MIDDLE EAST
Reseller
THE VOICE OF THE CHANNEL
ISSUE 341 | OCTOBER 2026
www.tahawultech.com

47 YEARS OF CHANNEL VISION

ANTOINE KAREH, CEO, HIPERDIST, REFLECTS ON PIONEERING TECHNOLOGY DISTRIBUTION, NAVIGATING MARKET TRANSFORMATION AND BUILDING AN ENDURING PRESENCE ACROSS THE MIDDLE EAST AND AFRICA.

CPI
tahawultech.com
PUBLICATION LICENSED BY DUBAI PRODUCTION CITY, DCCA

tahawultech.com

CISO50 & FUTURE SECURITY AWARDS 2026

15TH OCTOBER 2026

The Westin Dubai Mina Seyahi Beach Resort & Marina

6:00 PM onwards

#CISO50FSA2026 | #tahawultech

CISO50 & Future Security Awards 2026

CISO50 & Future Security Awards 2026 will bring together the region's cybersecurity community to recognise outstanding leadership, innovation and excellence in enterprise security. The event will celebrate influential CISOs, high-performing security teams, pioneering technology providers and women making an impact in cybersecurity, while spotlighting the strategies shaping a more resilient digital future across the Middle East.

PLATINUM SPONSOR

CERTES

GOLD SPONSORS

BeyondTrust

CYBERAIQ AG

HPE

iconnect

QBS SOFTWARE MIDDLE EAST

metadata

VAD

EXAGRID

SILVER SPONSOR

CYBERHUB 24x7 CSOC

POWERED BY FINESSE

OFFICIAL PUBLICATIONS

cnme computer news middle east

Reseller MIDDLE EAST

Security MIDDLE EAST

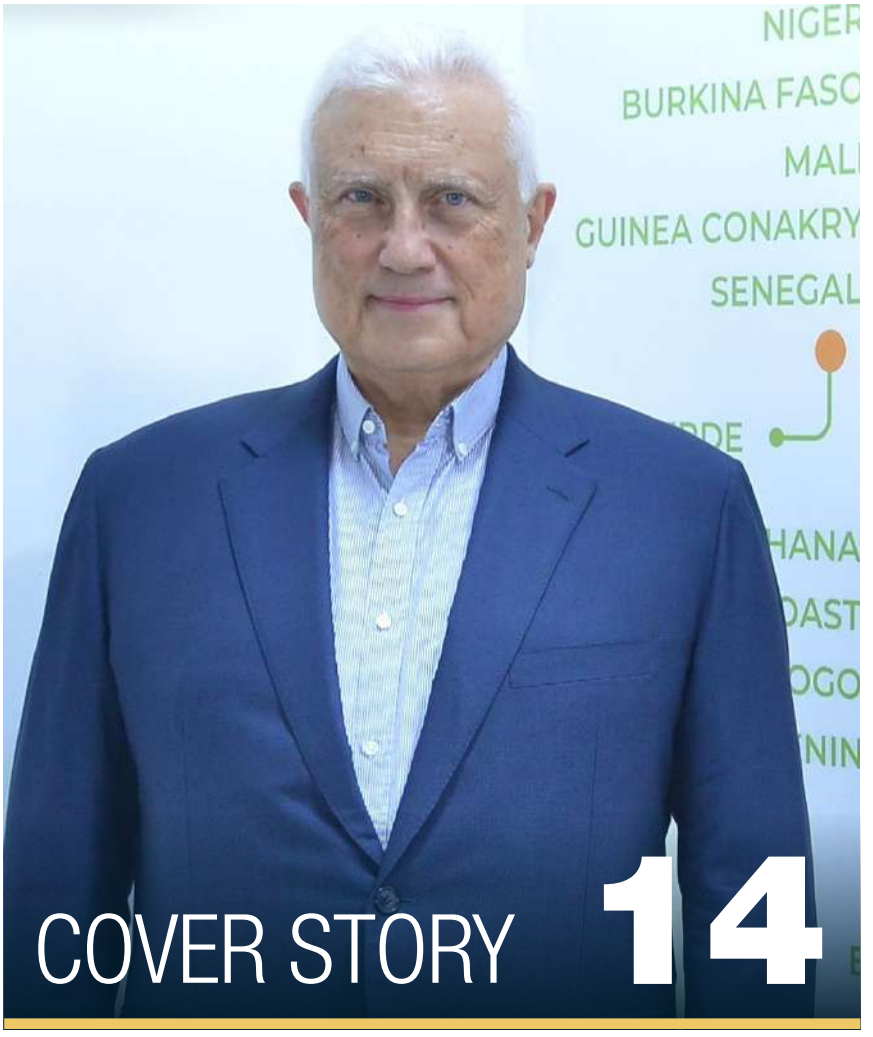
HOSTED BY

tahawultech.com

For more information about the event and to be a part of the CISO50 & Future Security Awards 2026, please click the link below
https://www.tahawultech.com/ciso50-fsa/2026/

CONTENTS

ISSUE 341 // OCTOBER 2026



COVER STORY 14

30

38

44

TOP STORIES

26 PNY advances AI factories for enterprise deployment

30 ASUS advances practical enterprise AI adoption

26

38 Building channel success through people

44 Ankabut and PowerSchool partner to advance UAE school digitalisation

EDITORIAL

Reseller MIDDLE EAST
THE VOICE OF THE CHANNEL

Sandhya DMello
Editor

CHANNEL LEADERSHIP BUILT FOR LASTING GROWTH

Channel growth increasingly depends on what partners can deliver after the sale. Customers investing in AI, cloud and cybersecurity need practical guidance, reliable implementation and support that connects technology choices with business outcomes. This issue of Reseller Middle East explores the leadership and partnerships needed to meet those expectations.

Our cover interview with Antoine Kareh, CEO of Hiperdist, offers a perspective shaped by 47 years in technology. His reflections bring the conversation back to enduring business fundamentals: clear objectives, strong teams, trusted relationships and preparation for disruption. Innovation creates opportunities, but disciplined execution determines whether those opportunities become sustainable growth.

People remain equally central to the channel's next chapter. Tidiane Lo of Westcon-Comstor discusses mentorship, integrity and partner development, reinforcing the importance of investing in capabilities alongside commercial performance. Developing talent deserves the same attention as expanding a portfolio.

Across our news pages, partnerships illustrate where those capabilities are increasingly needed. Core42's partner programme opens routes into cloud and AI solutions for government and regulated industries. OPSWAT's agreement with Redington highlights the practical importance of logistics, financing and technical resources in critical infrastructure protection. Exclusive Networks' dedicated ServiceNow business further underlines the demand for specialist support throughout the customer lifecycle.

Coverage from AI Everything Abu Dhabi also points towards a demanding phase of adoption. PNY, NetApp, ASUS and Tealium address different parts of the deployment challenge, from infrastructure and data foundations to devices and customer engagement. Partners must help customers assess security, sovereignty, manageability and cost alongside performance.

For the regional channel, the opportunity extends beyond supplying new technology. Lasting relevance will come from understanding customers' operating environments, building specialist expertise and remaining accountable for delivery.

The strongest partner proposition brings people, technology and execution together. Our task as an industry is to make that proposition tangible for every customer.

PEOPLE PARTNERSHIPS PRACTICAL PROGRESS

E-mail:
sandhya.dmello@cpimediagroup.com

Facebook:
www.facebook.com/TahawulTech

Twitter:
@TahawulTech

Instagram:
@TahawulTech

FOUNDER, CPI
Dominic De Sousa
(1959-2015)

Published by CPI

ADVERTISING
Group Publishing Director
Kausar Syed
kausar.syed@cpimediagroup.com

Sales Director
Sabita Miranda
sabita.miranda@cpimediagroup.com

EDITORIAL
Editor
Sandhya DMello
sandhya.dmello@cpimediagroup.com

OnlineEditor
Daniel Shepherd
daniel.shepherd@cpimediagroup.com

PRODUCTION AND DESIGN
Designer
Prajith Payyapilly
prajith.payyapilly@cpimediagroup.com

DIGITAL SERVICES
Web Developer
Adarsh Snehajan
webmaster@cpimediagroup.com

Publication licensed by
Dubai Production City, DCCA
PO Box 13700
Dubai, UAE

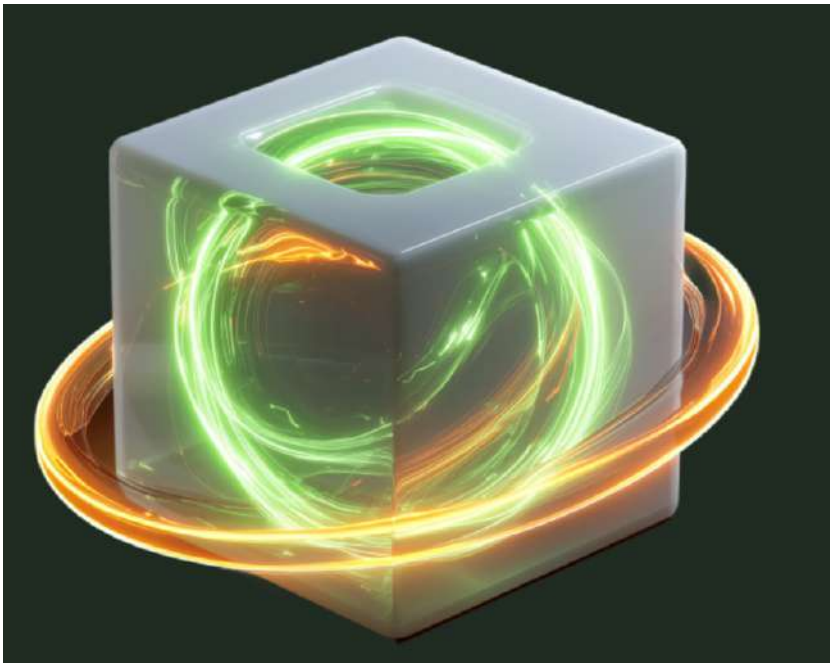
Tel: +971 4 568 2993

@Copyright 2026 CPI
All Rights Reserved

While the publishers have made every effort to ensure the accuracy of all information in this magazine, they will not be held responsible for any errors therein.

CORE42 LAUNCHES PARTNER PROGRAMME TO EXPAND UAE CLOUD AND AI CHOICE

Two partner tracks broaden solutions for government and regulated industries while creating new routes to market.



Core42, a G42 company specialising in sovereign enabled cloud and AI infrastructure, has launched a partner programme to help independent software vendors (ISVs), technology partners, start-ups and resellers build and sell cloud and AI solutions in the UAE.

Recently announced the Core42 Partner Program launches with more than 50 partners. The programme builds on the company's established cloud environment, which currently supports more than 47 Abu Dhabi government entities.

The programme offers two tracks, designed to broaden the solutions available to government and regulated industries while creating commercial opportunities for technology and channel partners.

The Technology Partner track enables ISVs and start-ups to bring solutions to Core42 Sovereign Enabled Public Cloud and build using Microsoft Azure services. Core42 Insight provides data residency, governance, monitoring and security controls around deployments. Core42 teams also support partners with architecture, compliance documentation and bringing solutions to market.

The Channel Partner track allows resellers and solution providers to sell Core42 cloud and AI solutions to customers with specific data residency, control, security and compliance requirements. Partners receive sales training, technical expertise and go-to-market support to help develop opportunities and grow their businesses.

"Government and regulated industries need greater choice in the cloud and AI solutions available to them, while retaining clarity over where their data sits, how their environment is governed and which controls apply to each workload," said Ahmed Labib, VP Partnerships and Ecosystems, Core42.

"The Core42 Partner Program brings more technology companies into our ecosystem and helps them build around those requirements. For customers, that means access to a broader range of solutions. For our partners, it creates new opportunities to build, sell and grow in the UAE."

Depending on their track and eligibility, partners can collaborate with Core42 sales teams on qualified opportunities and access technical support, including architecture reviews and sandbox environments.

Selected partners may also receive Compass token credits, support from Core42 solution architects, joint marketing opportunities and co-investment funding for priority customer projects. Channel partners can offer eligible Core42 solutions through Microsoft Azure Marketplace.

The launch builds on Core42's ecosystem of silicon leaders, hosting providers, ISVs and model providers, alongside its strategic collaboration with Microsoft for sovereign cloud delivery.

Core42 Sovereign Enabled Public Cloud combines Microsoft Azure services with UAE-specific data residency, governance, monitoring and security controls managed through Core42 Insight. Partners can design solutions around customer requirements and the relevant workload classification.

Each solution's suitability depends on its workload classification, customer requirements and applicable regulatory framework. Core42 works with partners to identify the relevant technical and governance controls. Partners and customers remain responsible for obtaining any required regulatory or sector-specific approvals.

The programme follows a three-step process: application, onboarding and launch. Applicants outline how they intend to build or sell with Core42, receive relevant resources, training and support, and can then launch solutions, register opportunities and scale their businesses.

DELL AND ARAMCO DIGITAL SIGN MOU TO ADVANCE SAUDI INDUSTRIAL AI

Proposed collaboration spans industrial AI, cloud services and cyber resilience, alongside channel opportunities across the Kingdom.

Mohamed Talaat, Vice President, Saudi, Egypt, North Africa & Levant (SENAL), Dell Technologies, and Dr Ashraf Al-Tahini, Chief Executive Officer, Aramco Digital.

Dell Technologies and Aramco Digital have signed a Memorandum of Understanding (MoU) to explore opportunities to accelerate industrial AI adoption and strengthen cloud consulting, managed IT services and cyber resilience capabilities across Saudi Arabia.

The agreement, announced in Riyadh on 5 October 2026, was signed by Mohamed Talaat, Vice President, Saudi, Egypt, North Africa & Levant (SENAL), Dell Technologies, and Dr Ashraf Al-Tahini, Chief Executive Officer of Aramco Digital.

Under the proposed collaboration, the companies will explore ways to help organisations improve operational efficiency, optimise multicloud environments, strengthen data protection and deploy secure, scalable industrial AI solutions.

The MoU also covers potential joint go-to-market initiatives and opportunities to expand access to Dell Technologies' enterprise solutions across the Kingdom through authorised channel partners.

Mohamed Talaat said: "Our strategic collaboration with Aramco Digital reflects Dell Technologies' deep commitment to driving the Kingdom's digital transformation under its Vision 2030. By combining our global technology ecosystem and enterprise solutions with Aramco Digital's industrial capabilities and domain expertise, we aim to help organisations unlock the potential of Industrial AI, modern cloud environments and cyber resilience to achieve sustainable, long-term value."

The proposed collaboration combines Dell Technologies' enterprise infrastructure and technology ecosystem with Aramco Digital's industrial capabilities and domain expertise. Its focus includes supporting AI adoption while strengthening the digital infrastructure required for secure deployment.

Dr Ashraf Al-Tahini said: "Industrial AI has the potential to transform how industries operate, scale and create value. Our collaboration with Dell Technologies brings together advanced technology infrastructure and Aramco Digital's deep industrial domain expertise to support the secure and scalable adoption of AI. Through this collaboration, we aim to enable organisations across the Kingdom to strengthen their digital foundations, enhance operational performance and accelerate industrial digital transformation in support of Saudi Vision 2030."

OPSWAT AND REDINGTON PARTNER TO EXPAND CRITICAL INFRASTRUCTURE PROTECTION

Distribution agreement combines specialist security with regional logistics, financing and managed services to support channel growth.

Hussam Sidani, Regional Vice President – META, OPSWAT, and Sayantan Dev, Chief Executive Officer, Software Solutions Group, Redington.

OPSWAT has signed a distribution agreement with Redington to expand access to critical infrastructure protection solutions across the Gulf Cooperation Council, Levant, Türkiye, Africa and the Commonwealth of Independent States (CIS).

The partnership combines OPSWAT's cybersecurity portfolio with Redington's regional sales, technical support, warehousing, logistics and financing capabilities.

The agreement targets government, defence, banking, telecoms, energy, utilities and other regulated sectors. Its focus includes protecting segmented networks, air-gapped systems and operational technology (OT) environments.

Initial priorities include MetaDefender Kiosk and MetaDefender Optical Diode for government, defence and OT deployments. Redington's local stockholding, logistics infrastructure and in-country technical resources will support delivery and implementation across markets with varying procurement requirements.

Redington's financing capabilities will also help channel partners pursue complex, multi-stage projects, particularly in frontier markets.

The partnership enables partners to combine OPSWAT's capabilities for securing files, removable media, segmented networks and OT environments with infrastructure and cybersecurity technologies from Redington's wider portfolio. Partners can add assessments, implementation and professional services to address customers' security and compliance requirements.

Managed services will be a central component of the agreement. Through Redington's DigiGlass offering, partners will be able to extend customer engagements into round-the-clock security operations without the upfront investment needed to establish their own capabilities.

Hussam Sidani, Regional Vice President – META, OPSWAT, said: "Critical infrastructure customers cannot wait for technology to clear borders, financing gaps or skills shortages. Redington brings resilience on all three fronts."

He added that Redington's financial stability, regional stock and logistics would support complex projects and hardware deployments, while DigiGlass would help partners develop recurring managed services revenue.

Sayantan Dev, Chief Executive Officer, Software Solutions Group, Redington, said: "Critical infrastructure is becoming increasingly connected, making its protection more complex and more critical."

Dev said the partnership would bring together security technologies, partner expertise and local market knowledge to help customers strengthen resilience and address emerging AI-driven risks.

"Through our partnership with OPSWAT, we aim to enable partners to strengthen cyber resilience, address emerging AI-driven risks and build relevant solutions that help customers protect the critical infrastructure their businesses and economies depend on," he said.

During the first 12 months, the companies will prioritise Africa, Türkiye and CIS, focusing on partner recruitment and certification, developing qualified sales opportunities and securing early customer references.

OPSWAT will lead technical certification and enablement, while Redington will manage partner recruitment and channel logistics. The wider regional partner and go-to-market framework will be available from launch, with delivery adapted to local regulations, procurement requirements and channel readiness.

SOLUTIONS+ AND INCEPTION42 SIGN MOU TO EXPAND ENTERPRISE AGENTIC AI

Agreement brings Catalyst to UAE enterprises to support governed AI deployment and adoption at scale

Solutions+ and Inception42 have signed a memorandum of understanding (MoU) to accelerate enterprise deployment of Catalyst, Inception42's agentic AI platform, across the UAE.

Signed during AI Everything Abu Dhabi 2026, the agreement combines Solutions+' industry knowledge, client relationships and governance expertise with Inception42's platform capabilities. Solutions+ participated in the event as a Global Partner.

The collaboration aims to help enterprises consolidate fragmented AI initiatives onto a single governed platform, shorten deployment timelines and strengthen security and oversight. Its focus includes moving AI projects from experimentation into production at scale.

Catalyst is designed to provide governments and enterprises with a unified environment to build, deploy, discover, govern and scale AI agents and intelligent workflows.

The platform integrates with existing business systems, identity platforms and data environments to connect AI deployments with an organisation's operational context.

Nasir Al Nabhani, Group Managing Director and CEO, Solutions+, and Ashish Koshy, CEO, Inception42.

Its five core components comprise an Agent Builder, an agent marketplace, a Workflow Builder, the AI Brain reasoning engine and a centralised Command Center for orchestration, monitoring, governance and optimisation.

Nasir Al Nabhani, Group Managing Director and CEO of Solutions+, and Ashish Koshy, CEO of Inception42, signed the MoU in the presence of representatives from both organisations.

Al Nabhani said: "Combining Solutions+' industry knowledge and strong client relationships with Inception42's capabilities creates a strong foundation to help organisations adopt AI at scale. Through Catalyst, we can support our clients in deploying AI in a practical and governed way, helping them move from experimentation to lasting enterprise value."

The agreement will connect Catalyst's capabilities with Solutions+' enterprise relationships and advisory expertise to support adoption around customers' operational requirements.

Koshy said: "Moving AI into production requires a platform that works with an organisation's existing systems and gives it control over how AI is deployed and managed. Catalyst provides that sovereign foundation. Through our collaboration with Solutions+, we can connect these capabilities to the operational needs of enterprises, helping them put AI agents to work securely and build the confidence to scale adoption across their business operations."

CLOUDERA AND STC GROUP PARTNER ON KUWAIT AND BAHRAIN DIGITAL TRANSFORMATION

Collaboration targets cloud infrastructure, cybersecurity and smart city initiatives through stc's regional subsidiaries.

Cloudera has partnered with stc group to support digital transformation across Kuwait and Bahrain, combining its hybrid data and analytics capabilities with stc's telecommunications and digital infrastructure expertise.

Announced in Riyadh on 7 October 2026, the collaboration will be delivered through stc group's subsidiaries, stc Kuwait and stc Bahrain.

The partnership will focus on modernising connected infrastructure, expanding data centres and cloud infrastructure, and supporting cybersecurity and network connectivity.

Cloudera and stc group also plan to integrate Internet of Things (IoT) technologies and enterprise ICT solutions to support smart city initiatives and technological development across both markets.

A joint steering committee will oversee partnership performance and address strategic matters.

Ahmed Shakora, General Vice President of META, Cloudera, said: "We are thrilled to explore this strategic collaboration with stc group, a true pioneer of telecommunications and digital infrastructure in the Middle East. By combining Cloudera's enterprise-grade hybrid data and analytics capabilities with stc group's extensive regional market leadership and infrastructure, we intend to accelerate digital transformation across Kuwait and Bahrain."

The collaboration aims to support public and private sector organisations with secure, scalable cloud solutions and help them make greater use of their data.

"Our goal is to support the region's public and private sectors with secure, scalable cloud solutions and advanced technology enablement. Together, we aim to foster long-term business growth and drive technological innovation that empowers local organisations to unlock the full potential of their data," Shakora said.

DU TECH AND RILIAN PARTNER ON SOVEREIGN AI CYBERSECURITY IN UAE

MoU combines sovereign cloud, managed security and agentic AI to protect critical infrastructure and industrial environments

du has signed a memorandum of understanding (MoU) with Rilian to strengthen sovereign, AI-driven cybersecurity capabilities across the UAE's critical infrastructure and industrial sectors.

The non-exclusive collaboration combines du Tech's National Hypercloud, sovereign cloud infrastructure and managed security services with Rilian's Caspian agentic AI platform and expertise in information technology and operational technology (IT/OT) security.

The companies aim to deliver locally managed security services aligned with UAE data sovereignty, regulatory and cybersecurity requirements.

The agreement addresses security needs in critical environments where increasingly connected IT and OT systems require protection alongside controls over how data is stored, processed and managed.

Jasim Al Awadi, Chief ICT Officer of du, said: "As critical infrastructure becomes more connected by the day, strengthening the security of both IT and operational technology environments is essential to building long-term national cyber resilience."

He added: "Our collaboration with Rilian combines du Tech's sovereign infrastructure and managed security capabilities with advanced AI-driven IT/OT cybersecurity expertise. Through our National Hypercloud, we are creating the foundation to deliver advanced security services nationally, in turn helping critical and industrial sectors strengthen their cyber resilience while meeting the UAE's data sovereignty, regulatory and cybersecurity requirements."

Rilian's Caspian platform provides security and defence teams with a unified command layer across their technology systems. Its pre-trained agents are designed to support analysts, capture institutional knowledge and operate across air-gapped, sovereign and compliance-restricted environments.

Jasim Al Awadi, Chief ICT Officer, du, and Christian Schnedler, Chief Executive Officer, Rilian.

Under the MoU, Caspian's capabilities will complement du Tech's National Hypercloud and managed security services to support sovereign cybersecurity delivery in the UAE.

Christian Schnedler, Chief Executive Officer of Rilian, said: "Our partnership with du represents the next chapter in Rilian's journey to ensure the sovereign, expert use of cutting-edge cyber defense capabilities enabled by agentic AI."

Schnedler said making Caspian available within du's National Hypercloud would help improve security for government and critical infrastructure providers across the country.

The collaboration expands du Tech's focus on sovereign cloud and cybersecurity, with the companies positioning the agreement as supporting the UAE's wider national cyber resilience ambitions.

F5 AND OMNISSA PARTNER TO SECURE ENTERPRISE DIGITAL WORKSPACES

Joint solution combines Zero Trust access, traffic management and automated failover with channel support for deployment.

F5 has announced a strategic partnership with Omnissa to help enterprises build secure, resilient and scalable virtual desktop and application delivery environments across hybrid cloud infrastructure.

Announced on 2 October 2026, the collaboration combines F5's application delivery and Zero Trust security capabilities with Omnissa's digital workspace portfolio. Channel and systems integration partners, including Presidio, will support architecture, deployment and professional services.

The joint solution integrates F5 BIG-IP suites with Omnissa Horizon and Omnissa Access. It is designed to help customers consolidate demilitarised zone (DMZ) architectures, automate failover across multiple sites and provide secure access for distributed workforces.

John Maddison, Chief Marketing Officer, F5, said: "Securing and optimising digital workspaces in today's hybrid, multicloud enterprise demands seamless interoperability across identity, security, and application traffic management."

He added: "Our strategic alignment with Omnissa helps organisations reduce single points of failure, simplify DMZ architectures, and deliver an exceptional employee experience supported by Zero Trust security."

The integration addresses security, availability and operational requirements for virtual desktop infrastructure (VDI) and enterprise application environments.

F5 BIG-IP Zero Trust Access (ZTA) acts as a unified VDI and application proxy, consolidating legacy gateway proxies into a single management platform to reduce DMZ complexity.

BIG-IP Local Traffic Manager provides load balancing, traffic distribution and high availability for Omnissa Horizon Unified Access Gateways and Connection Servers.

BIG-IP DNS supports global traffic steering across multi-site and multi-pod Horizon architectures. The capability is designed for active/active and active/standby business continuity and disaster recovery models, with automated failover.

John Maddison, Chief Marketing Officer, F5.

Integration between BIG-IP ZTA and Omnissa Access is designed to connect service provider and identity provider functions, enabling unified single sign-on and continuous policy control. The combined solution is also intended to simplify large-scale migrations from legacy VDI environments to Omnissa Horizon infrastructure secured by F5.

Channel partners will help customers design, implement and optimise the combined technologies, creating opportunities for deployment and ongoing professional services.

Peter Lyons, SVP, Strategic Alliances, Presidio, said: "Enterprise clients require cohesive, end-to-end solutions that reduce complexity while ensuring security, resilience, and business continuity."

He added: "Together with F5 and Omnissa, Presidio helps customers deploy production-ready architectures that simplify operations, strengthen Zero Trust security, and deliver exceptional digital workspace experiences."

Bharath Rangarajan, Senior Vice President of Product, Omnissa, said: "Omnissa provides organisations with modern, flexible, and secure digital work platforms."

He added: "Teaming up with F5 and our strong ecosystem of channel partners centres on helping mutual customers achieve high-performing, resilient, and Zero Trust-protected workspaces across supported cloud and data centre environments."

EXCLUSIVE NETWORKS LAUNCHES SERVICENOW BUSINESS TO DRIVE PARTNER CYBERSECURITY GROWTH

Dedicated business supports partners across Europe and the Middle East with specialist expertise and customer lifecycle services.

Exclusive Networks has launched a dedicated ServiceNow business to help partners across Europe and the Middle East develop cybersecurity offerings and support customers throughout the technology lifecycle.

Announced on 2 October 2026, the launch follows the company's strategic agreement with ServiceNow in July. The business combines the ServiceNow AI Platform with Exclusive Networks' cybersecurity expertise, vendor ecosystem, partner reach and local market support.

Exclusive Networks has invested in specialist staff, partner support and customer success capabilities to support partners from initial deployment through adoption and ongoing use of the platform.

The business will help existing ServiceNow partners expand their cybersecurity capabilities, while supporting Exclusive Networks partners in developing offerings that connect specialist security technologies with the ServiceNow AI Control Tower.

According to Exclusive Networks, the approach will help partners enable customers to prioritise risk, coordinate remediation and translate security insights into action. It also creates opportunities to connect security workflows with broader operational and business priorities.

Claudette Atkinson, Global General Manager – ServiceNow at Exclusive Networks, said: "We have moved from agreement to execution at pace. In a matter of months, we have built a dedicated business that is operational, and ready to support partners across Europe and the Middle East focused firmly on the cybersecurity opportunity."

She added: "This is a clear investment in the ServiceNow ecosystem and in the specialist capability partners need to grow within it. By bringing the ServiceNow AI Platform together with our cybersecurity expertise, vendor ecosystem and local market knowledge, we can help partners connect security insight with the people, processes and workflows required to act."

Michael Park, SVP of Global Partnerships and Channels at ServiceNow.

The company plans to continue scaling the business through a growing specialist team in Ireland and a new office scheduled to open in the fourth quarter of 2026.

"Our ambition is to help partners move from product delivery towards outcome delivery. That means supporting them beyond the initial technology deployment, staying engaged throughout the customer lifecycle and helping turn adoption into long-term customer value," Atkinson said.

Michael Park, SVP of Global Partnerships and Channels at ServiceNow, said: "Security is where AI gets real. Customers don't need another tool, they need to know what's running in their enterprise, whether it's secure, and how to act on it fast. Exclusive Networks moved from agreement to a live business in a matter of months, exactly the speed the market is demanding right now."

Park added: "With the ServiceNow AI Control Tower, partners can govern and secure any AI, any model, and any stack. Exclusive Networks brings the specialist security ecosystem and local market reach to put those capabilities to work for customers across Europe and the Middle East. This is co-innovation turning into customer value."

tahawultech.com

AI & GOVERNANCE LEADERSHIP FORUM AND AWARDS 2026

19th November 2026

VOGO Abu Dhabi Golf Resort & Spa

05:30 PM onwards

#AIGovernanceAwards2026 | #tahawulTech

Building trusted AI for responsible growth

AI is moving from experimentation to decisions and actions that affect businesses, governments and communities. Strong governance is now essential to scale innovation with accountability, security and trust.

AI Governance Conference and Awards 2026 will convene senior leaders from business, government, technology, risk and policy to examine the frameworks, controls and leadership models shaping responsible AI across the Middle East.

Join the conversation. Share your expertise. Recognise excellence.

GOLD SPONSOR

CYBERAIQ AG

SILVER SPONSOR

FINESSE
MENA | APAC | AMERICAS

OFFICIAL PUBLICATIONS

cnme computer news middle east

Reseller MIDDLE EAST

Security ADVISOR MIDDLE EAST

HOSTED BY

tahawultech.com

For more information about the event and to be a part of the AI & Governance Leadership Forum and Awards 2026 , please click the link below
https://tahawultech.com/ai-leadership-conference-and-awards/2026/

FROM COMPUTING FRONTIER TO CHANNEL LEADERSHIP

Antoine Kareh, CEO, Hiperdist, discusses his 47-year journey, enduring leadership principles, regional expansion and the partnerships shaping Hiperdist's continued growth.

Technology distribution across the Middle East and Africa has changed dramatically over the past five decades, evolving from an emerging computing market into a sophisticated ecosystem of vendors, distributors, resellers and solution providers. Few industry leaders have witnessed or influenced this transformation as closely as Antoine Kareh, CEO of Hiperdist.

Kareh began his journey 47 years ago, when computing remained a relatively new field and the region offered significant untapped potential. His early experience in electrical engineering, computer science and Silicon Valley R&D helped shape a vision for connecting global technology innovation with businesses across regional markets.

> **SET SIMPLE, CLEAR, MEASURABLE AND ACHIEVABLE OBJECTIVES.**

Under his leadership, Hiperdist has built an extensive presence across the Middle East and Africa, supported by long-term vendor relationships, local market expertise and an expanding portfolio spanning infrastructure, cloud, cybersecurity, AI and emerging technologies.

In this exclusive cover interview with Reseller Middle East, Kareh reflects on the transformations that reshaped the channel, the leadership principles behind Hiperdist's growth and the legacy he hopes to create through technology.

Interview excerpts:

What inspired your journey into technology 47 years ago, and how has that original vision evolved?

My interest in technology began before the industry was widely recognised in its present form. I joined the newly established Electronics and Informatics department at the School of Engineering in Beirut (ESIB), before travelling to the United States to pursue graduate studies.

Following the completion of my PhD in Electrical Engineering and Computer Science at the University of California, Berkeley, I spent several years working as an R&D project manager for a leading mainframe company in Silicon Valley. It was an exceptionally exciting period because almost everything was still a work in progress. The industry was constantly experimenting, which created enormous scope for imagination, innovation and discovery.

When I returned to the Middle East 47 years ago, there was no established technology channel. Computing was a relatively new and poorly understood field, with limited access to specialist information or widespread industry publications. People were learning through direct experience, experimentation and close engagement with emerging technologies.

The Middle East remained largely untapped, while the prevailing distribution model usually involved one exclusive distributor for each brand in every country. I recognised an opportunity to build a bridge between the innovation emerging from Silicon Valley and the growing requirements of businesses across the region.

That original vision gradually evolved as global technology vendors established a more direct presence in the Middle East. Responsibilities became divided among distributors, master distributors, resellers, systems integrators and other specialised channel organisations. Our role consequently expanded from introducing technologies to building ecosystems, developing markets and helping partners create sustainable

Antoine Kareh, CEO, Hiperdist.

businesses around increasingly complex solutions.

Which industry transformations have had the greatest impact on the technology channel during your career?

Two major transformations have had the most significant impact on the channel.

The first was the emergence of entirely new product categories enabled by advances in miniaturisation. Minicomputers, personal computers, office printers, laptops and mobile phones fundamentally changed the structure of the technology market. The channel had to move from handling relatively small numbers of high-value systems to managing massive volumes of lower-value products.

This transformation required new capabilities across inventory management, logistics, credit, retail reach, partner coverage and after-sales support. Operational efficiency became essential because profitability depended increasingly on scale, speed and disciplined execution.

The second major transformation was the widespread adoption of the internet. Customers and partners gained immediate access to product information, pricing, technical specifications and alternative suppliers. This placed considerable pressure on the traditional intermediary role performed by channel companies, both operationally and financially.

Channel organisations could no longer rely primarily on access to information or products. They had to demonstrate greater value through market knowledge, technical expertise, financing, enablement, integration and customer support. The internet did not eliminate the channel, but it forced the channel to become more specialised, transparent and relevant.

What enduring leadership principles have guided you through four decades of technological and market change?

My first principle has always been to establish objectives that are simple, clear, measurable and achievable. Complexity can easily distract an organisation from what truly matters. People perform more effectively when they understand the goal, know how success will be measured and recognise their individual role in achieving it.

Another important lesson is not to insist on winning a battle when doing so could mean losing the war. This principle is particularly relevant when managing relationships with vendors and customers. A short-term commercial victory can damage a valuable long-term partnership. Strong leadership requires knowing when to compromise, protect the relationship and focus on the wider objective.

Building the right team is equally important. Leaders must invest time in selecting capable people, giving them responsibility and creating the conditions in which they can succeed. My role has never been to manage every detail personally. It has been to remove obstacles, establish direction and enable talented teams to perform at their best.

Technology and markets will continue to change, but clarity, sound judgement and trust in people remain enduring leadership fundamentals.

How did you identify and develop opportunities across emerging markets while building a broader regional presence?

The truth ultimately lies with the customer. Hiperdist operates through a proximity-based model, with more than 50 entities across the Middle East and Africa. Our teams maintain close contact with customers and partners in their respective markets, giving us direct visibility into changing business conditions, technology requirements and investment priorities.

Local presence enables us to understand what customers need today while also identifying what they are likely to require in the future. This insight helps us prepare capabilities, introduce relevant brands and position the organisation ahead of emerging demand.

Every market has its own commercial practices, regulatory environment, infrastructure maturity and approach to technology adoption. Opportunities cannot be developed effectively through a single model imposed from a distant headquarters. Local knowledge must be combined with group-level resources, operational discipline and regional scale.

Our global presence is therefore more accurately described as regional depth. We have concentrated on building meaningful coverage across Africa and the Middle East, where our experience, relationships and local infrastructure allow us to create sustainable value.

What role have long-term partnerships and trusted relationships played in your success?

Long-term partnerships have played an essential role, particularly during the group's early development.

> **SPEND TIME ON BUILDING THE RIGHT TEAMS AND ON REMOVING THE OBSTACLES TO THEIR PERFORMANCE.**

Achieving significant growth in complex markets requires the confidence and support of both major suppliers and leading customers. No distributor can build a sustainable business without strong relationships on both sides of the ecosystem.

Many of our principal supplier agreements have been in place for more than 20 years, while several major customers have worked with us for over 25 years. These relationships have endured because they are based on consistency, transparency and a shared commitment to long-term growth.

Trust, however, should not lead to complacency. More than 40 per cent of our turnover comes from new businesses and brands added to the portfolio during the past five years. This reflects our ability to protect established relationships while continuing to identify new opportunities.

Sustainable growth requires a careful balance between continuity and renewal. Long-standing partnerships provide stability and market credibility, while new technologies and business models keep the organisation relevant to evolving customer and partner requirements.

HIPERDIST AT A GLANCE

Hiperdist is a technology distributor serving partners across the Middle East and Africa, supported by a network that also extends into selected European markets. The company combines broad geographic reach with local market expertise, helping vendors expand their presence while enabling resellers to address evolving customer requirements.

Its portfolio spans enterprise infrastructure, networking, cybersecurity, mobility, endpoint technologies and software. Growth areas include cloud services, artificial intelligence, advanced analytics, Internet of Things solutions and AI-ready infrastructure.

Hiperdist UAE operates through four specialised business divisions:

- AI, Cloud and Enterprise Solutions
- PC, Components and Lifestyle
- Consumer Print and Imaging
- Print and Supplies Group

Beyond product distribution, Hiperdist provides technical and commercial support throughout the sales cycle. Its capabilities include solution design, bid validation, multivendor configuration and pricing, partner training, demonstrations, proofs of concept and certification programmes. Partners can also access cloud advisory, architecture, cost optimisation and managed services.

The company supports market development through dedicated channel marketing, product launches, seminars and partner enablement initiatives. Financial services include credit insurance, credit terms, letters of credit, bank guarantees and customised payment arrangements.

Hiperdist's regional logistics operation includes a 1,100-square-metre stocking facility in Jebel Ali and a dedicated logistics team, supporting order processing, fulfilment and timely delivery across its markets. This combination of distribution scale, technical expertise and partner support positions Hiperdist as a comprehensive go-to-market partner for technology vendors and resellers.

Which challenges proved most defining in your journey, and what did they teach you about resilience?

The most defining challenges have emerged from both sides of the business. On the supplier side, vendors frequently change their go-to-market strategies, operating models and channel priorities. Regional management teams may also focus on short-term targets that do not always reflect the realities or long-term requirements of individual markets. Distributors must therefore remain flexible while protecting the investments needed to build sustainable local businesses.

On the market side, operating across numerous frontier economies exposes the organisation to constantly changing regulations and financial conditions. Customs procedures, taxation policies, import requirements, currency restrictions and profit-repatriation rules can change with limited notice. Political and economic developments can also disrupt established operating processes.

These uncertainties taught us that resilience must be designed into the organisation from the beginning. We created parallel operational and management structures that can be activated whenever normal processes are interrupted. Contingency planning cannot be treated as a response developed after a problem occurs. It must form part of the operating model.

This approach has enabled us to maintain uninterrupted operations across all our markets. Resilience comes from preparation, decentralised capability and the willingness to adapt quickly without losing strategic direction.

BRING, THROUGH TECHNOLOGY, A BETTER QUALITY OF LIFE TO OUR CUSTOMERS, STAFF AND THEIR COMMUNITIES AND COUNTRIES.

What advice would you offer the next generation of entrepreneurs and leaders entering the technology channel?

Believe in what you are doing, remain focused and persist until you achieve the desired outcome. Meaningful businesses are rarely built quickly, particularly in the technology channel, where credibility, relationships and market knowledge develop over time.

Many emerging leaders have strong ideas and access to more information than any previous generation. The greater challenge is maintaining focus when results do not appear immediately. Technology trends change rapidly, and the pressure to move towards the next opportunity can make sustained commitment difficult.

Persistence should not be confused with refusing to adapt. Entrepreneurs must listen to the market, learn from setbacks and refine their approach. However, they should not abandon a sound vision simply because the journey becomes demanding.

Long-term success requires conviction, patience and disciplined execution. Leaders who combine these qualities with the flexibility to learn will be better positioned to build businesses that endure.

Looking back on 47 years, what impact or legacy would you most like your journey to represent?

I would like my journey to represent the use of technology to improve quality of life for our customers, employees and the communities and countries in which we operate.

Commercial success is important because it enables an organisation to invest, grow and create opportunities. Its wider value, however, lies in the positive impact it can generate. Technology can strengthen businesses, improve access to information, create employment, develop skills and support economic progress.

Our work has always involved more than moving products from vendors to markets. It has been about connecting people and organisations with technologies that help them become more capable, productive and competitive.

The legacy I value most would be the knowledge that our growth contributed to the progress of our partners, employees and communities across the Middle East and Africa.

GITEX GLOBAL

EXPO
8–11 DEC
EXPO CITY DUBAI

EXPAND NORTH STAR

EXPO
8–10 DEC
EXPO CITY DUBAI

— SUMMIT 7 DEC DUBAI WORLD TRADE CENTRE —

FEATURING

GITEX SUPER COMPUTEX
DATA CENTRE & INTELLIGENT INFRASTRUCTURE

GITEX NEW ENERGYX

GITEX MOBX
MOBILITY

GITEX WORLD ROBOTIX

GITEX AGENTIX

GQX
GITEX QUANTUM EXPO

GMIX
GITEX MARKETING INTELLIGENCE

LivX

GITEX RETAILX

THE GLOBAL RESET 2027

Through a New Lens

THE WORLD'S LARGEST TECH, AI & STARTUP SHOW

200,000+
TECH EXECUTIVES FROM 180+ COUNTRIES

6,800+
EXHIBITING COMPANIES

400+
GOVERNMENT ENTITIES

40%
OF ATTENDEES ARE C-LEVEL

11,800+
DELEGATES

1,184
SPEAKERS

1,984
ATTENDED GLOBAL MEDIA

95%
USE GITEX AS THEIR MAIN SOURCING PLATFORM

#GITEXGLOBAL | gitex.com

Scan the QR code to
GET INVOLVED

Jedd Williams, Chief Commercial Officer, Logitech for Business.

LOGITECH CONNECTS GLOBAL WORKPLACE STRATEGY WITH REGIONAL PARTNER OPPORTUNITIES

***Jedd Williams** outlines the role of local customer insight, consistent product availability and partner enablement in expanding Logitech for Business's workplace portfolio across the Middle East and Africa.*

Workplace technology strategies must accommodate different working cultures, employee preferences and deployment requirements across markets. Logitech for Business is addressing those needs through a portfolio spanning personal workspace devices and video collaboration, supported by global account coordination and regional partner expertise.

Speaking to Reseller Middle East at Logitech's RISE event in Cairo, Jedd Williams, Chief Commercial Officer, Logitech for Business, shared insights into the company's global enterprise strategy and its relevance to the Middle East and Africa. With the event bringing together global leadership, regional partners and technology specialists, Williams highlighted the importance of local customer feedback, partner collaboration, and workplace solutions that address the needs of diverse markets.

Interview excerpts

How does Logitech's global enterprise strategy translate into priorities for the Middle East and Africa?

Our strategy focuses on both personal workspaces and team workspaces. Logitech for Business has evolved from a business centred on video collaboration into a broader portfolio that also includes mice, webcams, keyboards and headsets. Globally, personal workspace solutions account for approximately 60% of our revenue, with video collaboration contributing around 40%. Both areas are important to helping customers address their business challenges. Pricing is another priority. Competitors offer strong products, but some come at a premium. We believe our portfolio offers competitive performance at price points that help customers deploy workplace technology at scale. Bringing together quality, affordability and a broad portfolio supports our approach across markets, including the Middle East and Africa.

How do global and regional teams align to deliver consistent workplace technology and customer experiences for multinational organisations?
We re-established our global accounts team to help larger customers purchase and deploy technology consistently across their international operations. A multinational organisation may decide to standardise on a particular product, only to discover that it is unavailable in part of the world. Avoiding that frustration is a key priority. Our focus is on making products globally available and providing a consistent experience wherever customers deploy them. The global accounts team helps coordinate that approach across markets, supporting customers that want a common workplace technology standard.

How does regional customer feedback influence Logitech's global product and business decisions?
Regional input is very important to us. Events such as RISE provide an opportunity to understand local market dynamics through direct conversations with partners and customers. Global integrators and resellers give us a valuable overview, while local partners and customers help us understand specific requirements that need action. Markets differ, so our strategy must evolve to reflect those differences. A visit to India, for example, reinforces how customer needs can vary from one region to another. Our global team can develop an overarching strategy, but regional teams bring it to life. Customer relationships, local knowledge and execution on the ground are where that strategy delivers results.

How do you apply global best practices while adapting to local workplace needs?
Listening to local partners and customers helps us understand how to support their requirements. A keyboard or video system may be the same product across markets, but the way people use it can differ according to workplace culture and working patterns. Partner enablement therefore needs to include use cases that reflect local conditions. I refer to this approach as "story selling": focusing on the customer problem we are trying to solve, rather than leading with camera resolution, field of view or individual AI features. Hybrid working illustrates why local context matters. During a recent visit to Brazil, I heard how heavy traffic influences employees' decisions to attend the office only a few days a week. Understanding factors such as commuting, office attendance and working from home helps us make our approach relevant to each market.

How do diverse customer behaviours influence Logitech's business strategy and product development?
I am a strong believer in diverse teams. Gender, ethnic and cultural diversity bring different perspectives, helping teams understand a wider range of customer needs. Listening to customers is essential because today's workforce includes people with different preferences, habits and expectations. Generational differences, for example, can influence the headset styles people feel comfortable wearing. Younger workers who have grown up with gaming may have different preferences from older colleagues. Our consumer heritage gives us useful insight into those behaviours. Consumer approaches do not automatically apply to Logitech for Business, but relevant insights can inform product development. The objective is to build products that fit the people using them and the environments in which they work.

WE BELIEVE OUR PORTFOLIO OFFERS COMPETITIVE PERFORMANCE AT PRICE POINTS THAT HELP CUSTOMERS DEPLOY WORKPLACE TECHNOLOGY AT SCALE.

GLOBAL STRATEGY SHOULD INFORM REGIONAL STRATEGY, AND REGIONAL TEAMS MUST SHAPE ITS EXECUTION AROUND THEIR CUSTOMERS AND MARKET CONDITIONS.

How does RISE connect regional partners with Logitech's global leadership and strategic direction?
RISE brings regional partners together with members of our global team, creating an opportunity to listen, gather feedback and align our priorities. During my session, I asked how many partners were selling personal workspace solutions, including mouse, webcams and keyboards. Only a few hands went up in a room of around 150 partners. Asking that question helps us understand where partners focus today and where there may be opportunities to expand their businesses. We want to help partners develop their thinking and their businesses, while allowing their feedback to influence our own decisions. Global strategy should inform regional strategy, and regional teams must shape its execution around their customers and market conditions. Success means partners leave with greater confidence in Logitech, a clearer understanding of the opportunity and an easier path to doing business with us.

Angelos Stefanidis, Head of Business – IMEA (India, MEA, Central Asia), Logitech.

LOGITECH STRENGTHENS PARTNER ECOSYSTEM TO ACCELERATE GROWTH ACROSS EMERGING MARKETS

Angelos Stefanidis *discusses partner specialisation, RISE's regional expansion and the demand for secure, AI enabled collaboration as organisations rethink hybrid workplaces.*

Logitech is deepening investment in its partner ecosystem across emerging markets, with a focus on helping channel businesses address opportunities in enterprise, education and healthcare. Partner enablement, specialisation and locally aligned marketing investment form a central part of that approach.

Speaking to Reseller Middle East during Logitech for Business's RISE partner gathering in Cairo, Angelos Stefanidis, Head of Business – IMEA (India, MEA, Central Asia), Logitech, discusses the company's channel priorities and the technology trends shaping workplace investment.

Stefanidis also explains how RISE is evolving from local events into a larger regional gathering, bringing partners together to experience technology and exchange market insights.

Interview excerpts

How is Logitech's channel strategy evolving to strengthen partner ecosystems across emerging markets?

We want to bring technology to the markets in which we operate more quickly. Our ecosystem spans unified communications and collaboration, audiovisual solutions and personal workspaces. We invest directly with

partners in local markets, including those where we do not have a direct presence. Enterprise, education and healthcare are important areas of focus. Many of our partners share those priorities, so we align our product offering and marketing investments with their strategies and the needs of each local market.

How does RISE support Logitech for Business's growth ambitions and create opportunities for partners?
RISE brings partners together in one location and gives them hands-on access to our technology, from headsets and webcams to AI-enabled video and audio collaboration systems. Some partners have not previously had the opportunity to see or experience these solutions directly. We use the event to enable and motivate partners, explain incentives and simplify the programme structure so doing business with us becomes easier. We align our resources with shared priorities and provide opportunities for specialisation, helping certified and authorised Logitech partners differentiate themselves in their markets.

Which trends are shaping the future workplace across emerging markets?
Hybrid work, AI, sustainability and security are the main trends. Following the pandemic, organisations moved from fully remote working towards a return to the office. Many markets are now settling into hybrid arrangements, although the number of days employees spend in the office varies. AI is embedded in our approach to hardware, software and the user interface. The aim is to make video, audio and personal workspace technology easier to use. Sustainability also influences how we design products, source materials and approach packaging. Product longevity matters because customers need to consider the full lifecycle and total cost of ownership of the technology they buy. Security remains a significant priority across enterprise, mid-market and smaller business customers. We see those same trends in markets such as the UAE, Saudi Arabia and South Africa, where customers are adopting and deploying workplace technology.

How is AI changing workplace collaboration, productivity and employee experience?
Customers want technology that is easy to use, simple to set up and secure. Interoperability is also important. We work with platforms such as Microsoft Teams, Google Meet and Zoom so customers can use Logitech products across their collaboration environments. Meeting equity is another priority. Tabletop cameras can help remote participants see people in the meeting room more clearly, while Logitech Scribe supports sharing whiteboard content with people joining remotely. Awareness of these capabilities still varies, which makes partner education important. Partners need to experience the technology themselves before demonstrating its value to customers. Meeting room systems with integrated sensors can also provide information on temperature, CO_2 levels and occupancy. Those capabilities help organisations understand their workplace environments and support decisions about how meeting spaces are used.

How are customer priorities shifting as hybrid work matures?
Security remains a top priority, alongside ease of deployment. Customers also want access to data that helps them make informed decisions about future investment. Sensors, management platforms and software can provide information for IT, HR and procurement teams. Organisations are rethinking the workplace, and data is becoming an important foundation for decisions about future office design.

How has RISE evolved since its launch?
We introduced the RISE theme for our partner channel events three years ago, following the rollout of the Logitech partner programme in emerging markets. Initially, we held local events in different markets to explain our strategy and the programme.This year, we have scaled that approach into a larger regional gathering. Partners across different countries often share similar strategies, challenges and concerns. Bringing them together gives them an opportunity to network, exchange experiences and hear feedback from other markets. A regional event also allows us to bring technology and global leadership together in one place. We plan to hold the gathering in a different location next year, with partner feedback helping shape how RISE develops.

Could future editions bring India into the regional RISE gathering?
We are considering integrating India next year. India is a major market for us, and we held a dedicated event there in June under the name Arohan, which reflects a similar idea of rising or elevating. We retain the RISE theme in the Middle East and Africa because partners identify with it. Participation is linked to being part of our ecosystem and delivering results through the partner programme. Our aim is to give partners a reason to come, learn about technology and engage with our global leadership on the region's role in Logitech's growth plans.

WE ALIGN OUR RESOURCES WITH SHARED PRIORITIES AND PROVIDE OPPORTUNITIES FOR SPECIALISATION, HELPING CERTIFIED AND AUTHORISED LOGITECH PARTNERS DIFFERENTIATE THEMSELVES IN THEIR MARKETS.

LOGITECH PUTS USERS AT CENTRE OF SMARTER WORKPLACE COLLABORATION

***Murad Ali** discusses how AI-enabled devices, intuitive design and workplace analytics can simplify meetings, improve employee experience and help businesses assess technology investments.*

Rising expectations for seamless collaboration are prompting organisations to rethink workplace technology, from personal devices to shared meeting spaces. Ease of use, security and consistent experiences across office and remote settings are becoming central to adoption, while workplace analytics offer greater visibility into usage and investment value.

Speaking to Reseller Middle East at Logitech's RISE event in Cairo, Murad Ali, Head of Middle East & Central Asia, Logitech for Business, explains how the company combines its understanding of consumer behaviour with enterprise collaboration needs. Ali discusses the role of AI, integrated devices and intuitive design in reducing friction and helping employees focus on their work.

Interview excerpts

How are AI-powered technologies helping organisations create smarter and more adaptive workplaces?
AI has made users more capable and more demanding. Technology providers need to move faster to support those expectations and deliver solutions that accommodate new ways of working. Our latest products bring AI into collaboration through smarter cameras, clearer audio and richer workplace data. Beyond improving the meeting experience, insights into room conditions, lighting, occupancy and meeting duration can help organisations understand how their spaces are being used. Such information helps businesses assess their return on investment and make better decisions about workplace technology. The aim is to make collaboration smarter, easier and more accessible.

What should businesses prioritise when adopting flexible and scalable collaboration solutions?
Security should be a priority, alongside choosing the right technology partner. Businesses need solutions that work effectively with their existing collaboration platforms and provide dependable support. We work closely with partners including Google, Zoom and Microsoft. Our role also involves helping customers and channel partners identify the right solutions for their requirements, drawing on our experience across personal workspaces and meeting rooms. After-sales support, product durability and environmental considerations also matter. Organisations should consider the materials used, packaging and product longevity alongside performance and ease of use.

How can intuitive workplace technology improve productivity and the employee experience?

People use smartphones and smart applications every day, so they expect workplace technology to be equally straightforward. Nobody wants to spend time troubleshooting equipment simply to make a call or start a meeting. A user should be able to sit down, access a touch panel and begin collaborating without needing to understand the systems or data flows behind it. Removing that complexity reduces interruptions and helps people focus on their work. Automation can also support what happens after a meeting, including capturing minutes and action points and distributing them with less manual effort. The value comes from making the entire experience easier, from joining a meeting to following up on decisions.

How can organisations deliver an equally effective collaboration experience for employees in the office and working remotely?
People are accustomed to accessible applications and high-quality cameras on their smartphones and personal devices. Returning to the office should provide a comparable or better experience. Our camera and audio technologies are designed to improve the meeting experience and support continuity between personal devices and office environments. Employees should be able to move between those settings without unnecessary disruption. Understanding users is central to that approach. People sit at the centre of our product design, with technology supporting the way they want to work.

How is Logitech supporting collaboration beyond traditional meeting rooms?
Deeper integration is making collaboration more flexible. Users increasingly expect to start a call on one device and continue on another

seamlessly. Meeting analytics are also becoming more valuable. Organisations need to understand how their collaboration technology is being used, what happens after meetings and where further investment would be worthwhile. Our focus extends beyond video resolution and audio clarity to providing insights that businesses can use to improve their collaboration environments and assess the value of their investment.

How are rising consumer expectations shaping Logitech's business strategy, regionally and globally?

Our experience in consumer technology helps us understand the expectations people bring into the workplace. A consumer is also an employee who may be using our products at a desk or in a meeting room. People want technology that is simple, requires less effort and allows them to concentrate on their work. We have applied that understanding to our business portfolio, including integrated video bars that reduce the need for multiple separate devices. Our consumer and business portfolios complement each other. Knowledge gained from one helps inform the other, and both remain important to our strategy. We continue developing products across both areas, guided by the same goal: making technology easier for people to use.

PNY ADVANCES AI FACTORIES FOR ENTERPRISE DEPLOYMENT

***Laurent Chapoulaud**, VP EMEA Marketing Professional Solutions, PNY Technologies Europe, discusses integrated infrastructure, GPU efficiency, and growing demand for scalable, sovereign AI capabilities across the Middle East.*

Enterprises are moving beyond AI experimentation towards production deployments, increasing demand for infrastructure that combines accelerated computing, storage, networking and software. Performance remains a priority, alongside GPU utilisation, data sovereignty, energy efficiency and long-term operating costs.

Laurent Chapoulaud, VP EMEA Marketing Professional Solutions, PNY Technologies Europe, discusses PNY's end-to-end AI Factory approach, the role of NVIDIA RTX PRO Blackwell and opportunities across the Middle East as organisations invest in local AI capabilities.

Interview excerpts

What will PNY showcase at AI for Everything, and which technologies best reflect your current AI strategy?

At AI for Everything, PNY will showcase its comprehensive end-to-end AI Factory approach, designed to help organisations accelerate their AI ambitions from infrastructure deployment to production-ready AI environments.

Our strategy is built around delivering the complete AI ecosystem required for modern AI workloads. Visitors will discover NVIDIA RTX PRO Blackwell-powered workstations and servers, as well as NVIDIA DGX and HGX platforms that provide the computing power needed for AI training, inference, and advanced data processing.

Beyond compute, we will highlight the critical technologies that enable scalable AI deployments, including high-performance storage and data management solutions, advanced networking infrastructures based on InfiniBand and Ethernet technologies, and enterprise-ready AI software stacks and services.

As a Datacenter Solution Distributor, PNY also brings together a broad ecosystem of technology partners to support every layer of the AI infrastructure. This includes data center infrastructure solutions from Vertiv, networking technologies from NVIDIA, Broadcom and Celestica, storage platforms from VAST Data and DDN, and software and enterprise services from NVIDIA, Canonical, and F5.

By combining these technologies with our expertise and support services, PNY enables customers and partners to build, deploy, and scale AI factories tailored to their business objectives. Our goal is to simplify the adoption of AI by providing a complete, validated, and high-performance ecosystem that accelerates innovation and time to value.

How are enterprises moving from AI experimentation to production changing demand for GPU-powered infrastructure and high-performance computing?

We are witnessing a significant shift in the AI market. Just a few years ago, most organisations were focused on testing AI through proofs of concept and limited pilot projects. Today, enterprises are moving beyond experimentation and deploying AI solutions at scale across their operations.

This evolution is being driven by the rapid adoption of AI agents, retrieval-augmented generation (RAG) applications, private AI assistants, computer vision solutions, and digital twin platforms used for simulation and optimisation. These workloads require a level of performance, reliability, and scalability that goes far beyond what was needed during the experimentation phase.

As a result, demand for GPU-powered infrastructure and high-performance computing continues to grow. Organisations are investing in high-memory GPUs capable of supporting increasingly complex models, while also strengthening the underlying infrastructure required to operate AI environments efficiently. This includes high-performance networking, scalable storage architectures, and data

**Laurent Chapoulaud,
VP EMEA Marketing
Professional Solutions,
PNY Technologies Europe.**

center solutions designed to address the growing power and cooling requirements of AI workloads.

What is particularly interesting is that the conversation has changed. The question is no longer, "How do I test AI?" but rather, "How do I industrialise AI while controlling costs and ensuring long-term scalability?" Enterprises are now evaluating their AI infrastructure based on factors such as inference throughput, operational efficiency, scalability, and energy consumption, rather than focusing solely on raw GPU performance.

This is why we see growing interest in integrated AI Factory architectures. Organisations need complete, validated ecosystems that combine compute, networking, storage, software, and services to accelerate deployment while optimising total cost of ownership. The ability to scale AI efficiently and sustainably has become just as important as delivering the highest levels of performance.

What role do NVIDIA RTX PRO Blackwell and data centre solutions play in PNY's approach to supporting AI training, inference and enterprise workloads?

NVIDIA RTX PRO Blackwell technologies play a central role in PNY's AI strategy by providing a flexible and scalable platform that addresses a wide range of enterprise workloads. While AI training remains a key priority for many organisations, enterprises are increasingly focused on AI inference, model fine-tuning, visualisation, rendering, simulation, and virtual workstation environments. RTX PRO Blackwell is uniquely positioned to support all of these use cases within a single architecture.

One of the key advantages of the RTX PRO Blackwell platform is its ability to support the entire AI journey. Organisations can begin with AI development and prototyping on RTX-powered workstations, expand to departmental AI and inference deployments, and ultimately scale to larger production environments as their requirements grow. This creates a seamless path from experimentation to operational AI without requiring organisations to completely redesign their infrastructure at each stage.

At the same time, GPU performance alone is no longer enough. Successful AI deployments require a complete data center ecosystem that combines compute, networking, storage, software, and supporting infrastructure. This is where PNY's expertise as an end-to-end AI Factory provider becomes essential. By integrating NVIDIA technologies with enterprise-grade storage, high-performance networking, data center infrastructure, and AI software stacks, we help customers build environments that are optimised for performance, scalability, and operational efficiency.

For many organisations, bringing AI closer to the data is becoming a strategic priority. RTX PRO Blackwell enables enterprises to deploy AI where it delivers the greatest value, whether at the workstation, departmental, or data center level, while maintaining control over data security, compliance, and costs.

Ultimately, our goal is to help customers accelerate the transition from AI experimentation to production. NVIDIA RTX PRO Blackwell, combined with PNY's complete portfolio of data center solutions, allows organisations to deploy AI faster, scale more efficiently, and achieve a sustainable cost structure that supports long-term AI adoption and business growth.

How does PNY help organisations optimise GPU utilisation, scalability and infrastructure costs as AI workloads become more demanding?

As AI projects move into production, organisations face a new challenge: maximising the value of their infrastructure investments while maintaining the flexibility to scale. At PNY, we help customers address this challenge by taking a holistic approach to AI infrastructure design and optimisation.

The first step is ensuring that infrastructure is properly sized for the workload. Not every AI project requires the same level of compute resources, and selecting the right GPU platform is critical to balancing performance, efficiency, and cost. By aligning infrastructure with actual business requirements, organisations can avoid both underutilisation and unnecessary overspending.

We also believe that AI success depends on more than GPU performance alone. Storage, networking, software, and infrastructure components must be designed together from the outset to avoid bottlenecks and ensure optimal resource utilisation. By integrating these layers from day one, we help customers build environments that

deliver consistent performance while remaining scalable as workloads evolve.

Another key aspect of our approach is supporting both on-premises and hybrid AI deployments. Many organisations want to take advantage of cloud flexibility while maintaining control over sensitive data, regulatory compliance, and operating costs. By enabling customers to deploy AI resources where they create the greatest value, whether in local data centers, at the edge, or in hybrid environments, we help them maintain data sovereignty while avoiding unpredictable cloud expenses.

Ultimately, optimising AI infrastructure is about achieving the right balance between performance, scalability, and total cost of ownership. Through our end-to-end AI Factory approach, PNY helps organisations build AI environments that can grow with their needs, maximise GPU utilisation, and deliver sustainable long-term value from their AI investments.

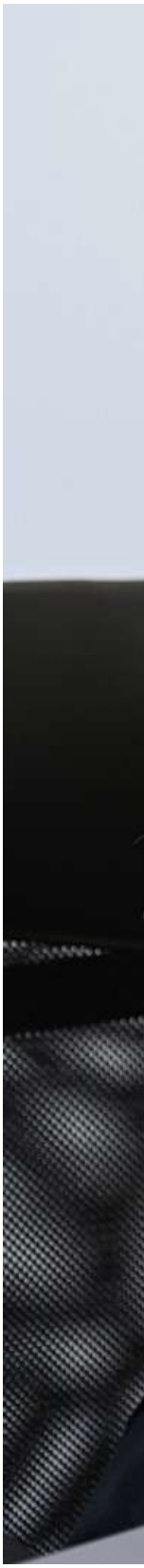
What growth opportunities does PNY see across the Middle East as governments and enterprises accelerate investment in AI infrastructure and local AI capabilities?

We see significant growth opportunities across the Middle East as organisations accelerate investments in AI infrastructure and sovereign AI capabilities. As enterprises move from experimentation to production, demand is growing for complete AI ecosystems, including AI factories, accelerated computing, storage, networking, and data center solutions.

The UAE and Saudi Arabia are establishing themselves as major AI hubs, creating strong momentum across the region. Through our long-standing partnership with NVIDIA, our expanding data center portfolio, and our regional partner ecosystem, PNY is well positioned to help customers build and scale the AI infrastructure needed to support their long-term innovation goals.

ASUS ADVANCES PRACTICAL ENTERPRISE AI ADOPTION

Tolga Özdil, *Regional Commercial Director, META at ASUS, discusses moving AI from experimentation to deployment, the potential of on-device and edge computing, and collaboration across the region.*



Businesses across the Middle East are moving beyond AI experimentation towards practical deployment, with performance, security and data governance shaping their technology choices. On-device and edge AI are expanding opportunities to improve productivity and support sector-specific applications, while industry collaboration helps organisations identify workable adoption paths.

Tolga Özdil, Regional Commercial Director, Middle East, Turkey & Africa (META) at ASUS, discusses the company's approach to enterprise AI deployment and the role of AI Everything in advancing regional adoption

Interview excerpts

How is ASUS helping businesses move from AI experimentation to real-world deployment?

To make AI functional within organisations, simply purchasing high-end hardware won't suffice. With ASUS, businesses will benefit from a suite of products designed to be ready for AI-powered applications. Whether running on the device itself or inside the data centre, our commercial portfolio supports various use cases ranging from worker productivity to content creation. Through collaborations with partners, we provide customers with end-to-end solutions according to their infrastructure requirements. The aim here is to provide practical adoption paths for AI technology while considering factors such as performance, security, manageability, and budget constraints.

What role can on-device and edge AI play for organisations in the region?

Organisations are able to implement fast response and data protection mechanisms via on-device and edge AI. Such technologies are highly important in sectors such as healthcare, manufacturing, retail, and field services because connectivity, latency issues, and data governance affect the use of AI solutions differently. Using ASUS's commercial devices enables organisations to implement AI on-site and still allow the IT staff to utilise familiar deployment and management solutions. The method of implementing AI depends entirely on the application, and organisations must be flexible with that.

How important are events like AI Everything to advancing AI adoption in the region, particularly as the world's largest AI-first expo?

Events such as AI Everything bring together stakeholders, including policymakers, industry players, technology vendors, and researchers. It provides a platform for exchanging knowledge and establishing collaborations. In the context of regional digital transformation, such initiatives present an opportunity to transition from theory to practice. For ASUS, attending the event provides great visibility regarding the requirements and priorities of organisations. With a goal set to turn the UAE into a global AI hub by 2031, collaboration plays a vital role towards responsible, scalable adoption.

Tolga Özdil, Regional Commercial Director, Middle East, Turkey & Africa (META), ASUS.

NETAPP SHOWCASES AI-READY INFRASTRUCTURE

CEO George Kurian explores sovereign, secure AI as enterprises move from experimentation to production

NetApp showcased its AI-ready data infrastructure at Ai Everything Abu Dhabi 2026, highlighting the role of secure, governed data in helping enterprises move AI projects from experimentation into production.

The event took place on 6 and 7 October at ADNEC Centre in Abu Dhabi. George Kurian, Chief Executive Officer, NetApp, participated in a Summit Stage fireside chat titled "Can AI Be Trusted? The New Architecture of Sovereign, Secure and Safe AI".

Kurian explored why trust must extend beyond AI models to the data, infrastructure and systems they can access, particularly as AI moves from generating answers to taking action across enterprises. The discussion also addressed security, data sovereignty and governance.

Central to NetApp's presence was the NetApp Platform, designed to provide a connected, governed data foundation with zero-copy access. The company said the platform helps customers access, manage and activate data while supporting security and AI readiness.

Suhail Hasanain, Senior Director and General Manager, MEA, NetApp.

George Kurian, Chief Executive Officer, NetApp.

Available on-premises and natively embedded in major public clouds, the platform aims to help organisations address the data access, governance and protection requirements associated with scaling enterprise AI.

Suhail Hasanain, Senior Director and General Manager, MEA, NetApp, said: "Abu Dhabi's ambition to become an AI-native government reflects a broader shift we are seeing across the Middle East, where AI is rapidly moving from experimentation to large-scale deployment. But scaling AI is ultimately a data challenge."

He added: "Organisations need trusted, secure and accessible data wherever it resides. The NetApp Platform provides the foundation customers need to build Intelligent Data Infrastructure that enables them to move from AI ambition to real business outcomes, securely and at scale."

"BUT SCALING AI IS ULTIMATELY A DATA CHALLENGE.

During the two-day event, NetApp's regional and global experts met industry leaders, partners and customers to discuss AI-ready infrastructure and the data challenges that can prevent projects from progressing into production.

Visitors also heard about developments from NetApp INSIGHT 2026 in Las Vegas, the company's event focused on intelligent data infrastructure and enterprise AI and technology challenges.

TEALIUM SHOWCASES AI-READY CUSTOMER DATA

Real-time platform connects consented customer information with AI insights to support personalised engagement and measurable outcomes.

Tealium showcased its AI-ready customer data solutions at AI Everything Abu Dhabi 2026, highlighting how enterprises can use real-time, consented information to improve customer engagement and put AI initiatives into production.

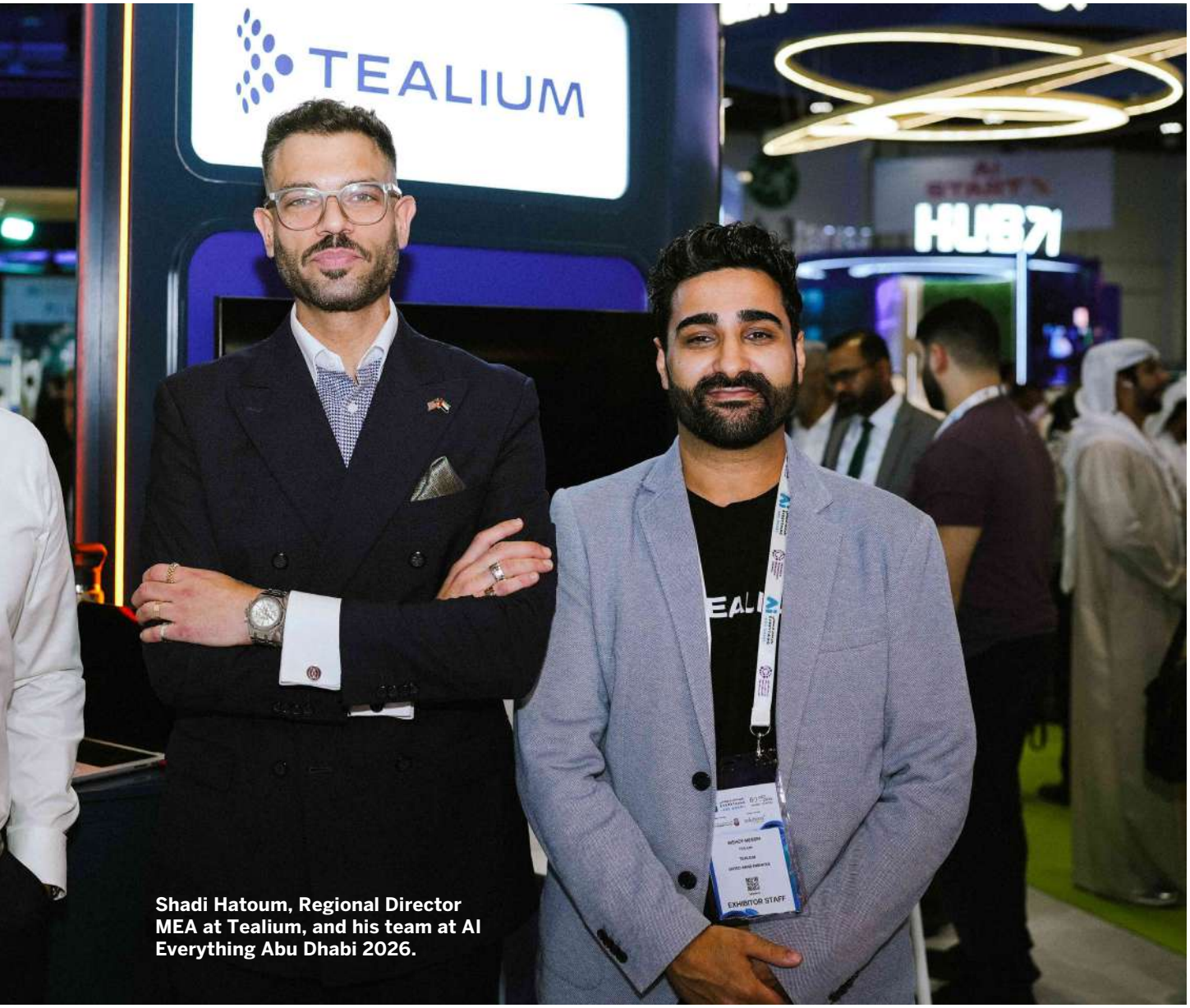
Held on 6 and 7 October at ADNEC Centre, the event provided a platform for Tealium to demonstrate its customer data platform, which unifies first-party information and makes it available for AI-powered experiences.

The company's approach connects customer behaviour with predictive insights to support relevant recommendations and personalised interactions while respecting customer consent.

Shadi Hatoum, Regional Director MEA, Tealium, said: "The UAE has created one of the world's most advanced environments for AI adoption. The opportunity now is to translate that ambition into practical applications that improve customer experiences and deliver measurable business value."

He added: "At AI Everything Abu Dhabi, our focus is on helping enterprise leaders understand how trusted, real-time, and consented customer data can make AI-driven interactions more relevant, timely, and accountable. We also want to help organisations identify the right use cases, establish a trusted data foundation, and move their AI programmes into production with confidence."

"THE OPPORTUNITY NOW IS TO TRANSLATE THAT AMBITION INTO PRACTICAL APPLICATIONS THAT IMPROVE CUSTOMER EXPERIENCES AND DELIVER MEASURABLE BUSINESS VALUE.



Shadi Hatoum, Regional Director MEA at Tealium, and his team at AI Everything Abu Dhabi 2026.

Tealium's customer data orchestration platform transforms and enriches information as it is collected, adding identity, consent and behavioural context before data reaches an AI model or agent.

The company said this approach reduces the time teams spend reconciling fragmented information and helps AI systems work with more complete, current customer context. Organisations retain control over how information is collected, governed and used.

The platform also connects AI outputs with customer profiles and engagement channels, enabling organisations to act on predictions, recommendations and suggested next actions during an ongoing customer interaction.

Tealium said this closed-loop approach helps translate AI insights into timely customer experiences and measurable business outcomes.

Through its collaboration with AWS, Tealium has strengthened its local data capabilities in the UAE, combining cloud infrastructure with customer data management, governance and activation to support data residency requirements.

Tealium has maintained a Middle East presence since 2018, with regional operations based in Dubai and a footprint spanning the UAE, Saudi Arabia, Qatar and Egypt. Its regional teams work with organisations on customer data strategies, AI deployment and personalisation.

The company's experts met regional organisations at Hall 4, Stand H4-A10, during the event to discuss how trusted, real-time customer data could support enterprise AI priorities.

SHORY LAUNCHES AI AGENT TO SIMPLIFY CAR INSURANCE PURCHASES

Conversational tool helps customers compare quotes, understand coverage and complete purchases in English and Arabic

Shory has unveiled Shory AI, an intelligent insurance agent designed to help customers compare, understand and purchase car insurance through a conversational experience.

Unveiled at Ai Everything Abu Dhabi 2026, the agent combines quote comparison, policy explanations and purchase assistance within a single interaction.

Built on Shory's digital insurance infrastructure, Shory AI can compare available quotes, explain differences in coverage, benefits and exclusions, and answer policy-specific questions in English and Arabic. Once customers select a policy, the agent can assist them in completing their purchase.

The launch expands Shory's use of AI beyond answering customer questions to providing support throughout the insurance selection process.

The company said the tool aims to reduce the complexity of reviewing multiple policies, coverage terms and prices, helping customers make more informed decisions.

Aoun Al Smadi, CEO, Shory UAE, said: "Insurance can be difficult to navigate, particularly when customers are comparing policies with different levels of coverage, benefits and exclusions. We see a real opportunity for AI to give people more clarity and confidence when making those decisions."

He added: "Shory AI reflects where we believe the insurance experience is heading, with technology playing a more active role in helping customers understand their options and make informed choices."

The unveiling reflects Shory's continued investment in applying AI to practical aspects of the insurance journey, with a focus on clarity, convenience and customer experience.

Shory offers car, home, health and pet insurance through its digital platform in the UAE. The company forms part of the First. tech ecosystem and Judan Financial Holding, IHC's dedicated financial services platform.

GITEX AI INDIA

2-4 JUNE 2027 - BIEC - BENGALURU

HOSTED BY AND IN STRATEGIC PARTNERSHIP WITH

GOVERNMENT OF KARNATAKA | K-tech | STARTUP KARNATAKA

Scaling India's AI, Science & Tech Frontiers Globally

INDIA'S MOST INFLUENTIAL TECH GATHERING AT SCALE

#GITEXAIINDIA GITEX-INDIA.COM

GET INVOLVED

BUILDING CHANNEL SUCCESS THROUGH PEOPLE

***Tidiane Lo** of Westcon-Comstor discusses why trust, partner development and commercial discipline remain central to effective channel leadership across Africa and the Middle East.*

Effective channel leadership requires more than meeting quarterly targets. For Tidiane Lo, Vice President, GTM, Westcon-Comstor Middle East and Africa, sustainable growth depends on aligning vendors, partners and teams while developing the capabilities that help the wider ecosystem succeed.

Speaking to Reseller Middle East, Lo reflects on the relationships and market experiences that have shaped his career across Africa and the Middle East. Drawing on themes from his book, Preparing for the Next Opportunity, he discusses the value of mentorship, curiosity and integrity, and explains why developing people strengthens commercial performance and prepares the next generation of channel leaders.

Interview Excerpts

How has your experience in technology distribution shaped your understanding of effective channel leadership?

Distribution teaches you very quickly that you cannot succeed alone. You sit at the intersection of vendors, partners, customers and your own teams, often with different priorities that need to be aligned. Effective channel leadership is therefore not simply about managing a number. It is about creating an environment where the ecosystem can win together. Over the years, I have learned that the best distributors do much more than move products. We create markets, develop capabilities, connect opportunities and help partners and vendors execute their strategies. That requires commercial discipline, but also trust. In the channel, relationships matter enormously, but relationships alone are not enough. You still have to execute.

What role have partners, mentors, and colleagues played in building your career across Africa and the Middle East?

A fundamental one. One of the strongest themes running through my book is gratitude because very little of what we achieve is achieved alone. Throughout my career, managers gave me opportunities before I necessarily

Tidiane Lo, Vice President, GTM, Westcon-Comstor Middle East and Africa.

had all the experience. Mentors helped me understand situations differently. Colleagues challenged me. Partners and customers taught me markets that I could never have understood from an office. Africa particularly taught me the importance of listening before assuming you understand a market. What works in Johannesburg will not necessarily work in Nairobi, Lagos, Dakar or Abidjan and the same applies across the Middle East. My career has therefore been shaped as much by the people I met along the way as by the positions I occupied.

How can channel leaders balance commercial targets with developing people and creating lasting impact?

I don't think they should be treated as competing objectives. Sustainable commercial performance comes from people. If you develop stronger leaders, better salespeople and more capable teams, performance becomes more repeatable and less dependent on individuals. Of course, numbers matter. We have targets, shareholders, vendors and partners expecting results. But leadership cannot only be measured by the quarter you just closed. One definition of success that has become increasingly important to me is very simple: If the business grows while the people around you are also growing, taking on larger responsibilities and eventually creating opportunities for others, then you are building something much more sustainable than a good quarter.

Which leadership qualities will be most important as the regional technology channel continues to evolve?

Adaptability, curiosity, integrity and empathy will be increasingly important. Technology will continue to change quickly, so leaders need the humility to accept that what they know today may not be sufficient tomorrow. Curiosity keeps you learning; adaptability allows you to act on what you learn. Integrity becomes even more important in an ecosystem built around relationships and trust. And empathy matters because transformation ultimately happens through people. I would add one more quality: the ability to be comfortable with being different. The Middle East and Africa bring together extraordinary diversity : nationalities, cultures, generations, languages and backgrounds. The leaders who can turn those differences into strengths will have a significant advantage.

What advice would you offer young channel professionals preparing for their next major opportunity?

Don't wait for the opportunity to start preparing for it. Learn beyond your job description. Understand the technology you sell, but also understand your customers, your partners and how your company makes money. Get close to people who know more than you do and ask questions. Build genuine relationships before you need them. Make your work visible without making everything about yourself. And don't assume you need to know everything before accepting a bigger responsibility. Some of the biggest opportunities in my career arrived before I felt completely ready. Preparation doesn't mean having all the answers. It means building enough knowledge, credibility, relationships and confidence to take the first step when the door opens. That is ultimately what Preparing for the Next Opportunity is about.

FAMA TECHNOLOGIES TARGETS GROWTH IN EGYPT AND ACROSS AFRICA

Strategic partnerships, integrated technology solutions and stronger local service capabilities underpin the company's regional expansion ambitions.

FAMA Technologies aims to strengthen its presence in Egypt and build a platform for further expansion across Africa, focusing on strategic partnerships, local implementation capabilities and ongoing customer support.

Established in 2009 as part of FAMA Holding Group, the company serves retail, hospitality, food and beverage, industrial and enterprise customers across the Middle East and India. Its portfolio brings together customer-facing technologies, including drive-thru systems, digital signage and self-ordering kiosks, with IT infrastructure, security and managed services.

In this exclusive interview, Ayman Gamaludien, Regional Manager – Egypt & Africa, FAMA Technologies, discusses the company's growth priorities, the role of technology in improving customer experiences and why reliable implementation and after-sales support remain central to long-term customer and partner relationships.

Interview excerpts

How would you introduce FAMA Technologies to the regional market?

FAMA Technologies is more than an IT solutions provider; we are a strategic technology partner committed to helping businesses operate smarter, serve customers better and achieve sustainable growth. Our strength lies in bringing multiple technology capabilities together under one roof, from digital transformation and smart retail solutions to drive-thru systems, digital signage, self-ordering kiosks, IT infrastructure, security and managed services. We focus on understanding each customer's business objectives and delivering practical, scalable solutions that create measurable value.

What differentiates FAMA Technologies in a competitive technology market?

Our approach combines technology, implementation expertise and ongoing technical support. We understand that successful digital transformation is not simply about supplying equipment or software; it is about ensuring that technology works reliably within the customer's daily operations. Through our integrated solutions and Service Level Agreements, we support customers across the project lifecycle, including assessment, planning, supply, installation, testing, commissioning, maintenance and technical support. Our objective is to build long-term partnerships based on trust, performance, responsiveness and continuous improvement.

What role does FAMA play in the retail, restaurant and hospitality industries?

FAMA has developed strong capabilities in supporting restaurants, quick-service restaurant chains, cafés, retail operators and hospitality businesses. Our solutions include drive-thru technology, digital menu boards, digital signage, self-ordering kiosks, point-of-sale systems, AI-enabled customer analytics, queue management and IT infrastructure. These technologies can help businesses improve service speed, streamline workflows, strengthen operational visibility and create a more convenient customer experience. We believe that technology should deliver tangible business benefits, not simply follow market trends.

What are your priorities for Egypt and the African market?

As Regional Manager for Egypt and Africa, my priority is to strengthen FAMA's local capabilities, expand strategic customer relationships and establish a solid foundation for sustainable regional growth. Egypt represents an important market, supported by its large consumer base, growing digital economy and demand for modern retail, hospitality and enterprise technology solutions. We also see opportunities to extend our expertise into African markets by working closely with customers, partners and regional stakeholders. Our approach is to understand local market requirements and deliver solutions supported by reliable implementation, professional service and clear accountability. Our ambition is to position Egypt as a strong operational and commercial platform for future opportunities across Africa,

while maintaining alignment with FAMA's wider regional strategy.

How important are customer relationships and after-sales services to your strategy?
Customer satisfaction must remain at the center of every technology business. We recognise that long-term success depends not only on winning projects but also on delivering consistently, responding to customer needs and maintaining reliable technical support. At FAMA Egypt, we are focused on strengthening service quality, improving coordination between sales and technical teams, enhancing service-level performance and ensuring that our commitments translate into real results for customers. We want our customers to view FAMA as a dependable partner throughout their technology journey.

How will FAMA translate its regional expertise, strategic partnerships and expanding solution portfolio into sustainable growth for customers and partners in Egypt and across Africa?
FAMA has the experience, technical capabilities and regional presence to support organisations at different stages of digital transformation. Our next chapter is about strengthening our markets, developing strategic partnerships, expanding our solution portfolio and building a stronger presence in Egypt and across Africa. We are committed to creating opportunities for our customers and partners through technology that is practical, reliable and scalable. I believe the future belongs to companies that combine innovation with execution, and that is the direction in which we are working to take FAMA.

AIR ARABIA EXPANDS GLOBAL DISTRIBUTION THROUGH AMADEUS AGREEMENT

Group-level deal enables travel sellers to book and manage flights through existing Amadeus workflows

Maher Koubaa, Executive Vice President, Travel Unit, and Managing Director EMEA, Amadeus and Adel Al Ali, Group Chief Executive Officer, Air Arabia.

Air Arabia has signed a group-level distribution agreement with Amadeus to expand its reach across the travel technology company's global network of travel sellers.

The agreement will enable travel partners to access, book and manage Air Arabia flights within the Amadeus environment using established workflows, supporting the airline's wider growth strategy.

The arrangement uses a light ticketing model, allowing travel sellers to book and manage budget airline content through standard global distribution system (GDS) workflows while connecting directly with airline systems in real time.

Travel sellers will be able to access Air Arabia content on the same screen as other travel content they manage, helping integrate the airline's flights into their existing booking processes.

Adel Al Ali, Group Chief Executive Officer, Air Arabia, said: "This agreement supports Air Arabia's broader growth strategy by expanding our distribution reach across the global travel trade. It also provides greater choice and accessibility for customers while enabling our travel partners to connect more efficiently with Air Arabia's growing network."

The agreement also gives customers access to agency support throughout their journeys, including assistance with booking changes, disruptions, refunds and rescheduling.

Maher Koubaa, Executive Vice President, Travel Unit, and Managing Director EMEA, Amadeus, said: "For travellers, Amadeus' agreement with Air Arabia will mean greater choice and easier access to flights through our extensive network of trusted travel sellers. Travellers will also benefit from agency support before, during, and after the trip, including help with changes, disruptions, refunds, and rescheduling."

Air Arabia carries more than 20 million passengers annually and serves more than 200 routes. The airline operates from six hubs across Sharjah, Abu Dhabi and Ras Al Khaimah in the UAE, alongside Morocco, Egypt and Pakistan.

IFS AND ECHELON PARTNER TO EXPAND INDUSTRIAL AI IN SAUDI ARABIA

Partnership supports local deployment of IFS.ai across asset-intensive sectors to improve operations and decision-making.

IFS has partnered with Riyadh-headquartered Echelon to expand the deployment of its industrial AI and enterprise cloud software across Saudi Arabia's industrial sectors.

Announced on 1 October 2026, the partnership will see Echelon deploy and localise IFS.ai for its customers in the Kingdom, supporting asset-intensive businesses as they modernise operations and adopt AI.

The collaboration targets energy, manufacturing, oil and gas, aerospace and defence, logistics and telecoms. Echelon will work with IFS to help customers move from legacy technology towards operations with embedded AI capabilities.

Industrial AI applies artificial intelligence to physical operations, analysing data from sensors, machines and networks to support activities such as production optimisation, quality control, condition-based maintenance and supply chain tracking.

Through IFS.ai, Echelon's customers will gain access to an enterprise AI layer spanning enterprise asset management, field service, maintenance planning and asset investment decisions.

The partnership aligns with Saudi Arabia's focus on industrial development and economic diversification under Vision 2030, alongside investment in advanced manufacturing and the digitalisation of industrial operations.

Prince Khalid Bin Bader Al Saud, Founder and Managing Director, Echelon, said: "Ever since we founded Echelon, our aim was to bring the most exciting AI solutions to Saudi Arabia, to benefit our economic diversification and growth."

Mark Moffat, CEO, IFS.

He added: "IFS offers cutting edge technologies to heavy industries and manufacturers, and the IFS.ai platform holds the promise of tangible, real-world benefits. Our customers are excited about the potential of IFS's innovations for their operations."

IFS said its existing work in Saudi Arabia includes helping manufacturers modernise operations and strengthen supply chains, telecommunications providers deliver services at scale, maritime organisations develop industrial capabilities and critical infrastructure operators improve asset reliability.

Mark Moffat, CEO, IFS, said: "Saudi Arabia is building some of the most complex, regulated and asset-heavy operations in the world. Running them successfully means making thousands of decisions every day, safely and at scale. That's exactly where Industrial AI delivers the greatest value, and it's where IFS thrives. For decades, we've helped the world's most essential industries turn operational complexity into competitive advantage."

He added: "We're excited to work with Echelon and the Kingdom's industrial base to raise efficiency and help make Saudi Arabia one of the most competitive places in the world to manufacture. That is the power of Industrial AI and IFS.ai."

ANKABUT AND POWERSCHOOL PARTNER TO ADVANCE UAE SCHOOL DIGITALISATION

Locally hosted student information system supports data sovereignty alongside AI-powered tools for public and private schools

Tarek Jundi, CEO, Ankabut, and Fadi Abdulkhalek, Vice President EMEA, PowerSchool.

Ankabut has announced a strategic partnership with PowerSchool to bring its education technology platform to UAE schools through locally hosted infrastructure, supporting digital operations and AI adoption while keeping student and institutional data within the country.

Announced on 30 September 2026, the collaboration will see PowerSchool's Student Information System (SIS) operate within Ankabut's data centre at Khalifa University. The partnership was marked by an event at ERTH Abu Dhabi Hotel on 22 September, attended by both companies' school customers.

The agreement combines Ankabut's education and research infrastructure with PowerSchool's education technology portfolio. PowerSchool serves more than 60 million students across over 90 countries.

Tarek Jundi, CEO, Ankabut, said: "AI is changing how students learn and how teachers teach, and schools need digital infrastructure that keeps pace."

He added: "Our partnership with PowerSchool means UAE schools get access to leading digital tools without compromising on data sovereignty. That's the balance schools are asking us for today, technology they can build on, and data they can trust."

The local deployment will support UAE data hosting requirements, with the SIS storing student and institutional information in Ankabut's data centre rather than overseas.

Several PowerSchool solutions also offer localised features, including Arabic language support, right-to-left interfaces and support for regional requirements such as the Hijri calendar. PowerSchool has operated in Dubai since 2023.

The companies aim to help public and private schools consolidate functions within a unified system, simplify administration and support individualised learning in a secure environment.

AI-powered tools are intended to adapt to students' learning needs and reduce administrative workloads, giving teachers more time to focus on classroom activities.

Fadi Abdulkhalek, Vice President EMEA, PowerSchool, said: "Through our partnership with Ankabut, we're combining globally proven education technology with trusted local infrastructure to help schools simplify operations, support personalised learning, and confidently adopt AI-powered tools."

He added: "Together, we're committed to empowering educators, improving student outcomes, and ensuring data privacy and security remain foundational to innovation."

Ankabut and PowerSchool said their longer-term goal is to make AI-enabled tools a standard part of educational operations while maintaining data privacy and security.

NEMETSCHEK AND SGBA PARTNER TO ADVANCE SUSTAINABLE BUILDING IN SAUDI ARABIA

MoU supports industry training, digital twin adoption and pilot projects aligned with the Kingdom's sustainability ambitions.

Nemetschek Group has signed a memorandum of understanding (MoU) with the Saudi Green Building Alliance (SGBA) to advance sustainable development and digital transformation across Saudi Arabia's built environment.

Announced in Riyadh on 1 October 2026, the agreement focuses on knowledge exchange, skills development and practical technology applications supporting Saudi Vision 2030 and the Saudi Green Initiative.

Nemetschek said it is the first technology company to enter a strategic collaboration agreement with SGBA, a national non-profit organisation dedicated to sustainable buildings, resilient communities and environmentally responsible development.

The organisations will collaborate on industry events, conferences, awareness campaigns and stakeholder engagement to promote sustainable, digitally enabled approaches to planning, designing, constructing and operating buildings and infrastructure.

Eng. Muayad Simbawa, Managing Director, Middle East, Nemetschek Group, said: "Saudi Arabia is redefining what is possible in the built environment by setting new benchmarks for sustainable development at an unprecedented scale."

Simbawa said the collaboration would encourage technology adoption and help stakeholders make better use of data throughout the building lifecycle.

The partnership will include workshops, training programmes, seminars and knowledge-sharing sessions covering building lifecycle management, asset performance optimisation and digital twin technologies.

Eng. Muayad Simbawa, Managing Director, Middle East, Nemetschek Group, and Dr Mohammed Al-Surf, Founder and Chairman of the Board, Saudi Green Building Alliance.

Both organisations will also seek to identify pilot projects and practical use cases demonstrating how technology can improve operational efficiency, support net-zero objectives and strengthen decision-making across building projects.

Dr Mohammed Al-Surf, Founder and Chairman of the Board, SGBA, said: "The transition towards a more sustainable built environment requires strong partnerships that connect innovation, expertise, and practical implementation."

He said the collaboration would combine international technology expertise with local industry engagement to support knowledge, skills and innovation across the sector.

The agreement also provides for the exchange of global practices, technical expertise and industry insights. Nemetschek and SGBA aim to strengthen collaboration among government entities, developers, consultants, contractors, academic institutions and sustainability professionals.

Nemetschek provides software for architecture, engineering, construction and operations. SGBA works with stakeholders across Saudi Arabia's built environment to advance sustainable, low-carbon and climate-resilient development.

tahawultech.com

KSA FUTURE ENTERPRISE AWARDS 2027

January 2027

Radisson Blu Hotel & Convention Center
Riyadh Minhal

06:30 PM onwards

#KSAFEA2027 | #tahawultech

In November, CPI will be hosting the inaugural Future Enterprise Awards in Riyadh. The awards are designed to recognize IT and business leaders that are driving rapid digital transformation across the Kingdom.

The KSA Awards want to acknowledge those who are championing change, whether it be from a private or public sector organization, we want to pay tribute to the fearless trailblazers forging a new path and a new identity for the KSA.

GOLD SPONSORS

logitech® Resecurity® QBS SOFTWARE MIDDLE EAST

OFFICIAL PUBLICATIONS

cnme computer news middle east | Reseller MIDDLE EAST | Security MIDDLE EAST

HOSTED BY

tahawultech.com

For more information about the event and nomination details, please visit the event website below :-
https://tahawultech.com/ksa-futureenterpriseawards/2027/

BEYONDTRUST APPOINTS LINDSEY CLAYPOOL TO LEAD GLOBAL CHANNELS AND ALLIANCES

MoU supports industry training, digital twin adoption and pilot projects aligned with the Kingdom's sustainability ambitions.

BeyondTrust, the global leader in privilege-centric identity security protecting Paths to Privilege, has announced the promotion of Lindsey Claypool to Senior Vice-President of Global Channels & Alliances. Claypool's appointment marks the next phase of BeyondTrust's partner-first strategy as the company expands the role its partner ecosystem plays in helping organisations address a rapidly changing identity security landscape. The strategy introduces a more scalable ecosystem operating model designed to make it simpler for partners to engage, build with BeyondTrust, and create value across the customer lifecycle.

"The role of the partner is evolving," said Claypool. "Customers are navigating more identities, more interconnected technologies, and more ways for privilege to create risk across a security landscape that is becoming increasingly difficult to manage. They need partners to serve as strategic advisors, service creators, and innovators, translating technology into practical solutions and lasting security outcomes."

In her expanded global role, Claypool will set and execute BeyondTrust's worldwide partner strategy, aligning programs, alliances, and go-to-market priorities to create greater value and growth opportunities for partners and customers across every region.

The announcement comes amid a global series of BeyondTrust partner and customer events focused on putting the company's partner-first strategy into action. Following Partner Summit and Go Beyond London in September, BeyondTrust is convening partners and customers at Go Beyond Chicago and Partner Summit—Chicago from October 6–8 before bringing partner events to Sydney and Singapore later in the month. Across the series, BeyondTrust is aligning partners around its privilege-centric identity security strategy, strengthening technical and go-to-market enablement, and helping partners build and scale their BeyondTrust practices.

Lindsey Claypool.

Janine Seebeck, Chief Executive Officer, BeyondTrust.

Building a More Scalable Partner Model

BeyondTrust's next phase of partner-led growth will focus on creating repeatable, scalable routes to market that remove friction for partners and help them acquire, expand, and serve customers more effectively. Under Claypool's leadership, BeyondTrust will provide partners with clearer use cases and starting points, better-aligned support and rewards, and more clearly defined roles across the customer lifecycle.

"Growth compounds when partners win, and every point of friction we remove for a partner is value returned to the customer," said Claypool. "Our goal is to create an ecosystem that is easy to understand, engage with, and grow with. One that gives partners clear ways to build with BeyondTrust, aligned support and rewards, and well-defined roles across the customer lifecycle."

Leadership Behind the Global Strategy

"Our partner ecosystem is central to how BeyondTrust will scale its impact and help more organisations secure every identity across every privilege," said Janine Seebeck, Chief Executive Officer at BeyondTrust. "Customers benefit when we combine our technology and expertise with partners that understand their industries, environments, and business priorities. Lindsey has demonstrated an ability to turn that principle into a repeatable growth model, and she has the full support of our leadership team as she brings that vision to our global ecosystem."

Claypool joined BeyondTrust four years ago to lead its Americas channel organisation. During that time, she helped strengthen the company's regional partner strategy, develop partner-led sales motions, and align channel execution more closely with BeyondTrust's broader go-to-market priorities. Previously, she held partner leadership and partner-led sales roles at Ingram Micro, F5, Xirrus, and Riverbed.

عالم الذكاء الاصطناعي
EVERYTHING
-ABU DHABI-

6/7 OCT 2026
ADNEC CENTRE

WHERE THE WORLD CONVENES IN NEW INTELLIGENCE

THE YEAR'S LARGEST APPLIED AI SHOWCASE IN THE NEW INTELLIGENCE CAPITAL

350+	180+	60+	200+	20+
AI BIG TECH & STARTUPS	INTERNATIONAL EXPERTS ON STAGE	COUNTRIES PARTICIPATING	GLOBAL INVESTORS	AI UNICORNS

GET INVOLVED

Meet the world's leading AI enterprises building the **infrastructure, frontier new models and full-stack AI solutions** that will reshape industries altogether – from **breakthrough research to powerful business use-cases**

aieverythingabudhabi.com sales@aieverythingabudhabi.com

#AiEverythingAbuDhabi

HOST PARTNER
دائرة التمكين الحكومي
DEPARTMENT OF GOVERNMENT ENABLEMENT

GLOBAL PARTNER
solutions
a Mubadala company

EVAD

Empowering Cybersecurity Across the Middle East & Africa

Cybersecurity is more than technology, it's trust, collaboration, and local expertise.

We empower our partners through presales consulting, enablement, training, and technical support, ensuring seamless deployment and measurable business outcomes.

Through our presence in UAE, Saudi Arabia, Kenya, and beyond, EVAD continues to simplify cybersecurity adoption and drive digital resilience across the region.

Regional Reach, Global Partnerships

Connecting leading global vendors with the MEA region cybersecurity ecosystem.

End-to-End Enablement

From consulting to deployment, empowering partners every step of the way.

Trusted Expertise

Delivering localized support, training, and innovation through a team of regional specialists.

Partnering with the Best to Deliver Advanced Cybersecurity Solutions

DATAPATROL

CLOUDMON

FourCore

fileorbis

efficient iP®

LEVO

Discover more at evad-me.com