, and enterprises can build and scale sovereign AI systems in partnership with global technology leaders, all under one trusted, unified platform.

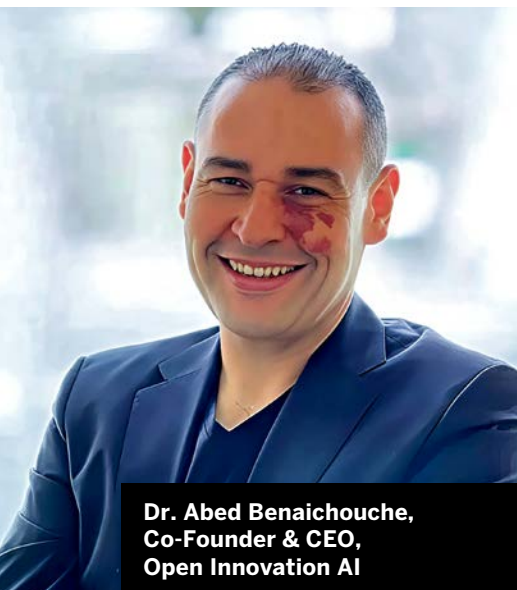
"Enterprises and governments are eager to adopt AI, but the road to scale

is blocked by practical challenges. Fragmented infrastructure forces IT teams to stitch together multiple clusters and tools. Underutilised GPUs waste as much as 40% of compute capacity, inflating costs and slowing projects. Compliance barriers limit what data can be processed in public clouds, while vendor lock-in leaves organisations dependent on external providers with little flexibility. Open Innovation AI was built to solve these challenges end-to-end. At GITEX, our team will demonstrate how our innovative solutions including platforms like Open Innovation Cluster Manager (OICM) are redefining how AI is deployed, making it practical, cost-effective, and sovereign at scale," Dr. Rachid Belmeskine explained.

With OICM, OI Agents, OI Code and OI Chat, Open Innovation AI delivers not just operational efficiency, but also sovereign AI with full control over data, models, and infrastructure, independent of external providers. That combination of efficiency plus sovereignty, is what finally enables enterprises to move AI from pilots to production, at scale and on their terms.

At GITEX, Open Innovation AI will also host a limited number of private technical sessions with its expert team, which will provide organisations with a first-hand look at how the sovereign AI stack can reduce costs by maximising GPU efficiency, accelerate deployment of LLMs and AI agents, ensure compliance and sovereignty across infrastructures, and deliver an end-to-end roadmap from prototype to production.

Senior executives and experts from Open Innovation AI will be present across multiple partner stands including e& (Hall 1), SUSE (Hall 8, Booth C30), Pure Storage (Hall 5, Booth B30) and Dell/Intel (Hall H6, Booth A10) at GITEX Global 2025 to meet with customers and partners.



Dr. Abed Benaichouche,
Co-Founder & CEO,
Open Innovation AI



Dr. Rachid Belmeskine,
Co-Founder & CTO,
Open Innovation AI

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GROQ, ALJAMMAZ TECHNOLOGIES PARTNER TO ACCELERATE AI INFERENCE ACROSS MIDDLE EAST

Leading AI Inference Company Partners with Region's Premier Technology Distributor; Partnership Debuts at GITEX Global 2025.



Asim Aljammaz, CEO of AlJammaz Technologies.

Groq, creator of the world's fastest AI inference technology, and Aljammaz Technologies, the Middle East's leading Technology Value-Added Distributor, today announced a strategic partnership to bring Groq's groundbreaking Language Processing Unit (LPU) technology to enterprises, governments, and developers across the MENA region. The companies will

debut their collaboration at GITEX Global 2025, October 13-17 at the Dubai World Trade Centre.

The partnership addresses a critical inflection point in AI adoption: as organizations move from experimentation to production deployment, inference speed, cost, and energy efficiency have emerged as defining constraints. Groq's LPU

technology—purpose-built for AI inference rather than adapted from graphics processing—enables a new class of real-time AI applications that were previously impractical with traditional GPU architectures.

“The Middle East is experiencing unprecedented demand for AI solutions across every sector, from financial services to healthcare to smart city

initiatives,” said Fahad AlTurief, VP and MENAT Managing Director at Groq. “AlJammaz Technologies brings unmatched regional expertise and channel reach. Together, we’re positioned to help organizations throughout MENAT harness AI’s full potential without the latency and cost barriers that have historically limited deployment.”

Under the partnership, AlJammaz Technologies will distribute Groq’s complete portfolio of AI inference solutions across its extensive network of system integrators, value-added resellers throughout Saudi Arabia and the broader Middle East. This includes both GroqCloud—Groq’s full-stack cloud platform for fast, production-ready inference—and GroqRack compute clusters for organizations requiring on-premises AI infrastructure.

The collaboration combines Groq’s technical innovation with AlJammaz’s 29 years of experience delivering advanced technology solutions to the region’s most demanding enterprises. AlJammaz currently serves the financial, industrial, education, telecommunications, hospitality, healthcare, government, and SMB sectors through partnerships with global technology leaders including Dell Technologies, HPE, Cisco, and Alibaba Cloud.

“For almost 30 years, AlJammaz Technologies has been driving innovation and enabling our partners across the Kingdom of Saudi Arabia and the wider Middle East to adopt cutting-edge technologies,” said Asim AlJammaz, CEO of AlJammaz Technologies. “As AI moves from experimentation to real-world implementation, our mission is to empower partners with the infrastructure, expertise, and ecosystem support needed to unlock its full potential. Partnering with Groq perfectly aligns with our AI-First strategy and strengthens our ability to deliver AI-ready solutions that make high-performance, real-time applications achievable and sustainable across industries.”

The global AI industry is projected to reach \$4.8 trillion by 2033, with

inference workloads consuming far more compute resources than training as models move into production.

Traditional GPU architectures, designed for graphics processing and repurposed for AI training, face inherent bottlenecks when running inference workloads at scale.

Groq designed the LPU from first principles specifically for AI inference, with architectural innovations including:

Ultra-low latency: Delivering hundreds of tokens per second, enabling truly conversational AI and real-time applications

Predictable performance: Software-defined architecture ensures consistent execution regardless of batch size or workload variability

Energy efficiency: Up to 10x better power efficiency than GPU-based approaches, addressing sustainability and operational cost concerns

Economic scalability: Competitive pricing combined with superior performance changes the ROI equation for production AI deployments

These capabilities unlock use cases across the MENA region’s priority sectors: Arabic language processing with near-instant response times, intelligent customer service for financial institutions, medical imaging analysis in healthcare, real-time threat detection for cybersecurity, and Arabic-optimized AI assistants for government services.

Groq and AlJammaz Technologies will showcase their partnership at GITEK Global 2025, the world’s largest technology event, with a comprehensive program designed for enterprises, startups, developers, and channel partners:

Five-Day Technical Program (Hall 2, Booth A20, October 13-17):

Three daily sessions on Groq technology, architecture, and implementation strategies

Over 16 live demonstrations of Groq-powered applications including RAG pipelines, Voice AI, Agentic systems, and Computer Vision

Hands-on access to Groq Solution Architects, sales specialists, and executive leadership

Networking opportunities

with regional AI innovators and implementation partners

“GITEK provides the perfect platform to introduce our partnership to the region’s technology community,” said Mohamed Shaaban, Alliances & Partnerships Director, MENAT at Groq. “We’re not just showcasing technology—we’re demonstrating how inference-first design fundamentally changes what organizations can accomplish with AI.”

The partnership announcement comes as MENAT governments and enterprises accelerate AI investments aligned with national transformation initiatives, including Saudi Arabia’s Vision 2030 and the UAE’s AI Strategy. Regional data center investment is projected to exceed significant growth in 2025, driven largely by AI infrastructure requirements.

While much of the AI industry focused on training increasingly large models, Groq recognized that inference—the process of actually running those models in production—would become the defining challenge. The company pioneered the LPU in 2016, years before the current generative AI boom, specifically to address inference bottlenecks.

The architectural differences matter for real-world deployment. Traditional accelerators achieve speed through aggressive quantization, forcing models into lower precision that can degrade quality. Groq’s TruePoint numerics preserve accuracy while maintaining speed. GPU memory hierarchies introduce hundreds of nanoseconds of latency per weight fetch; Groq integrates hundreds of megabytes of on-chip SRAM as primary storage, dramatically reducing access latency.

These aren’t incremental improvements—they represent a fundamental rethinking of how AI computation should work. Independent benchmarks have demonstrated Groq achieving throughput exceeding 240 tokens per second on large language models, more than double competing solutions, with superior energy efficiency.

SAS OPENS REGIONAL HEADQUARTERS IN RIYADH

Commitment to Saudi Vision 2030 and regional digital transformation deepens.

SAS, the global leader in data and AI, today announced the opening of its new Middle East and North Africa Regional Headquarters in Riyadh, Saudi Arabia. The announcement was made today at SAS Innovate on Tour in Riyadh, the company's flagship regional event attended by senior government leaders, industry pioneers, and technology innovators.

The new headquarters strengthens SAS's long-standing presence in the Kingdom and signals its commitment to helping governments and enterprises harness the power of AI and advanced analytics to drive innovation, efficiency, and sustainable growth.

"Saudi Arabia is rapidly emerging as a hub for innovation and digital transformation. By establishing our regional headquarters in Riyadh, we are positioning ourselves at the heart of this growth. Our investment underscores SAS's belief in the Kingdom's potential and our commitment to supporting Vision 2030," said Alexander Tikhonov, Regional Director, Middle East Türkiye & Africa, SAS.

Mohammed Kiki, Country Manager, Kingdom of Saudi Arabia, SAS added "From Riyadh, SAS will partner with governments, enterprises, and academia across the Middle East to deliver cutting-edge AI and analytics solutions. This headquarters will also serve as a hub for knowledge sharing, skills development, and regional collaboration."

SAS's regional HQ will house leadership, customer engagement, consulting, innovation resources, further strengthening collaboration with local partners and customers across key sectors such as banking, government, energy and utilities and telecom.

SAS Innovate on Tour in Riyadh highlighted how advanced analytics and emerging technologies such as Agentic AI, Generative AI, and Digital Twins are shaping the future



Alexander Tikhonov, Regional Director, Middle East Türkiye & Africa, SAS.

of decision-making. Attendees heard from global SAS experts on how organizations can simplify complexity, enhance productivity, and adopt responsible AI practices that emphasize trust, transparency, and governance. Sessions explored the potential of SAS Viya innovations to make AI more accessible and scalable, ensuring businesses can generate measurable outcomes faster.

SAS used the event to outline its long-term strategy, built on four priorities: customer success, strategic partnerships, building the next generation of innovators, and preserving the company's unique culture. As part of its \$1 billion, three-year investment announced in 2023, SAS is advancing AI and advanced analytics solutions designed to meet the specific needs of the industries it serves.

These efforts are already showing results, with innovations including trusted generative AI capabilities,

synthetic data generation, and Viya Copilots. The company is also expanding the use of digital twins in manufacturing and working with global partners to advance quantum computing, focusing on challenges in life sciences, banking, and materials science. With SAS Viya's cloud-native architecture and native Python integration, organizations can empower developers, accelerate model deployment, and operationalize AI to achieve faster returns on investment.

Presented in collaboration with partners Microsoft, Intel, AWS, RedHat, gold partner DataScience Middle East, silver partners Abdulla Fouad and A1 Softech and bronze partners Jeraisy and Redington, SAS Innovate on Tour Riyadh emphasized how trusted partnerships and cutting-edge innovation could help organizations outpace change, outperform competition, and build a future where data and AI power progress at scale.

FUTUREX, SPIRE SOLUTIONS TEAM UP TO DELIVER ENTERPRISE ENCRYPTION ACROSS MEA

Futurex, a global leader in enterprise-grade data encryption solutions, has announced its partnership with Spire Solutions, MEA's trusted partner for cybersecurity, cloud, data and AI solutions, and leading value-added distributor (VAD), to accelerate enterprise access to advanced encryption, key management, and data protection solutions.

Through this collaboration, Futurex's industry-leading solutions, combined with Spire Solutions' extensive regional presence and technical expertise, will help enterprises meet the growing demand for compliance-driven, scalable, and future-ready cybersecurity solutions across banking, government, telecom, and large enterprises.

The Middle East cybersecurity market is projected to grow from USD 16.75 billion in 2025 to USD 26.04 billion by 2030, driven by rapid digital adoption and strengthened by regional initiatives such as Saudi Arabia's Vision 2030, Kuwait's Vision 2035, and the UAE's National Cybersecurity Strategy.

John Doley, VP Sales – Middle East, Futurex said, "Futurex has made significant investments in building a local presence, partnerships, and data center availability in Dubai and Abu Dhabi. Teaming up with Spire Solutions

gives us an added advantage, allowing our world-class encryption and key management solutions to reach Middle Eastern enterprises with the support of local expertise and extensive regional reach. With enterprises demanding faster, more scalable, and compliance-ready security solutions, we help organizations secure their data, accelerate cloud adoption, and thrive in one of the world's fastest-growing cybersecurity markets."

Futurex's unified data protection platform, CryptoHub, is the fastest and most scalable solution in the world, designed to go beyond traditional HSMs. Unlike other industry offerings that cobble together multiple crypto functions via acquisitions, Futurex's cloud-ready CryptoHub solutions removing complexity and cost while accelerating enterprise cloud adoption and compliance. By bringing our cloud HSMs into the region, we enable customers to meet strict data sovereignty requirements, boost performance by reducing latency, and while reducing the cost and overhead of owning and maintaining standalone solutions — all while accelerating secure enterprise cloud adoption.

"Digital transformation in the Middle East is accelerating, and enterprises can't afford to compromise

on security," said Syed Quadri, Chief Operating Officer, Spire Solutions. "We are proud of this partnership with Futurex which brings cutting-edge encryption and key management solutions to the region. It not only meets today's compliance and data sovereignty requirements but also prepares enterprises for future challenges, from post-quantum cryptography to accelerated cloud adoption. Together, we are strengthening the region's cybersecurity ecosystem, empowering organizations to operate securely, confidently, and at scale while setting a new standard for protecting their valuable data."

The region's cybersecurity landscape is transforming rapidly to meet the needs of modern enterprises, driven by stringent compliance and data sovereignty requirements under frameworks such as Saudi Arabia's SAMA Cybersecurity Framework, the UAE's NESA guidelines, and the Kingdom of Saudi Arabia's Personal Data Protection Law (PDPL). In the Middle East, compliance mandates, cloud adoption, and rising FinTech demands are accelerating the need for BYOK, HYOK, and HSM-as-a-Service. At Futurex, we see the region moving beyond traditional security to embrace forward-looking encryption strategies that address today's threats while preparing for the post-quantum future.

Organizations are also facing increasingly sophisticated cyber threats, including nation-state and financial cyberattacks, highlighting the need for post-quantum cryptography to future-proof cybersecurity strategies.

By introducing the Futurex's CryptoHub platform and a suite of scalable, compliance-ready security solutions across the region, the aim is to accelerate Futurex's growth, empower customers to implement secure and future-ready technologies, and, together with Spire Solutions, strengthen the position as market leaders in delivering trusted cybersecurity innovation.



(L-R) Syed Quadri, Chief Operating Officer, Spire Solutions and John Doley, VP Sales – Middle East, Futurex

IBM ANNOUNCES PLANS WITH AWS TO FUEL INNOVATION AND CLOUD ADOPTION ACROSS MIDDLE EAST

The collaboration includes the planned launch of the first IBM-AWS Innovation Hub in Riyadh to support regional clients with advanced cloud solutions and drive local innovation.

IBM (NYSE: IBM) announced an expanded Strategic Collaboration Agreement (SCA) with AWS to accelerate secure cloud adoption and digital transformation across the Middle East (the “Collaboration”). The Collaboration will leverage IBM Consulting’s deep industry expertise, AI and hybrid cloud technology leadership, alongside the cloud capabilities of AWS, to accelerate digital transformation.

The demand for cloud services is rapidly growing, driven by emerging use cases in generative AI (GenAI), machine learning, and the Internet of Things (IoT). Across the Middle East, the cloud computing market is booming, with sectors such as e-government, public, healthcare, retail, banking, and manufacturing leading the charge. In Saudi Arabia and the UAE, bold digital transformation agendas such as Saudi Vision 2030 and the UAE Digital Economy Strategy are driving both governments and enterprises to accelerate cloud adoption, invest in GenAI, and modernise national infrastructure. The goal is to boost productivity, enable new business models, and enhance customer experiences. As a result, organisations are increasingly turning to public cloud providers and trusted partners with a proven track record to help accelerate their digital transformation and maximise business value.

The Collaboration between IBM and AWS is designed to accelerate technology transformation across the region, combining deep industry expertise with joint investments in go-to-market and delivery capabilities. Building on IBM Consulting’s Global AWS Practice and its strong credentials including market-leading competencies in cloud migration, data platform modernisation, and responsible

GenAI across multiple industries, the collaboration with AWS aims to help regional clients modernise their operations and unlock new value.

As part of the Collaboration, the companies will explore the establishment of the first IBM-AWS joint Innovation Hub in Riyadh, designed to showcase the companies’

combined capabilities. The intended hub will enable customers to explore proofs of concept, identify new transformational opportunities, and gain hands-on experience with the latest cloud technologies and industry solutions, including IBM’s advanced technologies, such as watsonx. The Innovation Hub in Riyadh would build



Lula Mohanty, Managing Partner - Middle East and Africa at IBM Consulting.

on successful global models that IBM and AWS have established in India and Romania, and will be tailored to the needs of public and private sector innovators in the Middle East.

IBM intends to invest in expanding its AWS Practice capabilities across technical and delivery skills across the region, including talent development in KSA and UAE and the certification of local practitioners. This expanded pool of skilled professionals will be crucial in helping organisations navigate complex cloud transformations, from initial strategy through to implementation and optimisation.

To catalyse growth in the Middle East, AWS will support IBM in

developing new solutions on AWS and localising impactful global offerings such as Contact Center Intelligence, Autonomous Security Compliance, Supply Chain Ensemble, Oil & Gas analytics, Smart Government, and AI-powered citizen engagement tools. These solutions will help organisations align with national priorities around economic diversification and sustainability, while accelerating cloud adoption through targeted migrations, modernisation initiatives, and industry-specific use cases.

Security is also a cornerstone of the Collaboration. By bringing together IBM Consulting's end-to-end cybersecurity services with AWS's

advanced global cloud architecture, the two companies are setting a new benchmark for cloud protection.

A key element of this relationship includes Autonomous Security for Cloud (ASC), a managed service from IBM Consulting which uses AI-driven automation to deploy uniform security policies and enable best-in-class security through the AWS shared responsibility model. IBM and AWS will work together to provide tailored security assessments to help organisations – especially in regulated industries – build strong security and compliance postures, meeting standards such as the National Cybersecurity Authority's (NCA) Essential Cybersecurity Controls (ECC) and Abu Dhabi Healthcare Information and Cyber Security Standard (ADHICS) from the very start of their cloud journey.

The Collaboration will also focus on sustainability initiatives aligned with key regional priorities such as the Saudi Green Initiative and the UAE's sustainability vision. Through IBM's global expertise and localised solutions such as IBM Consulting's Sustainability Disclosure Assist and Sustainable Product Ledger for Oil & Gas, organisations can modernise IT infrastructure while advancing net-zero and environmental, social, and governance factors (ESG) mandates.

"This collaboration represents a significant milestone in IBM's commitment to helping organisations across the Middle East, especially in Saudi Arabia and the UAE, realise their digital transformation ambitions," said Lula Mohanty, Managing Partner - Middle East and Africa at IBM Consulting. "Our partnership with AWS will help organisations leverage the power of cloud technologies while building critical technical capabilities in the region."

"Our collaboration with IBM will enable businesses and governments across the Middle East to adopt breakthrough technologies at scale, while reinventing core processes with AI," said Tanuja Randery, Managing Director and Vice President EMEA at AWS. "This will enable organisations to access new levels of agility and resilience through the cloud."



Tanuja Randery, Managing Director and Vice President EMEA at AWS.

KYNDRYL, AUJ INK COLLABORATION TO DRIVE DIGITAL INNOVATION IN SAUDI ARABIA'S AVIATION INDUSTRY

The collaboration includes the planned launch of the first IBM-AWS Innovation Hub in Riyadh to support regional clients with advanced cloud solutions and drive local innovation.

Kyndryl a leading provider of mission-critical enterprise technology services, and Auj, a trusted aviation strategy and operations advisory firm, announced a strategic collaboration at the World Aviation Festival in Lisbon, Portugal, aimed at accelerating digital transformation across Saudi Arabia's aviation sector.

Saudi Arabia's aviation sector is undergoing accelerated growth, driven by Vision 2030. According to the General Authority of Civil Aviation (GACA)'s State of Aviation report, the industry contributed \$53 billion (≈ SAR 198.8 billion) to the national economy in 2023. Under GACA's Saudi Aviation Strategy, the sector is also on track to handle 330 million passengers annually by 2030.

Auj brings extensive experience across the Kingdom's aviation landscape, working with national carriers, airport operators and authorities to redesign core platforms and operations, delivering robust, protected and scalable performance across critical functions.

Under the agreement, Kyndryl and Auj will work closely to help aviation customers in the Kingdom, including airlines, airports and regulators, adopt new technologies and operating models that drive efficiency, resilience and innovation. The collaboration will combine Kyndryl's expertise in IT consulting, cloud, cybersecurity, artificial intelligence (AI), machine learning and managed services, along with its ecosystem of strategic alliances and partners, with Auj's deep industry knowledge in airport strategy, operating models, and regulatory engagement. Together, they aim to deliver solutions and services tailored to the challenges of the aviation industry in the Kingdom.

"Kyndryl brings its expertise and experience in digital modernisation for

some of the world's leading airports and airlines to the aviation sector in Saudi Arabia," said Pieter Bil, Senior Vice President and Managing Director, Kyndryl Middle East and Africa. "Together with Auj, we will help aviation stakeholders deliver more personalised and seamless customer experiences, meet rising traveller expectations, and build resilient, future-ready operations that support the Kingdom's ambitious growth and sustainability goals."

"At Auj, our purpose is to reimagine the future of aviation in Saudi Arabia by combining global best practices with deep local expertise," said Mohammed Al Moaither, Chief Operating Officer of Auj. "This collaboration with Kyndryl allows us to accelerate

the digital transformation of the aviation ecosystem, enabling smarter operations, seamless and personalised passenger journeys, and stronger resilience across the sector. By aligning with Vision 2030, we aim not only to modernise aviation infrastructure, but to help shape a connected, sustainable ecosystem that positions the Kingdom as a global leader in aviation and smart city innovation."

Kyndryl has a global track record in the aviation sector, partnering with leading airlines and airports to modernise mission-critical systems and deliver resilient, secure, and scalable IT environments, including Singapore Airlines, Japan Airlines, Delta Air Lines, Etihad Airways, and Bangalore International Airport.



Mohammed Al Moaither, Chief Operating Officer of Auj and Pieter Bil, Senior Vice President and Managing Director, Kyndryl Middle East and Africa.



MIDDLE EAST AND AFRICA'S LARGEST CYBERSECURITY EVENT



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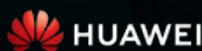
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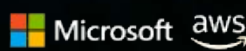
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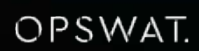
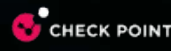
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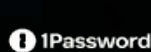
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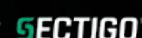
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PEOPLE BEFORE PRODUCTS: COLLABORATIVE ETHOS POWER EVAD'S REGIONAL SUCCESS

*Behind every solution lies a story of people, empathy, and purpose
— EVAD proves that meaningful human connections remain the true
currency of success in the digital age.*





Technology may dominate the global business narrative, yet EVAD distinguishes itself through a people-first approach to cybersecurity distribution. Within a short period, the company has built a solid presence across the Middle East and Africa, fuelled by collaboration, empathy, and operational discipline.

Abdullah A. Qaisi, Chief Executive Officer and General Manager of EVAD, brings over 15 years of leadership experience across multinational organisations. Having successfully managed several companies, he now leads EVAD's operations across the UAE, Jordan, Saudi Arabia, and Africa. His vision centres on empowering partnerships, fostering innovation, and driving cybersecurity excellence throughout the region.

Under his guidance, EVAD has evolved from a regional distributor into an ecosystem-led organisation that prioritises stakeholder satisfaction — empowering vendors, partners, customers, and employees to succeed together.

Qaisi spoke to Sandhya D'Mello, Technology Editor, CPI Media Group on EVAD's journey, the principles that define its culture, and how collaboration continues to shape EVAD's role in the regional cybersecurity landscape.

Interview Excerpts:

EVAD has established itself as a trusted cybersecurity distributor across the Middle East and Africa in a relatively short span of time. How did teamwork and collaboration shape EVAD's journey from inception to becoming a multi-country success story?

When I started building my team, I remembered something I once read in a book — “First who, then what.” It means that if you find the right people, bring them onboard first, and then figure out what they'll do, because great talent always finds purpose.

At EVAD, our focus has always been on people — finding talent, nurturing it, and blending it into a strong ecosystem. Our success is not about

one individual or one technology; it's about teamwork. One person's effort can take you somewhere, but the collective effort of a team takes you much further. EVAD's story is about people and collaboration — not just the products we sell.

You often emphasise the power of partnerships. What is your philosophy when it comes to building long-term relationships with vendors and channel partners, and how does EVAD maintain trust in such a competitive market?



OUR SUCCESS IS NOT ABOUT ONE INDIVIDUAL OR ONE TECHNOLOGY — IT'S ABOUT TEAMWORK. ONE PERSON'S EFFORT CAN TAKE YOU SOMEWHERE, BUT THE COLLECTIVE EFFORT OF A TEAM TAKES YOU MUCH FURTHER.

Everyone in business is looking for success and growth. For me, partnerships thrive when everyone involved wins. If I win but my partner doesn't, that relationship won't last. So, at EVAD, we think from a “win-win” perspective.

When we work with vendors, channel partners, or even end-users, we ask: how can they win with us? Because when they win, we naturally succeed too. I don't believe in short-term victories — I believe in sustainable, mutual growth. Winning alone might feel big for the moment, but it doesn't last. Winning together creates lasting value.

With operations spanning the UAE, Jordan, KSA, and Africa, how does EVAD ensure consistency in customer experience, service quality, and support across such diverse markets?

That's a great question, because it goes back to our DNA. At EVAD, we're not an individual-centric company — we're an ecosystem-centric company. My role as a leader is to distribute power, not hold it. Leadership is about creating a structure that runs smoothly even without constant supervision.

To succeed across multiple countries, we rely on three pillars: people, processes, and buy-in. We hire talented individuals, build strong operational processes with governance and structure, and ensure everyone genuinely believes in our mission. Without that buy-in, even the best people and systems fail. By making EVAD ecosystem-centric, not person-centric — not even around me — we ensure that our growth and quality are consistent everywhere.

Cybersecurity distribution today is about more than just products — it's about enablement. How does EVAD empower its partners through training, presales support, and technical expertise to deliver tangible value to customers?

Many would answer this by listing standard enablement programs, incentive schemes, and account mappings. But at EVAD, we go deeper. We tailor our support based on each partner's needs.

Some partners don't need technical training — they just need us to execute. In such cases, we tell them: “Don't work for us; let us work for you.” We handle the presales, sales activities, and closure, and the win belongs to them.

Others prefer joint engagement, so we equip them with the right technical and sales expertise to represent our solutions confidently. And then there are partners who simply need opportunities to cross-sell into existing accounts — and we make that happen too.

Our philosophy is always: *what's in it for them first, before what's in it for us.* This mindset creates satisfaction across



Abdullah A. Qaisi, CEO & General Manager, with his team — Ramy Yakoob, Channel Partnership Manager, MEA, EVAD; Ibrahim Jamus, Systems Engineering Manager, EVAD; and Sundares Ayyalu Sankar Rao, Technical Sales Manager, EVAD.

all stakeholders — vendors, partners, customers, and our internal team. That's the EVAD way.

EVAD's client portfolio includes key government and enterprise organisations. What factors have helped you become a preferred cybersecurity partner for such critical sectors?

Beyond our technical strength, I'd say our consulting mindset sets us apart. We're not salespeople; we're advisors. Our goal is to help clients understand what they truly need — and sometimes, what they don't.

I tell my team: a great salesperson must have four kinds of confidence — self-confidence, confidence in the product, confidence that the solution genuinely benefits the customer, and the discipline to follow up effectively.

I don't measure my team by sales numbers alone but by the quality of their activities. If they're focused on the right activities with the right intent, the results will always follow.

You've spoken about the "human side" of business in an industry dominated by technology. How does EVAD balance innovation with empathy?

The world is now driven by AI, where empathy and emotion often get lost. But I believe that in the future, the most valuable skill will be understanding and connecting with people. Technology evolves, but relationships are built by humans.

At EVAD, we remind ourselves that people buy from people. Whether it's a client, vendor, or partner, behind every transaction is a human being with emotions and expectations. If you don't recognise that, you lose the heart of business. Our philosophy is simple — *we are people who care about people.*

How does EVAD's ecosystem stay ahead of emerging risks through vendor partnerships and technology innovation?

Today's market is full of noise — too many products, too many promises. Customers are overwhelmed by choice. So we focus on clarity — the signal, not the noise.

We group our offerings into bundles like data security, network security, and infrastructure security. When customers buy from us, they get an integrated bundle — unified support, better pricing, and stronger performance.

This approach simplifies their decision-making and ensures they get complete solutions, not just standalone products. We're moving from product distribution to ecosystem enablement.

Looking ahead, what is your vision for EVAD's next phase of growth in the Middle East and Africa?

My vision for EVAD is limitless. I want it to thrive long beyond my lifetime. The secret is simple — if we take care of our team, and they take care of our partners, customers, and community, the company will sustain itself. We've already expanded into Kenya, covering the English-speaking African region, and plan to grow further into Africa and Asia. My focus now is maintaining and strengthening our ecosystem. If that remains healthy, EVAD will continue to grow anywhere.

The UAE is a digital-first nation, leading transformation across the region. How do you see the channel ecosystem evolving, and how is EVAD positioned to grow with it?

TECHNOLOGY EVOLVES, BUT RELATIONSHIPS ARE BUILT BY HUMANS. AT EVAD, WE REMIND OURSELVES THAT PEOPLE BUY FROM PEOPLE — EMPATHY REMAINS AT THE HEART OF EVERYTHING WE DO.




WHEN OUR PARTNERS WIN, WE WIN TOO. TRUE SUCCESS ISN'T MEASURED BY SHORT-TERM VICTORIES BUT BY BUILDING SUSTAINABLE, LONG-TERM GROWTH WHERE EVERYONE THRIVES TOGETHER.

The UAE is always ahead — it was living in the future 15 years ago, and its leadership continues to think 20–30 years ahead. Everything is moving toward managed services, cloud infrastructure, and AI-driven solutions. This shift demands a strong, integrated ecosystem — and that's exactly what EVAD represents. We see ourselves as part of the UAE's digital fabric, connecting innovation with execution.

What are your top three tips for building an excellent team that drives success?

First who, then what. Always start by hiring people who fit your culture, not just the job description. Skills can be taught; values can't.

- 1. Build leaders, not followers.**
A leader who doesn't create new leaders fails. Every member of my team is being prepared to lead one day — whether inside EVAD or beyond.
- 2. Lead with empathy.**
Understand your people's challenges. Take time to talk, listen, and support them — not because you're their manager, but because you're human.

Three principles — talent, succession, and empathy — define sustainable leadership. 

COURSERA'S SKILLS TRACKS SET NEW STANDARD FOR WORKFORCE READINESS

Patrick Supanc, Chief Product Officer at Coursera, discusses how the company's new Skills Tracks are helping organisations bridge the skills gap through data-driven, role-based learning.

Coursera is stepping up efforts to help organisations future-proof their workforces with the launch of Skills Tracks, a role-based, data-driven learning solution designed to close the skills gap at speed and scale. The platform leverages Coursera's proprietary Career Graph technology, which analyses millions of labour market data points to align learning with real-world job demands.

By combining content from top universities and industry partners with hands-on practice, performance-based assessments, and verifiable credentials, Skills Tracks offers a measurable way for employers to develop talent across critical domains such as generative AI, data, IT, and product management. For learners, it provides a structured, motivating path from foundational knowledge to expert proficiency — ensuring that new skills aren't just learned, but demonstrated.

In this interview, Patrick Supanc, Chief Product Officer at Coursera, discusses with Sandhya D'Mello, Technology Editor, CPI Media Group, how Skills Tracks are transforming the way organisations approach workforce development and how data-driven insights are enabling more strategic, measurable upskilling.

Interview Excerpts:

Employers increasingly identify skill gaps as a barrier to transformation. How does Coursera's Skills Tracks directly address this challenge in a measurable way?

Skills Tracks help close skill gaps faster through data-backed, role-based learning tailored to high-demand areas like Generative AI (GenAI), Software

& Product, IT, and Data. Each track is designed to build job-relevant skills through content from top universities and industry leaders, hands-on practice, and real-world assessments. Powered by Coursera's Career Graph, Skills Tracks align learning with real-time labor market data and business needs, so organisations can monitor outcomes and measure how learning translates into workforce readiness. Learners earn credentials that validate proficiency, and progress is tracked via dashboards that provide visibility into enrollments, path progression, skill achievements, and completion rates. By connecting skills to roles, tracking progress, and validating learning through assessments and credentials, Skills Tracks give employers a clear, measurable way to develop talent and drive transformation.

Could you explain how Skills Tracks are designed and how they guide learners from foundational knowledge to expert proficiency?

Skills Tracks — our new data-driven, role-based learning solution — maps learning to occupations and the skills most valued by employers. As learners progress through a structured learning



SKILLS TRACKS ALIGN LEARNING WITH REAL-TIME LABOUR MARKET DATA SO ORGANISATIONS CAN CLEARLY MEASURE HOW LEARNING TRANSLATES INTO WORKFORCE READINESS."



Patrick Supanc, Chief Product Officer, Coursera

path aligned to their role, they earn credentials that mark their journey from beginner to expert, providing clear recognition and motivation at each stage. Every credential is awarded based on rigorous assessments, ensuring teams and leaders can trust that new skills are not only learned, but demonstrated.

Career Graph is described as the data backbone of this offering. How does it leverage labour market insights to ensure learning remains relevant to real-world job demands?

Coursera's proprietary Career Graph combines millions of labor market data points, third-party competency frameworks, and Coursera's skills taxonomy, to precisely map the relationships between jobs, skills, and learning content, ensuring organisations can close skill gaps faster. By linking jobs and in-demand skills with courses and credentials on Coursera in real time, our Career Graph ensures each Skills Track stays grounded in the realities of today's labor market. Skills Tracks continuously update to stay current with market demands and aligned with changing skill requirements for roles. For

learners, it provides a clear roadmap with visible milestones for mastering the right skills required for their career path. For organisations, it offers a scalable system to support workforce planning and development and directly connects skill acquisition with business performance and growth.

Beyond learning content, how do the verifiable credentials and assessments within Skills Tracks give both employees and employers confidence in demonstrated skills?


In a skills-based economy, verifiable credentials and assessments go beyond content mastery to validate real-world, job-ready capabilities. By proving not just what employees know, but what they can do, these credentials build professional credibility, support career growth, and provide employers with trusted evidence of critical skills in action. This higher level of evidence is something our enterprise partners have been eager for us to build — and now we have. This visibility — and validity — allows leaders to make informed talent decisions, track progress, and invest strategically in employee upskilling. Skills Tracks directly connect skill acquisition with business

outcomes, helping organisations boost innovation, productivity, and retention.

Many organisations struggle to keep pace with rapid technological change. How do Skills Tracks help companies accelerate technology adoption and broader workforce transformation?

Skills Tracks drive faster workforce transformation by delivering adaptive, role-based learning across key technology and business domains. We are able to draw on content from industry leaders and universities like Microsoft, AWS, Yale, and Stanford to deliver the best upskilling experiences quickly. We have started with a focus on areas that our enterprise customers are telling us are most urgent for their business to address — areas like mobile development, product management, cybersecurity, IT support, data engineering, and AI — enabling broad adoption across business functions. This systematic approach helps organisations adopt new technologies faster, scale innovation, and maintain a competitive edge in a rapidly evolving market.

Looking ahead, what future enhancements can learners and employers expect from Coursera?

In the coming months, Coursera will introduce additional Skills Tracks and enhanced features. These include skill diagnostics to place learners at the right level and verified skill paths with performance-based evaluations to produce credentials that reflect practical, job-ready expertise. Beyond Skills Tracks, Coursera has recently introduced a series of AI-powered innovations across the platform. These include Role Play, which leverages AI personas to help learners practice soft skills in realistic scenarios; enhanced Course Builder tools that enable customers and partners to design courses at scale using GenAI; and new AI-based assessments that deliver timely, rigorous feedback while maintaining academic integrity. Together, these innovations make workforce learning more personalised, scalable, and effective, equipping organisations to build future-ready teams that thrive amid rapid technological change. 

CHANNELYT TECHNOLOGIES REDEFINES CHANNEL EXECUTION ACROSS MEA

Executive Director Maneesh Gulati on how Channelyt is bridging the gap between global innovation and regional execution through a unified, data-driven approach to channel enablement.

The Middle East's technology channel is entering a new era—one defined by speed, data, and strategic collaboration. As vendors and distributors adapt to an AI-driven, cloud-first landscape, the traditional boundaries of distribution are being reshaped. Channelyt Technologies is at

the forefront of this transformation, turning fragmented go-to-market (GTM) efforts into cohesive, measurable execution models that accelerate growth across the ecosystem.

In this conversation, Maneesh Gulati, Executive Director at Channelyt Technologies, shares with Reseller Middle East how the company's data-driven framework is helping global vendors localise effectively, strengthen partner enablement, and build sustainable

momentum across the GCC and broader MEA region.

Interview Excerpts:

The Middle East's technology landscape has evolved rapidly in recent years. How is this changing the role of distribution and channel enablement?

The distribution model in the region has come a long way. Distributors today do far more than logistics, many now act as go-to-market engines for certain vendors. But those GTM efforts are still selective and fragmented. They usually focus on individual vendor lines rather than the ecosystem as a whole. That's where Channelyt comes in. We help unify and amplify those efforts, turning what's happening in silos into a synchronized, data-driven execution framework that drives measurable results across multiple vendor portfolios.

You often describe Channelyt as an execution partner rather than a distributor. How exactly does that relationship work?

We see ourselves as an extension of the ecosystem, not a replacement. Most global vendors entering the



WE HELP BRING FOCUS AND STRUCTURE TO THIS ECOSYSTEM. WE WORK WITH DISTRIBUTORS TO STREAMLINE VENDOR PORTFOLIOS AND ENSURE EACH ENGAGEMENT DRIVES MEASURABLE ENABLEMENT AND REVENUE MOMENTUM. FOR VENDORS, WE DELIVER A REGIONAL GTM FRAMEWORK THAT ACCELERATES MARKET ENTRY AND PERFORMANCE ACROSS GCC MARKETS.



Maneesh Gulati, Executive Director at Channelyt Technologies.



CHANNELYT BRIDGES THAT GAP BY LOCALIZING GTM ASSETS, PARTNER TRAINING, AND COMPLIANCE MESSAGING SO GLOBAL VENDORS CAN OPERATE SEAMLESSLY IN A BILINGUAL, COMPLIANCE-DRIVEN REGION.

Middle East — whether in AI, Cloud, Digital Infrastructure, or XaaS — work through exclusive distributor partnerships. That model ensures control, but it often limits reach and speed since distributors can only invest deeply in a few high-demand brands.

At Channelyt, we help bring focus and structure to this ecosystem. We work with distributors to streamline vendor portfolios and ensure each engagement drives measurable enablement and revenue momentum. For vendors, we deliver a regional GTM framework that accelerates market entry and performance across GCC markets.

It's a balance of consolidation where it brings efficiency and acceleration where it drives growth. And with teams in North America and the Middle East, we bridge vendor strategy with regional execution — helping innovation travel faster and land stronger.

What kind of challenges do international vendors face when trying to localize for the MEA region?

Many vendors arrive with incredible technology but aren't fully region-ready. Things like Arabic language support, bilingual documentation, or even local data hosting can become make-or-break factors. Data sovereignty is another key one — every country now has its own cloud and compliance policies. These aren't technical issues; they're adoption barriers. Channelyt bridges that gap by localizing GTM assets, partner training, and compliance messaging so global vendors can operate seamlessly in a bilingual, compliance-driven region.

Channelyt talks a lot about data-driven enablement. What does that look like in practice?

We bring structure and visibility to what has traditionally been a very manual layer of execution. We measure things like MDF utilization, partner engagement, and pipeline velocity so vendors and distributors can see exactly where execution delivers and where adjustments are needed. We're also embracing automation and AI to make partner enablement more predictive — identifying engagement gaps early and helping vendors respond faster. It's all about turning GTM execution into something measurable, repeatable, and transparent.

With GITEK 2025 around the corner, what opportunities do you see for vendors entering or expanding in the region?



WE BELIEVE THE FUTURE OF MEA'S TECHNOLOGY GROWTH LIES IN EXECUTION EXCELLENCE. OUR JOB IS SIMPLE — TO CONNECT GLOBAL INNOVATION WITH LOCAL REALITY AND MAKE SURE EVERY PARTNER IN THE VALUE CHAIN GROWS TOGETHER.

GITEK remains the single biggest stage where global innovation meets regional opportunity. But visibility at the event is just the start — the real success comes after. Our focus this year is helping vendors turn visibility into velocity — converting booth interest into real pipeline through structured post-event GTM programs. The most promising growth segments right now are AI, Cloud, Cybersecurity, and Digital Infrastructure — all of which need strong local execution to succeed.

Finally, what's your vision for Channelyt and the regional channel ecosystem as we move into 2026?

Our mission is to make the regional channel more cohesive and execution-ready. Distribution today covers parts of the GTM journey, but Channelyt's role is to make it complete. We're building an ecosystem where vendors, distributors, and partners are aligned through shared data, measurable KPIs, and transparent performance models. By 2026, we want to see a unified, insight-driven MEA channel where innovation doesn't just enter the market — it scales sustainably.

At Channelyt Technologies, we believe the future of MEA's technology growth lies in execution excellence. Our job is simple — to connect global innovation with local reality and make sure every partner in the value chain grows together. With teams operating in both North America and the Middle East, Channelyt is uniquely positioned to align global innovation with regional execution — turning two worlds into one growth engine. 

SECLORE™

Data is leaving
your walls.
At GITEX
see how Seclore
makes security
travel with it.

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D-LINK POWERS NEXT ERA OF INTELLIGENT CONNECTIVITY ACROSS MIDDLE EAST AND AFRICA

At GITEX Global 2025, D-Link showcases its AI-driven Wi-Fi 7 and cloud-managed innovations designed to redefine connectivity for smart homes, enterprises, and digital ecosystems.

The Middle East and Africa are witnessing a surge in demand for intelligent, secure, and scalable connectivity driven by rapid digital transformation. D-Link continues to lead this evolution, connecting homes, enterprises, and smart cities through innovation in networking technologies. At GITEX Global 2025, the company is showcasing a next-generation portfolio powered by AI, Wi-Fi 7, and cloud-managed solutions that enable smarter, faster, and more sustainable connections.

Sakkeer Hussain, Director – Sales & Marketing at D-Link Middle East and Africa, spoke to Sandhya D'Mello, Technology Editor, CPI Media Group and shared insights into the company's innovation roadmap, growth strategy, and focus on building secure, adaptive networks aligned with the region's digital ambitions.

Interview Excerpts:

GITEX has always been a strategic platform for D-Link to showcase its innovation roadmap. What key technologies or solutions is D-Link spotlighting at

this year's event, and how do they align with the region's digital transformation goals?

At GITEX this year, D-Link is spotlighting the AQUILA PRO AI series and Wi-Fi 7 solutions — designed to make next-generation connectivity simple, secure, and scalable. These solutions represent how Wi-Fi has evolved from just being “fast” to

becoming intelligent and adaptive. Built for smart homes, modern businesses, and hybrid lifestyles, they bring AI-driven optimization, energy efficiency, and robust security into one seamless experience. For the region's digital transformation goals, this means connectivity that's not only faster but also smarter, greener, and more human-centered — supporting smart cities, digital learning, and cloud-driven innovation. GITEX gives us the platform to connect with our partners and showcase how Wi-Fi can now think, learn, and respond.



CONNECTIVITY TODAY IS MORE THAN SPEED — IT'S ABOUT INTELLIGENCE, ADAPTABILITY, AND TRUST. WITH AI, WI-FI 7, AND CLOUD-MANAGED INNOVATION, D-LINK IS BUILDING NETWORKS THAT THINK, LEARN, AND SECURE THE DIGITAL FUTURE.”

— SAKKEER HUSSAIN, DIRECTOR – SALES & MARKETING, D-LINK MIDDLE EAST & AFRICA



Sakkeer Hussain, Director – Sales & Marketing at D-Link Middle East and Africa.

D-Link has played a pivotal role in shaping connectivity across homes, enterprises, and smart cities in the Middle East. How is the company evolving its product portfolio to meet the demands of AI, IoT, and cloud-driven ecosystems?

Connectivity is becoming the foundation for everything — from smart homes to smart cities. That's why D-Link's portfolio now focuses on intelligent, cloud-managed, and AI-optimized solutions. With AQUILA PRO AI, our Wi-Fi adapts in real time to user behavior and device load — ensuring smooth streaming, reliable remote work, and effortless smart home control.

For SMBs and enterprises, Wi-Fi 7 BE10000 routers and cloud-managed solutions like Nuclias are designed for scalability and simplicity, supporting the growing wave of IoT and AI applications. The focus is on networks that think, learn, and adjust — so businesses and consumers can focus on what matters most, not troubleshooting connections.

With the growing emphasis on secure networking and data privacy, how is D-Link ensuring that its infrastructure solutions address cybersecurity challenges, particularly in hybrid work and education environments?

Security sits at the heart of every D-Link innovation. Our latest Wi-Fi 7 and AQUILA PRO AI devices come with WPA3 encryption, AI-based threat detection, and parental and content controls for safer browsing and data protection. For businesses and schools managing hybrid environments, D-Link's Nuclias Cloud platform provides visibility and control from anywhere — ensuring networks stay protected, monitored, and compliant with regional data security standards. The goal is simple: to deliver peace of mind with performance, where connectivity remains both intelligent and trusted.



Can you elaborate on D-Link's growth strategy for 2025 and beyond — are there particular markets within the Middle East or Africa that you see as key drivers of expansion?

Our growth in 2025 and beyond is driven by AI, Wi-Fi 7, and cloud-managed networking — technologies that serve both consumer and business needs. We're seeing strong momentum in the GCC markets, where national digital agendas are accelerating smart city and home automation projects. Africa is another exciting frontier for us, with growing demand for reliable and affordable connectivity. We're expanding our partner ecosystem, strengthening logistics, and introducing more region-specific

solutions to ensure D-Link remains the trusted bridge to the digital future.

Partnerships and channel strength have always been at the core of D-Link's success. How are you enhancing partner engagement and support to empower distributors, system integrators, and resellers in the evolving digital economy?

Our three-tier partner program continues to be one of the strongest in the region, offering tailored pricing, marketing incentives, and comprehensive technical training. This year, we're further enhancing partner engagement with improved after-sales support, hands-on product education, and cloud-based management tools that make deployment simpler and more efficient. We want our partners to feel truly empowered — not just to sell, but to deliver smarter, more reliable connectivity experiences to their customers. 



**FROM SMART HOMES TO SMART CITIES,
D-LINK'S MISSION IS TO MAKE CONNECTIVITY
SEAMLESS, SECURE, AND SUSTAINABLE —
EMPOWERING PEOPLE AND BUSINESSES TO
THRIVE IN AN AI-DRIVEN WORLD.**

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JARLTECH EMPOWERS MENA PARTNERS TO ACCELERATE DIGITAL RETAIL TRANSFORMATION

At GITEX Global, Yasser Abdullah, CEO – MENA at Jarltech, outlines the company's regional strategy, partner-first philosophy, and commitment to enabling the channel through innovation, reliability, and long-term collaboration.

How is Jarltech leveraging its entry into the MENA market to replicate its European success, and what strategic goals are you prioritising at GITEX to accelerate regional growth?

Jarltech's expansion into the MENA region is a natural progression of our global growth strategy. Our vision is to bring the same consistency, reliability, and value that made us one of Europe's leading specialist distributors for POS and Auto-ID systems. At GITEX, our goal is to strengthen local alliances, build visibility for our regional operations, and demonstrate how our proven distribution model—anchored on service excellence, inventory readiness, and partner-first support—can help accelerate business outcomes in this dynamic market. We are here to listen, collaborate, and co-create growth with our partners.

Jarltech is known for its value-add distribution model. How are you adapting this approach to meet the needs of MENA channel partners seeking high availability, technical expertise, and localised support?

Our philosophy has always been to go beyond product distribution. In the MENA region, we're tailoring that by combining deep local market understanding with the operational discipline of a European distribution powerhouse. We're investing in regional infrastructure, faster shipping channels, and dedicated partner support teams. Our partners will benefit from marketing enablement,

demo units, configuration services, and drop shipment options that help them scale without increasing their operational overheads. It's about ensuring our partners can focus on customer success while we take care of the back-end reliability.

With global partnerships across brands like Zebra, Honeywell, and Epson, which technology domains—such as POS, Auto-ID, or retail innovation—are you showcasing at GITEX, and how do these align with emerging digital trends in the region?

At GITEX, we're showcasing the full spectrum of next-generation POS and Auto-ID solutions designed for an omnichannel retail world. The demand for intelligent retail, smart logistics, and frictionless commerce is growing across the region, and our solutions reflect that. From advanced scanning and mobility systems to industrial printers and payment terminals, we're helping resellers and systems integrators deliver the digital transformation their customers expect. Our partnerships with global leaders mean our channel ecosystem always has access to the latest innovations first.



OUR MISSION IN THE MENA REGION IS SIMPLE — TO MAKE OUR PARTNERS MORE COMPETITIVE, MORE AGILE, AND MORE PROFITABLE.”



Yasser Abdullah, CEO – MENA, Jarltech.

As global supply chains evolve, what steps is Jarltech taking to ensure consistent product availability, efficient logistics, and fast-track fulfilment for MENA resellers and system integrators?

Supply chain stability is one of our biggest differentiators. We maintain one of Europe's largest and most advanced distribution centres with high stock availability and daily late shipping. For MENA, we're replicating this operational excellence through holding large local stocks, strategic inventory planning and regional logistics partnerships to ensure short lead times and uninterrupted deliveries. We understand that every delay impacts our partners' profitability—so we've built resilience into our supply chain to make sure their business continuity is never at risk.

How do you see Jarltech shaping the next phase of channel transformation in the Middle East, particularly with regard to AI-enabled retail, omnichannel commerce, and data-driven customer engagement?

The Middle East is entering a new phase of digital retail transformation, and we see Jarltech as a key enabler of that journey. Our role is to empower our channel with access to smart, connected solutions that bridge physical and digital commerce. We're working closely with vendors to bring AI-enabled POS, analytics-ready Auto-ID systems, and connected edge devices to the region—technologies that help businesses better understand consumer behaviour and optimise operations. We believe the future of the channel lies in insight-driven value creation, and we're here to equip our partners with the tools and intelligence to lead that change. 

PLANVIEW BUILDS MOMENTUM, DRIVES TRANSFORMATION ACROSS MIDDLE EAST

Chief Growth Officer & Head Middle East, Stephen Fernandes, shares his vision for Planview's regional journey—focusing on partnerships, execution, and AI-powered transformation to help enterprises connect strategy with action.

With three decades of experience spanning the Middle East, Africa, India, and APAC, Stephen Fernandes, Chief Growth Officer & Head Middle East at Planview, brings a rare blend of regional insight and global perspective. Tasked with steering Planview's expansion and growth strategy across the Middle East, he is focused on building a robust local foundation, accelerating partnerships with hyperscalers and system integrators, and positioning Planview as the execution engine for enterprise transformation. In this exclusive conversation with Sandhya D'Mello, Technology Editor, CPI Media Group, Fernandes discusses his vision for driving measurable impact, empowering customers through AI-powered connected work, and establishing Planview as a trusted transformation partner in the region.

Interview Excerpts:

What does it mean for you personally and professionally to take on the position of Chief Growth Officer & Head Middle East at Planview?

Taking on this role is both a personal milestone and a professional privilege. Personally, it's a full-circle moment—having spent over two decades in the region, I've seen its transformation firsthand. Professionally, it's an opportunity to lead a brand that's globally recognized for strategic execution and bring that excellence to a region that's hungry for innovation. It's about building something meaningful, with impact and scale.

You've been tasked with relaunching and executing Planview's growth strategy and go-to-market plan in the region. Can you share your priorities for the first year?

The first year is about building a strong foundation and generating momentum. My key priorities include:

- Establishing a robust regional footprint—with local leadership, a regional data center, and delivery capabilities to ensure proximity and responsiveness.
- Forging strategic partnerships with AWS, global system integrators, and regional digital

champions to accelerate market access and innovation.

- Elevating brand awareness around Planview's AI-powered portfolio management and connected work solutions, positioning us as a transformation enabler.
- Securing early wins with key clients across industries to demonstrate tangible value, while deepening engagement with our 30+ existing regional customers.
- Building a scalable partner ecosystem that can drive transformation across sectors and support long-term growth.

It's about laying the groundwork for sustainable success while delivering impact from day one.

With 30 years of experience across Middle East, Africa, India, and APAC, you've seen technology evolve rapidly. How do you see digital transformation priorities in the Middle East today compared with other regions you've worked in?

The Middle East is no longer following global trends—it's shaping them.



Stephen Fernandes, Chief Growth Officer & Head Middle East at Planview.

Unlike other regions where digital transformation is often reactive or incremental, here it's bold, strategic, and future-focused. Countries like the UAE and Saudi Arabia are making landmark investments in AI, cloud infrastructure, and data ecosystems—not just to enhance efficiency, but to position themselves as global leaders in innovation. At Planview, headquartered in Austin, Texas, we're proud to be driving AI-powered enterprise transformation, helping organizations bridge the gap between strategy and execution. With the Middle East rapidly emerging as a global AI powerhouse alongside the U.S., we're seeing unprecedented opportunities for collaboration and impact. This is a pivotal moment for visionary enterprises ready to lead with purpose and precision.

Planview is known globally for strategic portfolio management and digital product development. How do you plan to position the brand uniquely in the Middle East market?

"We're positioning Planview as the execution engine for transformation. While many platforms focus either on strategy or delivery, Planview uniquely connects both—bridging the gap between boardroom vision and frontline execution. Planview is proud to be a Leader for the fourth consecutive year in the Gartner's Magic Quadrant. In the Middle East, where transformation programs are ambitious, complex, and involve multiple stakeholders, this capability is essential. Our AI-powered platform empowers leaders with real-time visibility, operational agility, and the ability to deliver outcomes at scale. It's not just about managing portfolios—it's about enabling transformation with precision and speed."

You've successfully built businesses from scratch at Cognizant, Tech Mahindra, and other firms. What lessons from those journeys are you applying to this new mandate at Planview?

Three key lessons continue to guide me



in this new mandate at Planview:

1. Local relevance is non-negotiable. Success in this region demands building with the Middle East, not just for it. Strengthening relationships with regional clients and aligning with local priorities is essential.
2. Partnerships drive scale. Sustainable growth comes from ecosystems, not solo efforts. Strategic alliances amplify reach and impact.
3. Execution beats strategy. Vision sets direction, but traction builds credibility. Delivering measurable outcomes early on is critical.

At Planview, I'm applying these lessons by building a high-impact regional team, forging strategic partnerships, and focusing relentlessly on delivering value from day one.

Strategic alliances and partnerships have been a hallmark of your career. What kind of ecosystem partnerships do you see as critical for Planview's success in this region?

For Planview, success in the Middle East will be driven by a three-tiered ecosystem strategy:

1. Hyperscalers like AWS to ensure scalable, secure, and compliant cloud delivery—critical for enterprise-grade transformation.
2. Global and regional system

integrators to lead execution, bringing deep expertise in digital transformation and aligning with national visions.

3. Industry-specific partners across sectors such as government, financial services, energy, and telecom to provide domain depth and accelerate time-to-value.


This ecosystem approach allows us to combine global innovation with local relevance—delivering outcomes that matter to both public and private sector leaders.

You authored the book *Relaunch to Win*. How does the framework you outlined in the book resonate with the challenges and opportunities you now face at Planview?

Relaunch to Win is a framework built for navigating change with clarity of purpose, courage to execute, and conviction to achieve. Its five phases—Assess, Align, Transform, Measure & Monitor, and Relaunch—are guiding our approach at Planview Middle East as we re-enter a fast-moving region. It's helping us stay purpose-driven, build strategic partnerships, and focus relentlessly on performance. More than a concept, it's a growth-led operating mindset.

Looking ahead, what is your long-term vision for Planview in the Middle East, and how do you see the company contributing to enterprise transformation and innovation in the next five years?

My vision is for Planview to become the go-to platform for connected work and strategic execution in the Middle East. Over the next five years, I see us:

- Powering national transformation programs across the Middle East
- Enabling AI-driven decision-making for enterprise leaders
- Building a vibrant customer and partner ecosystem that scales innovation
- Becoming a trusted advisor for strategy-to-execution journeys
- Planview will not just support transformation—it will accelerate it, with intelligence, agility, and impact. 



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MINDWARE STRENGTHENS EAST AFRICA PRESENCE WITH STRATEGIC VENDOR PARTNERSHIPS

New alliances with Forcepoint, Citrix, Ubiquity, Everfox and Eaton set to accelerate digital transformation across the region.

Mindware, a leading value-added distributor (VAD) in the Middle East and Africa, has announced new strategic partnerships with global technology leaders Forcepoint, Citrix, Ubiquity, Everfox, and Eaton. These alliances expand Mindware's East Africa footprint, enabling organisations to access cutting-edge solutions in cybersecurity, digital workspaces, networking, and power management.

Since establishing operations in East Africa just six months ago, Mindware has tripled the number of vendors in its portfolio and doubled the number of active transacting partners, reflecting the rapid growth and demand for advanced IT capabilities in the region. To further accelerate adoption, the distributor is driving weekly training and enablement sessions to upskill partners and ensure they can deliver measurable value to customers.

Through these partnerships, Mindware is addressing the growing demand for advanced technology solutions across East Africa, helping enterprises and SMEs strengthen operational resilience, enhance connectivity, and accelerate digital transformation. Forcepoint will deliver cybersecurity technologies to protect organisations' data and operations, while Citrix will provide secure digital workspaces and virtualisation to support hybrid work models. Ubiquity will enhance enterprise and

service provider networks with high-performance connectivity, and Everfox will bring advanced cybersecurity capabilities designed specifically for governments and critical infrastructure sectors. Eaton will complement the portfolio with robust power management and sustainability-driven energy efficiency solutions.

"These partnerships underscore Mindware's commitment to bridging the gap between global innovation and local needs in East Africa," said Spiros Rafailovits, Territory Manager, East Africa at Mindware. "By bringing in leading vendors across multiple technology domains, we are empowering the IT channel ecosystem with the tools, training, and support needed to drive digital transformation. Our objective is to strengthen the resilience, efficiency, and competitiveness of organisations across Kenya, Uganda, Tanzania, Rwanda, and Ethiopia."

To support these new alliances, Mindware will launch a series

of initiatives including Mindware Connect roadshows, specialised partner enablement programs, training workshops, and certifications. These efforts are designed to upskill local partners, increase solution adoption, and ensure businesses can fully leverage these new technologies. The company has already initiated pilot projects in Kenya and Uganda, with early customer feedback highlighting strong demand for both cybersecurity and power management solutions.

This expansion is a cornerstone of Mindware's broader African growth strategy. The company is focused on delivering end-to-end digital transformation through cloud, AI, and cybersecurity solutions, while also bridging the ICT skills gap with training and certification programs. Mindware will provide financial assistance and credit facilities to support IT resellers and system integrators, while continuing to strengthen its supply chain to ensure fast and reliable delivery of solutions across the region. With its hub in Nairobi and active presence across East Africa, Mindware continues to establish itself as the region's trusted distribution partner, enabling businesses to thrive in a secure, connected, and future-ready digital economy. 



THESE PARTNERSHIPS UNDERSCORE MINDWARE'S COMMITMENT TO BRIDGING THE GAP BETWEEN GLOBAL INNOVATION AND LOCAL NEEDS IN EAST AFRICA.



Spiros Rafailovits, Territory Manager, East Africa at Mindware.

EXAGRID, VAD DOUBLE DOWN ON DECADE-LONG ALLIANCE TO REDEFINE BACKUP PERFORMANCE

The renewed partnership aims to expand market share and disrupt legacy backup solutions with a performance-driven, cyber-resilient offering tailored for enterprise customers.

ExaGrid is gearing up for an ambitious growth push in the Middle East, building on its nearly decade-long alliance with value-added distributor VAD. Under the leadership of Mohamed Jaffrey, Director of Sales – Middle East, the partnership aims to aggressively expand market share by delivering high-performance, cyber-resilient backup solutions that reduce costs for enterprises and strengthen the channel ecosystem.

The collaboration will focus on sectors where data security and compliance are paramount, including government, BFSI, oil & gas, healthcare, and large-scale enterprises. Leveraging VAD's market reach and technical expertise, ExaGrid will bring its Tiered Backup Storage architecture — featuring ultra-fast restores, scale-out flexibility, advanced deduplication, and ransomware protection — directly to regional partners and customers.

“With a channel-first strategy, both companies are doubling down on partner enablement, roadshows, and incentive programmes, backed by enhanced training and support capabilities from VAD's Dubai hub,” said Jithin Varghese, Business Unit Manager- High Performance Datacenter Solutions, VAD Technologies, said, “Our role as a value-added distributor is to identify technologies that deliver real, long-term value to the channel. Backup decisions are notoriously sticky—

customers rarely change platforms unless the benefits are undeniable. We are proud to have introduced ExaGrid to the regional ecosystem and to hold the majority market share today. Our aim is to seamlessly integrate with all leading backup software, empowering system integrators to meet customers

where they are. By partnering with ExaGrid through us, system integrators gain a proven solution and a trusted ally to strengthen their customer relationships and accelerate business growth.”

The partnership, first signed in 2016, is now entering a new phase as ExaGrid and VAD are poised to take their collaboration to the next level. The primary objective is to expand market share aggressively by offering unmatched backup performance, lowering enterprise costs, and empowering the partner ecosystem with a differentiated solution.

“The alliance enhances the regional data backup and recovery landscape by setting new standards in speed, simplicity, and scalability with cyber resiliency at its core. ExaGrid's advanced architecture combines a landing zone for performance with a retention tier for cyber resiliency, simplifying decision-making for enterprises that demand both speed and security. The dual benefit makes ExaGrid a standout solution in a competitive market where legacy backup systems often compromise on one or the other,” said Mohamed Jaffrey, Director of Sales – Middle East, ExaGrid.

The companies are laser-focused on scaling their strong presence in high-compliance industries such as government, BFSI, oil & gas, healthcare, and large-scale enterprises — sectors where data-intensive



WITH A CHANNEL-FIRST STRATEGY, BOTH COMPANIES ARE DOUBLING DOWN ON PARTNER ENABLEMENT, ROADSHOWS, AND INCENTIVE PROGRAMMES, BACKED BY ENHANCED TRAINING AND SUPPORT CAPABILITIES FROM VAD'S DUBAI HUB



Jithin Varghese, Business Unit Manager- High Performance Datacenter Solutions, VAD Technologies; Mario M. Veljovic, General Manager at VAD Technologies and Mohamed Jaffrey, Director of Sales – Middle East, ExaGrid.


operations demand modern, secure, and cost-effective backup strategies. VAD contributes deep market access, trusted relationships, and technical credibility, while ExaGrid delivers a platform purpose-built to outperform on performance and security. Together, they present a compelling value proposition for enterprises and channel partners alike.

Enterprise customers — through VAD's partner ecosystem — can now access ExaGrid's Tiered Backup Storage solution, which features ultra-fast restores, a scale-out architecture that eliminates forklift upgrades,

industry-leading deduplication, and ransomware protection. Unlike solutions that slow down as data grows, ExaGrid speeds up restores, reduces backup windows, and ensures predictable costs, offering CIOs performance, scalability, and security without compromise.

Training, enablement, and post-sales support will be further strengthened by VAD's expanded training and support office in Dubai. The companies are also planning additional roadshows, incentive programmes, and partner activations to accelerate pipeline growth and

strengthen relationships across the channel ecosystem.

Looking ahead, ExaGrid and VAD are committed to aggressively scaling their enterprise footprint in the Middle East, with Jaffrey stating that the clear mandate is to make ExaGrid the number one backup choice in the region. Joint initiatives will include targeted campaigns across the security industry, CIO roundtables, and participation in major events such as Gitex, reinforcing the alliance's vision of delivering enterprise-grade performance and cyber resiliency at scale. 

AVIENTEK STRENGTHENS COMMUNICATIONS PORTFOLIO WITH RIBBON PARTNERSHIP

The collaboration with Ribbon Communications marks Avientek's entry into security solutions, expanding its reach across unified communications, networking, and secure enterprise connectivity.

Avientek has announced a strategic distribution partnership with Ribbon Communications, a global provider of real-time communications technology and IP optical networking solutions. The agreement significantly expands Avientek's product portfolio to include Microsoft Voice Solutions, voice security, IP Optical, Data Center Interconnect, and advanced Switching technologies.

The partnership represents Avientek's official entry into the security solutions market, reinforcing its position as a leading value-added distributor of Audio Visual, Unified Communications, and Collaboration technologies across the Middle East. Through this collaboration, Avientek will enable enterprises, service providers, and government organisations to protect critical assets and ensure secure, resilient, and future-ready communication infrastructures.

Ribbon's portfolio, renowned for its voice communication security and network resilience, will now be available through Avientek's regional distribution network. The suite includes solutions that safeguard organisations against DoS/DDoS attacks, toll fraud, call hijacking, and eavesdropping—while ensuring

uninterrupted connectivity and performance.

Valiya Parambil Manu, Director of Avientek, said the partnership marks a milestone in the company's mission to enhance its unified communications and networking capabilities.

"We are proud to announce our new distribution partnership with Ribbon Communications," said Manu. "Ribbon's innovative solutions in real-time communications, security,



RIBBON'S INNOVATIVE SOLUTIONS ALIGN SEAMLESSLY WITH OUR MISSION TO DELIVER GREATER VALUE TO PARTNERS AND CUSTOMERS ACROSS THE REGION."
- VALIYA PARAMBIL MANU, AVIENTEK



rit



and cloud-native technology align seamlessly with our mission to deliver greater value to our partners and customers across the region. Together, we look forward to empowering enterprises and service providers with advanced, secure, and scalable solutions that accelerate digital transformation.”

Echoing the sentiment, Rafael Vicent, Senior Channel Account Manager at Ribbon Communications, noted that the collaboration strengthens Ribbon’s regional footprint and expands access to its

market-leading technologies.

“We’re excited to welcome Avientek to our strategic partner network across the Middle East and Africa,” said Vicent. “This collaboration brings our advanced Session Border Controllers (SBCs) to a broader market, helping customers migrate their telephony to the cloud with Microsoft Teams and other cloud-based communication platforms. With Ribbon’s SBCs, IP Optical, and Data Center Interconnect solutions, Avientek is uniquely positioned to deliver

secure, scalable, and future-ready communication infrastructure to enterprises, service providers, and government organisations.”

Avientek will provide its channel ecosystem with end-to-end support—including expert consultation, pre- and post-sales training, and regional assistance—to ensure effective deployment of Ribbon’s technologies. The move further strengthens Avientek’s role in enabling digital transformation across the region’s rapidly evolving ICT landscape. 



Avientek’s Director, Valiya Parambil Manu, and Ribbon Communications’ Rafael Vicent celebrate the strategic partnership aimed at advancing secure communication infrastructures across the Middle East.

ASUS EXPERTBOOK P5: AI-READY POWERHOUSE FOR BUSINESS PROFESSIONALS

The ASUS ExpertBook P5 (P5405) combines portability, power and AI-driven productivity features designed for today's business users.

Business laptops have long been designed with practicality in mind — reliable performance, long battery life, and a lightweight form factor. With the new ASUS ExpertBook P5 (P5405), ASUS takes these fundamentals further, introducing AI capabilities and modern performance in a professional-grade device that's built for mobility and productivity.

Part of ASUS's latest Copilot+ AI PC line-up, the ExpertBook P5 is engineered to meet the evolving needs of today's professionals. Its minimalist, aluminium chassis keeps the device lightweight yet impressively sturdy, compliant with military-grade durability standards. At around the size of a typical 13-inch notebook, it's easy to carry, while the 14-inch WQXGA (2560 × 1600) anti-glare display delivers crisp visuals and a smooth 144 Hz refresh rate. The matte coating does an excellent job reducing reflections — a welcome feature for professionals working under varying lighting conditions.

The keyboard feels well-spaced and responsive, with a tactile layout that encourages long typing sessions. There's also a dedicated Copilot key for quick access to Microsoft's AI assistant, and a fingerprint reader integrated into the power button for secure logins. The webcam, equipped with a privacy shutter and Windows Hello support, underscores ASUS's focus on security and user comfort.

Connectivity is robust, featuring two Thunderbolt 4 USB-C ports, HDMI out, USB-A, and a 3.5mm

combo audio jack on the left side, with an additional USB-A port on the right. This versatile selection makes it easy to connect peripherals or expand to multiple displays for a full workstation setup.

Under the hood, the ExpertBook P5 is powered by up to an Intel Core Ultra 7 258V processor with a 47 TOPS NPU, supported by 32 GB of RAM and 2 TB of SSD storage. In real-world performance tests, the device handled intensive workloads — from multitasking with large files to running AI-driven applications — without hesitation. The ASUS

ExpertMeet app deserves special mention, offering AI-based transcription and translation for recorded meetings that operate entirely offline, enhancing privacy and accessibility.

Battery life is another standout. The P5405 comfortably lasts through a full workday on a single charge, and its advanced cooling system keeps performance consistent while maintaining whisper-quiet operation.

The ASUS ExpertBook P5, priced at Dh4,899, strikes a strong balance between premium build, enterprise-level performance and next-generation AI functionality. For professionals seeking a future-ready business laptop that marries reliability with innovation, this model is a clear front-runner. **TIME**



A WELL-BALANCED BUSINESS LAPTOP THAT PROVES AI PERFORMANCE AND PORTABILITY CAN GO HAND IN HAND."



ZEBRA FR55 FIRST RESPONDER MOBILE COMPUTER POWERS NEXT-GENERATION MISSION- CRITICAL COMMUNICATIONS

Purpose-built for police, fire and emergency services, Zebra's FR55 combines rugged design, broadband connectivity and advanced AI features for secure, reliable field operations.

Zebra Technologies has unveiled the FR55 First Responder Mobile Computer, an Android-based broadband device engineered to meet the demanding communication needs of police, fire, emergency medical services (EMS) and defence personnel. As mission and business-critical communications continue to shift from narrowband to broadband systems, the FR55 aims to bridge the gap — offering secure voice, video and data capabilities for frontline users.

Built for broadband intelligence
Certified for Evolved Multimedia Broadcast Multicast Service (eMBMS), the FR55 enables simultaneous broadcast of multimedia intelligence such as maps, images and live video streams to multiple users (license required). Integration with Mission Critical Communications (MCX) platforms allows interoperability with existing narrowband devices including TETRA, DMR and TETRAPOL, ensuring seamless coordination across legacy and next-generation systems.

Full-spectrum connectivity
The device supports an extensive range of LTE and 5G radio bands, including those reserved for public safety. Second-generation 5G (Rel 16) technology enhances both speed and security, while Wi-Fi 6E provides robust performance for high-bandwidth applications. Bluetooth 5.3 further improves device pairing efficiency, security and power management.

Designed for extreme environments
Engineered for durability, the FR55's rugged construction protects it against




dust, water and drops. A hot-swappable battery ensures uninterrupted operation, while programmable buttons — including a red duress button for emergency alerts and a large Push-to-Talk (PTT) key — allow quick, gloved-hand control.

The 6-inch high-brightness display remains responsive even with gloves, and the 16 MP rear camera supports live video streaming with Zebra's camera app, which alerts users if the lens requires cleaning. Powered by the latest Qualcomm® processor, the device handles multiple critical applications simultaneously, enhanced by Zebra DNA Mobility Extensions (Mx) offering over 100 additional Android features for productivity and security.

Three microphones, two speakers and AI-based noise suppression deliver exceptional voice clarity in high-noise environments — a vital feature for field operations.

Secure and sustainable

Meeting stringent government security standards, the FR55 incorporates Secure Element and Android Strongbox for data protection, Secure Boot and Verified Boot to prevent malware, and FIPS 140-2 and Common Criteria certifications for data integrity. Optional Nano Secure Access Module (SAM) support adds another layer of security, while Zebra's LifeGuard for Android™ and Identity Guardian tools keep devices and user access safeguarded.

The FR55 also reflects Zebra's sustainability commitments. Its multi-function design reduces hardware redundancy, serving as both a mobile workstation and two-way radio. Backed by long-term Android OS support up to version 18 and a minimum eight-year lifecycle, the FR55 offers strong ROI and readiness for future AI and AR applications. 



**THE FR55 BRINGS
BROADBAND
INTELLIGENCE TO
THE HEART OF
MISSION-CRITICAL
OPERATIONS.”**

CORO NAMES NEILL BURTON EMEA VP AND GM TO DRIVE PARTNER ECOSYSTEM EXPANSION

Veteran channel strategist to spearhead Coro's EMEA expansion, strengthening partnerships and scaling cybersecurity for SMBs across the region.

Coro, the leading cybersecurity platform for small and midsize businesses, today announced the appointment of Neill Burton as its new Vice President and General Manager of Europe, the Middle East and Africa (EMEA). The appointment follows Coro's entry into the EMEA region beginning this year and underscores the company's commitment to accelerate its international expansion further.

In his new role, Burton will build a comprehensive channel ecosystem capable of delivering robust cybersecurity to underserved SMBs across the region. His appointment reflects Coro's strategic focus on scaling through channel partnerships as the company expands beyond its solid North American foundation. Burton's focus will be on developing strategic alliances while identifying emerging channel players capable of solution-selling Coro's modular platform to the growing SMB market throughout the region.


Joe Sykora, Coro's CEO, said, "Neill brings exactly what we need for our next phase in EMEA - the ability to transform partner ecosystems and drive sustainable growth. His track record of transforming partner-initiated businesses, combined with his dual perspective as both a channel partner and vendor leader, makes him uniquely qualified to unlock the massive SMB opportunity in this region. I couldn't be more thrilled to welcome Neill to Coro!"

"I'm excited to join the Coro team and help further expand its

footprint into the EMEA market. Coro's cybersecurity solution is genuinely simple to use, simple to buy, and delivers an integrated suite of powerful modules. Coro's peerless approach to cybersecurity, combined with its market momentum in these crucial markets, makes this an incredibly exciting next chapter, and I'm honored to contribute and be part of it," said Burton.

Burton's extensive background spans both sides of the channel equation, including leading vendor channel programs that consistently delivered impressive revenue growth. Most recently, he drove

major expansion of the partner-led pipeline at DigiCert and broadened partner business at Proofpoint. At F5 Networks, he transformed the partner ecosystem, substantially increasing partner-initiated business, resulting in an influx of new customers and significant growth in emerging partners.

Burton will be based in Coro's London office as the company continues its rapid expansion in the EMEA region. Since expanding into the area, Coro's staff has grown to nearly 100 people, with 30 based in London. 



Neill Burton

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