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FEATURE: NEW VENDORS IN THE REGION

> INTERVIEW MINDWARE

REVIEW: ANKER: EUFYCAM

RNS TECHNOLOGY

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How the security-focused value-added reseller and system integrations firm continues to evolve to remain relevant in today's era.

« SAMIR CHOPRA

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SMJ Solutions LLC, P.O. Box: 116223, Al Zarooni Building, G Floor, Khalid Bin Al Waleed Street, Bur Dubai, UAE



EDITORIA

By leaps and bounds

ith the technology landscape changing rapidly in today's world, the role of the SI is changing too. SI's are no longer all about procuring hardware, software and putting it together into one integrated system; instead, they have to deliver longterm business solutions that provide agile and future-proof roadmaps to demanding IT organisations.

This month's cover story features RNS Technology Services, a securityfocused value-added reseller and systems integration company, who has gone around in a very systematic focused way and found a niche area to contribute in.

Samir Chopra, founder and CEO at RNS, shares insights into some of the most common mistakes that customers make, which endanger a project's capacity to deliver on its goals. Further about this on page 26.

We profile emerging vendors on pages 30-32 who have been in the region for less than three years and have set up a channel-led business. Find out the opportunities the Middle Eastern landscape has to offer these newcomers and the strategies they

have in place for the market.

I also had the pleasure of meeting Mindware's CEO. Phillippe Jarre, who spoke about his plans to grow the cloud marketplace

and offering a superior transactional experience to the channel community. More on page 36.

On a separate note, we are looking forward to hosting the eleventh edition of TahawulTech.com and Reseller Middle East Partner Excellence Awards this year.

Each edition the Partner Excellence Awards becomes one of the most talked about events in the industry. The 2020 edition will not only celebrate the achievements of the regional channel business, but attendees will also be treated to an exciting and glamourous gala awards evening.

Nominations are currently open, and I encourage you all to submit your entries.

Let the nominations flow in!





Sharon Saldanha Deputy Editor





E-mail: sharon.saldanha@ cpimediagroup.com



Facebook: www.facebook.com/ TahawulTech



Twitter: @TahawulTech



Instagram: @TahawulTech

FOUNDER, CPI MEDIA GROUP

Publishing Director

Natasha Pendleton natasha.pendleton@cpimediagroup.com +971 4 440 9139

FDITORIAL

Deputy Editor

Sharon Saldanha sharon.saldanha@cpimediagroup.com +971 4 440 9167

Online Editor

Adelle Geronimo adelle.geronimo@cpimediagroup.com +971 4 440 9135

Head of Design

Froilan Cosgafa IV froilan.cosgafa@cpimediagroup.com

Senior Designer

Analou Balbero analou.balbero@cpimediagroup.com

Designer

Marlou Delaben marlou.delaben@cpimediagroup.com

ADVERTISING

Group Sales Director

Kausar Syed kausar.syed@cpimediagroup.com +971 4 440 9130

Business Development Manager

Youssef Hariz youssef.hariz@cpimediagroup.com +971 4 440 9111

Senior Sales Manager

Sabita Miranda sabita.miranda@cpimediagroup.com +971 4 440 9128

CIRCULATION

Operations Manager Cherylann D'Abreo

cherylann.dabreo@cpimediagroup.com +971 4 440 9107

DIGITAL SERVICES

Web Developers Jefferson de Joya

Abbas Madh

Photographers Max Poriechkin

Charls Thomas

webmaster@cpimediagroup.com

+971 4 440 9100

DIGITAL

www.tahawultech.com

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PO Box 13700

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STARLINK SIGNS DISTRIBUTION PARTNERSHIP WITH HELPSYSTEMS

tarLink, the Value-Added Distributor (VAD) in the Middle East, Turkey and Africa (META) region has announced a distribution partnership with HelpSystems to provide its GoAnywhere Managed File Transfer solution to customers in the



Middle East, Germany, and Africa.

GoAnywhere, recognised for their powerful file transfer and integration solutions enables enterprises, within a wide range of industries to safely connect and automate their IT processes to protect sensitive data as well as comply with data privacy regulations. The solution automates server-to-server file transfers, simplifies person-to-person file sharing and collaboration as well as easily integrates with the external cloud and web apps used daily.

"With digitalisation, we are witnessing huge volumes of business data exchange, both internally and externally within organisations, making data protection a 'need of the hour' and having a robust, secure file transfer system in place must take precedence," said Nidal Othman, co-founder and managing director, StarLink.

He further added, "We see a major surge in business potential for MFT services in this region. GoAnywhere complements our solutions portfolio by strengthening our communications and data protection domains and with our combined efforts we aim to increase their market share and presence."

"We are pleased to see such strong demand for our secure managed file transfer solution in the Middle East, Germany, and Africa and are confident that StarLink is the right partner to enable us to meet the needs of our joint customers," said Jim Cassens, president, HelpSystems.

EXTREME NETWORKS DOUBLES INVESTMENTS IN THE MIDDLE EAST

🖥 xtreme Networks, a leader in cloud-driven networking, announced the expansion of its operations and investments in the Middle East. Following the recent appointment of Maan Al-Shakarchi as Regional Director for Middle East, Turkey, and Africa (META), Extreme has expanded into new regional headquarters in Dubai and is set to grow its sales, channel, and marketing teams in the region.

The company is also placing emphasis on strengthening relationships with its regional distributors and engaging new channel partners. As a channel-centric organisation, Extreme is committed to providing both VAR and MSP end-users in the META region with cloud-based, end-to-end networking solutions that meet their needs-and those of their customers. At the core, Extreme's partnerships are centred around a shared vision of leveraging its joint solutions to enable positive change for its customers and communities.

This strategy will enable Extreme to build on the momentum it has established across META. The company already has an impressive roster of clients in the region, which are part of over 50,000 customers globally who rely on Extreme Networks' cloud-driven networking solutions. This includes leading names in banking, hospitality, retail,



government, healthcare and manufacturing.

Maan Al-Shakarchi, Regional Director for Middle East, Turkey, and Africa, Extreme Networks, said, "Extreme has an established brand reputation in the region and we regularly feature in analyst reports as a leader in the enterprise wired and wireless LAN markets, as well as an innovator in fabric networking, Wi-Fi access solutions, cloud-management and IoT security. We have a strong value proposition for the many innovative enterprises that are looking to enhance customer outcomes and drive business growth by embracing advanced technologies such as Wi-Fi 6, AI, machine learning and IoT. We are therefore deepening our commitment and support for our regional customers and partners by doubling our investment in this market. This marks the beginning of a new chapter in Extreme's role in the META region and I am incredibly excited to play a crucial part in this."

HIGHLIGHTS

QUEST AND ONE IDENTITY SIGN DISTRIBUTION DEAL WITH EXCLUSIVE NETWORKS MIDDLE EAST

uest and One Identity have announced a new partnership with Exclusive Networks Middle East, which will allow them to distribute the full suite of products and services under the Quest Software Company umbrella.

Since 1987, Quest and One Identity have provided software solutions for the fast-paced world of enterprise IT. With Quest, an organisation can spend less time on IT administration and more time on business innovation. In an agile and highly collaborative world where achieving simplicity in business is often a concern, whether it's digital transfor-

mation, cloud expansion, security threats or something new, Quest helps organisations solve complex problems with simple solutions.

Nathan Clements, managing director – Middle East, Exclusive Networks, said, "Partnering with Quest was an easy decision to make. They tick all of the boxes that we look for when picking a new vendor – innovative and disruptive technology, high double-digit growth aspirations, a team of known and trusted people and a clear channel strategy. We have no doubt that we can meet Quests' expectations.

"At Exclusive Networks, we believe in creating a competitive edge for our partners





Nathan Clements, Exclusive Networks and Amer Chebaro, Quest Software

and customers and this newly inked partnership with Quest and One Identity is yet another great addition to our expanding portfolio in the fastest growing distributor in the Middle East," said Clements.

Amer Chebaro, general manager and sales director – EMEA Emerging Markets, Quest Software, said, "What attracted us to Exclusive

Networks was the deep-driven expertise that the team has in cyber security solutions and the wide reach they have in the region as a value-added distributor. We have a history of great product solutions and Exclusive has a long-standing history of market reach and penetration, we are extremely confident this will be the start of a strategic and fruitful partnership."

WESTCON MIDDLE EAST INKS DISTRIBUTION AGREEMENT WITH SANDVINE

estcon Middle East has signed a distribution agreement to market, distribute and service Sandvine products and solutions.

Sandvine helps organisations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real-time. Sandvine's portfolio provides unique visibility into the internet phenomena that drives network consumption by consumers and empowers the operators to meet and exceed quality of experience expectations while maintaining profitability.

"We are excited about the addition of Sandvine to our vendor portfolio. With this

partnership, we will be able to offer advanced business intelligence capabilities, which are critical in identifying and adapting to network behavior in real-time, thus enabling superior customer experience," said Steve Lockie, managing director, Westcon-Comstor ME.

"Sandvine has a wealth of real-world references across the globe for enabling innovative services. We are looking at following a strategic approach in taking their solution to the channel in the Middle East. We are focused to add value to Sandvine's business by helping them deliver a targeted approach for reaching markets and industry segments that they haven't explored yet."

"Westcon is an ideal partner for Sandvine because of their vast experience with





key operators throughout the region," said Hashem Eid, Sandvine's Regional Vice President, MENAT Sales. "Sandvine's solutions require specialised sales and delivery partners to ensure a unique customer experience for network operators from design to implementation to long-term support."

With a wide footprint across the Middle East region, Westcon offers channel partners value-added distribution services that include global logistical capabilities and a range of support and technical services. Along with offering a wide range of value-added services, such as Professional Services and Marketing as a Service (MaaS) that revolve around the unique EDGE framework Westcon also offers integrated Digital Distribution Platforms including PartnerView, which helps deliver the technology integration and automation partners need to grow and thrive.

EMT DISTRIBUTION INKS PARTNERSHIP WITH TITUS

mt Distribution has signed a distribution partnership with Titus in the Middle East. Sebastien Roques, vice president sales and channel - EMEA, Titus, said, "We are thrilled to announce our new partnership with EMT to grow our presence in the META region. TITUS share EMT's focus of enhancing the success of its business partners to deliver solutions that help customers to identify and secure their sensitive data and meet regulatory compliance. We are looking forward to the opportunity to provide organisations throughout the region with the technology they need to build a strong

data security strategy adding context and identity to their data and have full traceability and auditing capabilities."

In the digital transformation era and current cybersecurity challenges, data is even more important and, therefore, protecting your company data is a most and all organisations should have data classification as one of their high priorities, according to Mohd Mobasseri, CEO, emt Distribution META.

He added, "emt Distribution as a company focusing on Cyber Security Solutions and having a great number of customers and reseller partners in various areas including Data Loss





Prevention we are excited to announce our partnership with one of the world's leaders in Data Classification, now our customers and partners can benefit from complete data protection solution offered by our company."

Naresh Kumar, Director - Regional Sales Development, emt META, said, "We

are delighted to enter into a regional business alliance with Titus and include Data classification as solutions in our portfolio for ME. We believe the data is the most valuable asset. Data classification enables the people and technology in your organisation to better understand, value, and protect vour information assets."

MERCEDES AND AMD ANNOUNCE MULTI-YEAR PARTNERSHIP

ercedes-AMG Petronas Formula One Team has announced a multi-year partnership with high-performance computing leader AMD, a technology supplier of supercomputing, simulation, PC and data center technologies. ASBIS Middle East is the official distributor in the MENA region.

The new partnership combines the two companies' passion for extreme performance and will see the AMD logo on both sides of the cockpit of the team's 2020 car, on the drivers' race suits and team clothing and on the engineering station.

According to the company, this partnership will also see the Mercedes-AMG Petronas Formula One Team pilot the use of AMD commercial solutions, including AMD EPYC server processors and AMD Ryzen PRO laptop processors, to optimise the team's various workstreams.

"At AMD, we are at our best when we create disruptive technologies that push the envelope of what is possible in high-performance computing," said John Taylor, chief marketing officer, AMD. "We are thrilled to join forces with the Mercedes-AMG Petronas Formula One Team, a team operating at the cutting edge of technology and with whom we are a shared spirit in delivering incredible innovation and performance from the factory to the racetrack."

"Innovation is at the heart of Formula One, we always try and push the technological boundaries in our hunt for performance," said Toto Wolff, Team Principal and CEO, Mercedes-AMG Petronas Formula One Team. "We are delighted to have AMD join our team as a partner and we look forward to the journey ahead of us as we explore sophisti-



cated solutions to unlock untapped performance potential."

The Mercedes-AMG Petronas Formula One Team will run its 2020 F1 car, including AMD branding, for the first time on Friday, February 14, 2020.









of data breach victims in 2016 were SMBs (small and medium-sized businesses with under 1,000 employees).





in reported damage to business and reputation harm were due to security breaches in 2016.



41%

of businesses say that malicious attacks are the main cause of reported data breaches.

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1 Verizon's 2017 Data Breach Investigations Report

2 Ponemon Institute "Cost of Data Breach" Study, U.S. 2017

HIGHLIGHTS

HYSTAX INKS DISTRIBUTION DEAL WITH VAD TECHNOLOGIES

AD Technologies has announced a long-term business alliance with Hystax to deliver latest cloud technologies to customers in the GCC and the Middle East.

Hystax offers a hybrid cloud management platform designed and developed to make digital transformation a straightforward process. Combining Hystax technology and VAD Technologies' distribution network unlocks multiple opportunities for serving the financial, industrial, education, telco, healthcare, government and SMB sectors, offering high-demand software.

Hystax delivers software to migrate a variety of workloads from any source platform, whether it's cloud environment or bare metal. Fully automated solution with consistent background replication, storage-agnostic snapshots, and orchestration functionality allow companies to avoid any performance impact during migrations and ensure industry-best, minimal Recovery Point Objective (RPO) and Recovery Time Objective (RTO) values.

"New technologies are fundamentally changing the way we do business. However, companies are still facing challenges

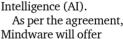


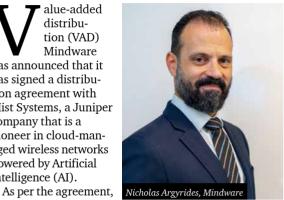
related to cloud IT infrastructure implementation and optimisation. Through our partnership with VAD Technologies, we deliver solutions to address these challenges and help lay the foundation for cloud-driven innovation to thrive," said Nick Smirnov, CEO, Hystax.

"We are excited about our new partnership with Hystax in the region," said Mario M. Veljovic, General Manager, VAD Technologies. "We are constantly acquiring disruptive next generation technologies to ensure that our partners can always offer the latest and greatest to their customers. Hystax fits perfectly and underlines VAD's commitment of cloudification of our technology portfolio."

MINDWARE, MIST SYSTEMS PARTNER TO DELIVER AI-DRIVEN WIRELESS **NETWORK IN MENA**

alue-added distribution (VAD) Mindware has announced that it has signed a distribution agreement with Mist Systems, a Juniper company that is a pioneer in cloud-managed wireless networks powered by Artificial Intelligence (AI).





Mist's entire portfolio of solutions to enterprises across Middle East and North Africa (MENA) including the GCC countries, Afghanistan, Algeria, Egypt, Iraq, Jordan, Lebanon, Libya, Morocco, Pakistan, Tunisia and Yemen.

Mindware will extend and enable the vendor's regional channel, while also providing value-added services for support, implementation, training and business development.

The agreement marks a significant extension of Mindware's long-standing partnership with Juniper Networks which spans over a decade. Having established proven expertise as a value-added distributor for Juniper Networks' best-in-class wired LAN, SD-WAN and security solutions, Mindware is now ready to round out its portfolio by extending this competency into the wireless domain.

"Wi-Fi is the platform on which innovations in IoT, collaboration, workforce enablement, customer experience and a host of services essential to today's customers and employees are dependent. Through our partnership with Mist, we are improving the reliability, predictability and measurability of Wi-Fi, while introducing unmatched convenience and simplicity through the intuitive and scalable cloud-management layer," said Nicholas Argyrides, general manager – Gulf, Mindware.

Mist has been first to market with an AI-driven wireless platform that includes the world's first virtual IT assistant.

As Mist's value-added distributor, Mindware will provide technical support, warehousing and logistics and financial services. The value-added distributor is set to partner with Mist in co-hosting a series of channel enablement roadshows, as well as trainings and certifications in the UAE, Saudi Arabia and broader GCC region through 2020. Mindware is also ramping up its service capabilities as it prepares to offer Professional Services on behalf of the vendor in the course of the year.

HIGHLIGHTS

AVEVA EXPANDS INTO THE DISCRETE MANUFACTURING MARKET

VEVA, a global leader in engineering and industrial software, has unveiled its new Discrete Lean Management software to support digital transformation in the discrete manufacturing market. The new offering, according to the company, improves operational efficiency through the digitalisation of lean work management for both manual and automated production lines.

AVEVA's quick-to-deploy and easy to use digital tools enable access to production information, KPIs and notifications on dashboards, workstations and mobile devices to improve overall equipment and labor effectiveness, and to facilitate data-driven continuous improvement.

AVEVA Discrete Lean Management



is designed to address the issues faced by operating manufacturing plants still using paper-based systems for lean and work order management, work instructions and data collection procedures. It enables physical records to be replaced with digital tools that mitigate the risk of manual processes and provides real time visibility into production performance allowing team collaboration in response to production issues.

"AVEVA Discrete Lean Management is the result of our close collaboration with Schneider-Electric and has been already successfully deployed as a digital lean system to many of their plants globally. We are excited to be able to announce the general availability of these proven lean and industry best practices to all our customers to help improve their manufacturing productivity and profitability, and also jump-start their smart manufacturing and digital transformation journeys," said Harpreet Gulati, Senior Vice President, Planning and Operations, AVEVA.

FORTINET AND EQUINIX ACCELERATE CLOUD CONNECTIVITY

it is teaming with Equinix, a global interconnection and data center company, to accelerate cloud connectivity with the addition of Fortinet Secure SD-WAN on Equinix's Network Edge.

Enterprise organisations are increasingly turning to SD-WAN to improve user experience, reduce costs and optimise connectivity to multiple cloud platforms from branch and campus locations.

ortinet has announced that

The addition of Fortinet Secure SD-WAN to Network Edge allows Equinix to empower enterprise customers with a cloud on-ramp solution across multiple public clouds with full-featured SD-WAN that is scalable from mid-market to large distributed enterprises.

With Fortinet Secure SD-WAN now available via Network Edge on Platform Equinix, enterprise customers are able to resolve latency challenges while accessing multi-cloud applications and optimise their cloud connectivity without compromising on security. Adding a colocation option extends the reach of Fortinet Secure SD-WAN, which is available via hardware appliance, as an NFV for on-premises deployments and as a virtual appliance in all major cloud providers.

Fortinet's Secure SD-WAN solution, according to the company, assures accelerated throughput to workloads located in any public cloud provider globally, with full multi-cloud and hybrid cloud support.

John Maddison, EVP of products and CMO, Fortinet, said, "The majority of our customers use multiple cloud providers, so it's really important for them to be able to choose where they deploy services. Collaborating with Equinix and offering Fortinet Secure SD-WAN via Network Edge gives our customers additional deployment flexibility, allowing them the option

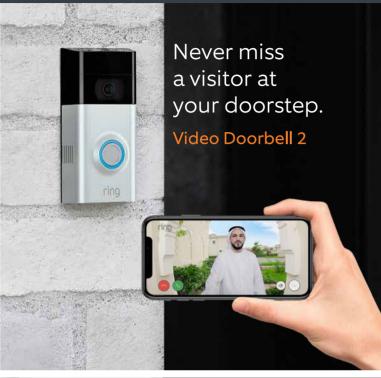


to host services outside of their branch location and accelerate their cloud journey."

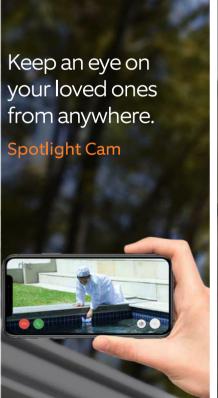
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OKI EUROPE EXPANDS SMART MFP PORTFOLIO

KI Europe has launched the new MC883, an A3 colour and smart multifunction printer (MFP). The printer features customisable colour touch-screen operation and smart software solutions that enable flexible, efficient and secure document capture, collaboration and management.

Powered by OKI's digital LED technology, the MC883 produces super sharp, text and exceptional High Definition Colour images in ultra-high quality 1200 x 1200 dpi resolution on a range of media sizes, from A6 to 1.3m banners and weights of up to 256gsm. The MFP is the latest addition to OKI's portfolio of flexible A3 and A4, colour devices and part of the MC800 Series of A3 colour smart MFPs.

According to OKI, the MC883 is ideal for the most demanding business environments as it reliably delivers high-volume, high-quality printing, scanning and copying, thanks to OKI's digital LED technology in the print and scanner heads.

It includes built-in stapling for up to 20 sheets, two output trays, a maximum paper capacity of over 2,000 sheets and print speeds of 35ppm. The new smart MFP also features comprehensive scan and document management functionality, including rapid scan speeds of up to 50ipm and a 100 sheet Reverse Automatic Document Feeder (RADF) for copying, scanning and faxing double-sided documents.

It's simple to set up, operate and maintain without the need for an engineer.

Furthermore, the 7-inch colour touchscreen is fully customisable making it easy to create and record custom Job Macros and save to the home screen for easy access, speeding-up frequent operations.

To help streamline document-intensive business processes and improve

productivity, OKI's flexible smart Extendable Platform (sXP) enables seamless integration between the MC883 and third-party solutions including PaperCut MF and Drivve Image as well as OKI exclusive software SENDYS Explorer.

MC883's features make it suitable for small businesses as well as enterprise use across a wide range of industries such as construction, healthcare and professional services organisations, sXP gives partners the flexibility to create solutions for OKI devices, helping businesses find the right solution for specific industry requirements and needs.

"OKI's MC883 is a fantastic addition to our portfolio of smart MFPs.

It combines user-friendly design with extraordinary customised workflow capabilities and superb 1200 x 1200 dpi colour printing," says Polfai Ng, Product & Propositions Manager, OKI Europe Ltd. "With OKI's reliable, high-performance hardware, flexible software and sXP open platform architecture, this is an incredibly versatile device to help organisations of all types and sizes to streamline complex, document-intensive workflows and boost productivity – without compromising on performance."



HIGHLIGHTS

NUTANIX TO HOST .NEXT ON TOUR IN DUBAI

utanix, a leader in enterprise cloud computing, is hosting its annual .NEXT on Tour at The Address Sky View in Dubai on 9th March under the theme 'Harness the Power of Cloud, On Your Terms'.

Aaron White, Regional Sales Director - Middle East, Nutanix says, "CIOs and their IT teams today are under constant pressure to drive employee productivity, delightful customer experiences and growth. Companies that win embrace catalysts that accelerate cloud transformation. They need to have the right technology, processes and skills to succeed in their hybrid cloud strategies. .NEXT will be a great learning opportunity where attendees will get an understanding of the latest trends in the cloud computing space and how Nutanix software solutions for cloud, data management and end



user computing can help them build easy, intelligent and resilient clouds."

"The main idea of the event is to help regional enterprises free themselves from the complexity and costs of legacy data centre infrastructure. They can get valuable insights from industry peers, our customers and partners, as they share their cloud journey experience," he adds. The comprehensive agenda will include visionary keynotes along with a range of technical and business sessions, hands-on labs and demos, customer panels, networking opportunities and partner ecosystem showcases.

The interactive sessions will cover the following topics:

- Key capabilities required to build out a successful hybrid cloud strategy
- How to infuse Artificial Intelligent/ Machine Learning -driven lifecycle management to ensure ideal customer and employee experiences
- Storage consolidation practices to harvest insights from data, while staying compliant
- Live demos that show how it all comes together

IFS, OMAN ICT GROUP PARTNER TO DEVELOP COUNTRY'S ICT SECTOR

FS has announced the signing of a new agreement with Oman ICT Group.

The partnership, according to the company, will help the Oman ICT Group achieve its key strategic objectives of developing the ICT sector for national advancement and includes Omanisation.

Said Al-Mandhari, CEO, Oman ICT Group, said, "Keeping pace with technological advancements is very important in ensuring that we are more effective and efficient in our operations. The strategic partnership with IFS goes beyond the commercial aspects and creates a new market for IFS. Simultaneously it also strengthens Oman ICT's growth prospects by helping

us capitalise on the international experience that IFS brings to the table. We are keen on serving our community to the best of our abilities and such partnerships are the need of the day."

"On entering a new phase of expansion in the Middle East, IFS is very pleased to join hands with a premier entity such as Oman ICT Group who are instrumental in driving the ICT investments in the country. We will be focused on having intensive training programs at the initial stage to ensure that local Omanis have the right IFS skills. There is a definite move to transition into an expanded market and we will support them with our large portfolio of products and solutions that



address a range of business verticals," said, Mehmood Khan, Managing Director and Vice-President for the Middle East and South Asia, IFS.

Oman ICT Group will provide IFS implementation and managed services for the entire IFS product suite and will also maintain and manage all IFS customers in Oman. To support this, IFS will enable them in the presales, sales and implementation services.

Both partners are keen to add value to the customers and provide unparalleled best-of-breed products, services and solutions, thereby helping to them to transform their organisation, processes and systems.

HIGHLIGHTS

COBALT IRON TAPS VAD TECHNOLOGIES TO DISTRIBUTE COMPASS

obalt Iron Inc. has signed a new agreement with VAD Technologies to distribute Cobalt Iron's enterprise SaaS data protection solution, Compass, in the Middle East and North Africa.

As part of the agreement, VAD Technologies will offer Compass, together with technical training and support resources, to resellers and integrators in over ten countries.

"We are very proud to partner with Cobalt Iron and bring the Compass enterprise data protection solution to the Middle East and North Africa marketplace," said Mario M. Veljovic, general manager, VAD Technologies. "Compass is the ideal platform to help enterprise customers compete in today's multicloud, next-generation data



protection world. Therefore, Cobalt Iron fits perfectly with our strategy to deliver cutting-edge technologies and solutions to our reseller ecosystem."

"The Middle East is a rapidly growing region for backup and cybersecurity and ripe with opportunity for a modernised SaaS-based solution. With its strong presence throughout the Middle East and North Africa, VAD Technologies is the ideal partner to help Cobalt Iron expand our market presence in this vital region," said Rodney Foreman, chief revenue officer, Cobalt Iron. "VAD Technologies has a special focus on our sweet spot of enterprise customers, with a go-to-market strategy and a vision for the region that will ensure our longterm success with Compass."

HIPERDIST TO DISTRIBUTE BULLGUARD SOLUTIONS IN MEA

alue-added distributor Hiperdist has partnered with BullGuard, a cybersecurity firm with a dedicated focus on consumer and small office solutions, to distribute the vendor's offerings in the Middle East and Africa region.

Santosh Sansare, general manager, Hiperdist said, "The advent of the technology era has brought with it the inevitable risk of threats and cyber-attacks. As a result, security is one of the most vital requirements of today's market. Our partnership with BullGuard is a step further in our commitment to offering our partners the latest solutions for their end customers."

BullGuard's portfolio ranges from internet security, mobile security, identity protection, VPN to cloud-managed endpoint security for small offices. Its cyber protection consistently ranks highly, often gaining top spot by independent test labs.

Govind Haridas, Business Head – Cyber Security, Hiperdist said, "BullGuard offers a wide range of highly regarded software products, which addresses the cybersecurity needs of both consumers and small businesses."

He added, "Our collaboration with BullGuard is aimed at equipping our ecosystem of partners with comprehensive security software technologies. We plan to leverage our network and our expertise to promote the brand, as well as support them with our marketing, sales and technical services."

Hiperdist is a leading technology distributor spanning multiple markets and application segments with a major focus on security. It is now positioning strongly in the Middle East, especially the UAE market, in addition to expanding further in Africa, collaborating with global vendors in the market such as BullGuard.



VEEAM SOFTWARE APPOINTS NEW CISO

eeam Software
announced that
Gil Vega has been
appointed Chief
Information Security
Officer (CISO). Vega
will be responsible for establishing
and maintaining Veeam's vision
and strategy to ensure its
information assets and solutions
are adequately protected.

Vega's appointment, according to the company, will be pivotal in driving strategies to help customers protect their critical data across multiple environments and ensure regulatory compliance.

Vega brings more than 22 years of security experience to Veeam Software. Before joining Veeam, Vega was Managing Director & CISO responsible for global cybersecurity, technology risk & compliance at CME Group Inc., based in Chicago. Prior to his career in financial services, Vega was a member of the U.S. Federal Government's Senior Executive Service and served as the Associate Chief Information Officer & CISO for the U.S. Department of Energy and U.S. Immigration & Customs Enforcement in Washington, DC.

"I am thrilled to join Veeam, not only because it is the leader in Cloud Data Management, but being in a position to have examined the vision of where the company is going I firmly believe Veeam will continue to transform the industry," said Vega. "Veeam's DNA revolves around delivering the ultimate



customer experience and ensuring that data is protected irrespective of its location. Veeam's vision and strategy is unchallenged in the market and has an exceptionally solid roadmap through 2020 and beyond. I am excited about leading Veeam's effort for taking internal data security, governance and compliance strategy and processes to the next level."

CENTRIFY APPOINTS NEW VP OF WORLDWIDE CHANNELS AND ALLIANCES

entrify has announced the appointment of Chris Peterson as the new Vice President of Worldwide Channels and Alliances. In his new role, Peterson will accelerate Centrify's rapidly growing channel partner ecosystem and will be responsible for leading all aspects the company's global channels and alliances, with an emphasis on partner alignment, demand creation, accelerated customer conversion and success.

"Our partners are essential to helping customers understand best practices for least privilege solutions and how to best secure and manage their infrastructure as they go through cloud transformations," said Peterson. "I'm excited to join the Centrify team and optimise our partner ecosystem so we can more effectively communicate the value of an identitycentric approach to Privileged Access Management. That starts with providing a choice of solutions and deployment options to our customers, as well as a best-in-class selection of channel partners, technology partners and global systems integrators to reach and positively impact the enterprise and key vertical markets."

Peterson brings more than 30 years of enterprise channel, sales and marketing experience to Centrify. Most recently, he served as the vice president of global channels at Tenable, where he designed, built and executed a robust channel and managed security service provider (MSSP) program featuring a roster of blue-chip customers. He previously was the vice president of worldwide sales at Niara (acquired by Hewlett Packard Enterprise), where he created the company's go-to-market strategy and built the initial sales team. He has also held several senior channel and sales leadership roles at Sourcefire, ArcSight and McAfee.



"Chris is the perfect channel executive to help Centrify transform into a channel-first market leader where he can repeat his success driving companies like ours to their next stage of scale," said Howard Greenfield, Chief Revenue Officer, Centrify. "The combination of demand for privilege management in the market, our innovative technology and our partners will provide extreme value for our customers."



TENABLE NAMES MARK THURMOND AS COO

enable has announced the appointment of Mark Thurmond as the company's Chief Operating Officer (COO). In this role, Thurmond will lead Tenable's global field operations, including sales, professional services and technical support. Thurmond's appointment, according to the company, adds another layer of depth to Tenable's executive bench as the company continues to deliver on its Cyber Exposure vision to help business executives and security teams understand and reduce cybersecurity risk.

"Mark is one of the technology industry's most highly respected goto-market executives, with a proven track record of driving revenue growth and operational excellence for notable cloud and cybersecurity companies," said Amit Yoran, Chairman and CEO, Tenable. "Mark shares our passion and vision to help customers understand their Cyber Exposure and risk as we enter our next phase of growth. We're thrilled to have him on board."

Thurmond has vast experience as an executive leading global sales, services, and operations organisations in high growth technology companies. He joins Tenable from Turbonomic where he served as COO and was responsible for aligning the company's global operations to help customers on their journey to hybrid cloud. Prior to Turbonomic, he was the executive vice president at Qlik Technologies where he led Worldwide Sales and Services. Thurmond also held multiple global sales and operations leadership



positions for divisions of Dell EMC, including senior vice president of Worldwide Sales at VCE and RSA.

"Cybersecurity is fundamental to digital business and Tenable is transforming the industry with innovative solutions to help customers manage, measure and reduce their risk in enterprise environments," said Thurmond. "I'm excited to join this exceptional team and eager to get to work, furthering our Cyber Exposure vision and expanding our footprint around the world."

CISCO APPOINTS NEW VP FOR MIDDLE EAST AND AFRICA

isco has announced the appointment of Reem Asaad as the new Vice President for its Middle East and Africa region. In her new role, Asaad will be responsible for Cisco's Middle East and Africa business, growing its position as a leading technology company in the region.

With over two decades of experience across industries including technology, financial services and customer experience, Asaad's role will focus on strengthening collaborations with governments, customers and partners, underpinned by Cisco's portfolio of advanced solutions to accelerate their digitisation agendas.

Wendy Mars, President, EMEA and Russia, Cisco, said, "I am excited to have Reem join Cisco, leading our MEA business. Reem has a wealth of experience in business leadership and strong understanding of the digital transformation landscape. I am confident of Reem's ability to empower our workforce and help regional businesses address their challenges."

Prior to joining Cisco, Asaad held the position of CEO at Raya Contact Center, a business process outsourcing service provider based in Cairo with operations in Europe, Middle East and Africa, servicing multi-national and Fortune 500 companies. During this role, she was instrumental in driving the company growth and go-to-market strategy, digital transformation and regional market development.

"Having been a Cisco client and a partner over the years, it is with great pride that I join the Cisco team. There is no doubt that the Middle East and Africa region has a huge potential which I look forward to unleashing



together with the support of my wider team. Together, we will focus on how to expand Cisco's reach, empower local businesses and create a greater business and social impact in the MEA region" said Reem Asaad, Vice President, Cisco MEA.

NEW BUSINESS HEAD – CYBER SECURITY JOINS HIPERDIST

igh Performance
Distribution
(Hiperdist), part of
the CIS Group, has
appointed Govind
Haridas as their
Business Head - Cyber Security for
the Middle East & Africa region.

Santosh Sansare, General Manager, Hiperdist, said, "With over 20 years of industry experience, half of which was in distribution in the MENA region, Govind was the ideal candidate to drive our value initiative forward. We have ambitious plans for the region and we are confident that he will deliver the desired results."

Industry insiders know him for being a resourceful individual, juggling multiple hats, building partnerships and honoring his commitments while getting the job done.

As part of the new role, Govind will drive the company's value distribution business forward working with vendors such as Palo Alto, Forcepoint, Avaya, Pelco and the likes. He will be responsible for leveraging and building the channel ecosystem for the vendors while growing the business for them.

The CIS Group has 23 entities operating in 17 countries across Africa and the Middle East. The Group distributes for prominent vendors like Cisco, HP, IBM, Oracle, VMware, Supermicro etc. through its entities.

"It's a privilege to work for the CIS Group and I believe I have come in at the right juncture when the company is poised to move to the next level" said Govind. "Within just 5 years of inception, Hiperdist has managed to grow from zero to USD 75 million in revenue with multiple vendors on board. There is a strategic drive from the Group into the cloud and cybersecurity domains in tune with the market realities. With a young and competent team in place we are ready to accelerate



and address the market potential to help our partners and customers achieve their business objectives."

Govind has extensive experience working for a range of renowned

technology firms such as Ingram Micro, Huawei Technologies and Starlink where he served in various capacities in channel & business unit roles operating in the MENA region.





FIREEYE APPOINTS NEW VP FOR MEA

ireEye has appointed
Gordon Love as the
company's Vice President
for Middle East and Africa
to help drive growth in
the region and deepen
relationships with partners.

In his new role, Love will report directly to FireEye's Vice President of EMEA Kevin Taylor and is based in the company's office in Dubai, UAE.

"With the growing and sophisticated threat landscape, there has never been a more critical time for organisations across MEA to build effective cyber security solutions. Now is the ideal time to join FireEye as our range of offerings put us in a great position to capitalise on this growing market

opportunity. I look forward to working closely with our team and MEA customers and as we work together to put efficient defense strategies in place," said Love.

Love brings engineering, management and sales experience spanning more than two decades in the IT security and enterprise software sectors. Prior to joining FireEye, Love spent ten years at Symantec where he was Vice President of the EMEA Emerging Region, overseeing the Middle East, South Africa, Russia, South East Europe, Czech Republic, Poland, Africa and Turkey. He previously held roles with Faritec, IBM, FNB South Africa and Standard Bank Group.



NUTANIX PROMOTES CHRIS KADDARAS TO EVP OF GLOBAL SALES

nterprise cloud computing firm Nutanix has announced that it has promoted Chris Kaddaras to executive vice president of Global Sales.

Kaddaras brings his proven track record of leading sales in the Americas and international markets to his new worldwide role.

In this new role, Kaddaras will be responsible for leading the worldwide sales organisation as well as sales operations, technical sales, inside sales, OEM sales, and channel sales.

"Over the past 3 years, I have become more excited about the opportunity we have each and every quarter. We have industry-defining technology that provides our customers with unique solutions for their desired outcomes, with a talented and motivated team to keep our customers at the centre of everything we do," said Kaddaras. "Add this to a large and growing market for both hyperconverged infrastructure and hybrid cloud, and it makes this role

very exciting. I'm looking forward to helping take Nutanix through our next phase of growth."

Kaddaras brings nearly three decades of experience to his role. He joined Nutanix in October 2016 as Vice President and Head of EMEA. He was promoted to Senior Vice President and General Manager of EMEA in 2018. In 2019, he took over the role of Senior Vice President of Sales for the Americas. Prior to joining Nutanix, Kaddaras was with EMC Corporation for 16 years, where he held positions including Vice President of Commercial Sales and Vice President of Sales Engineering across EMEA.

"Chris has proven himself a transformational sales leader at Nutanix. Through his leadership, our customers and partners understand the real value proposition of Nutanix," said Dheeraj Pandey, co-founder, chairman and CEO, Nutanix. "He has been instrumental in our shift to software and subscription, while keeping customer satisfaction high. His



unique blend of business acumen and sales discipline will help us grow from being a pioneer in hyperconverged infrastructure to being a streaming infrastructure pioneer that strives to virtualise, simplify and integrate multiple clouds."

Kaddaras will continue to lead sales for the Americas region until a new leader is appointed.



he challenge often facing companies operating in the channel is how they can be a better business partner to their customers. Customers are seeking more flexibility, faster innovation, increased efficiencies and lower costs from modern technologies, without complexity.

But with so much at risk how can an enterprise be confident in the capabilities of their chosen service partner?

With digital transformation projects and the IT requirements of the modern enterprise growing in scale and complexity, a shortage of skilled IT personnel and the risks of failure means enterprises are turning to professional services partners for help to accelerate and de-risk their IT projects.

That means that these organisations need to be experts, or masters, of the solutions they are delivering to customers.

But how do you demonstrate this to enterprises at a time when so much is changing so rapidly?

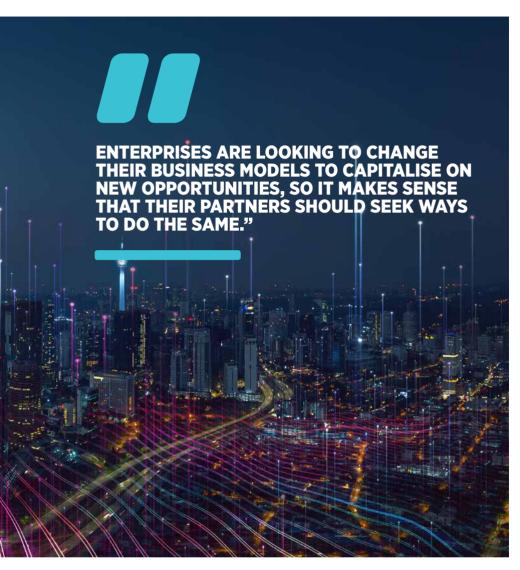
THE ROUTE TO MASTERY

For professional services providers, that means investing in training and certification provided by vendors. This isn't anything new - by undertaking this education and awards process, they are able to prove to customers that they have the skills and knowledge required, through vendor validation of their service capabilities. However, what

is changing is the rate of technology evolution – enterprises need to know that what they're getting can deliver both today and in the future. In other words, they're looking for cloud-based solutions, putting added pressure on professional services providers to be completely up to date with the latest offerings.

Comprehensive Computing
Innovations (CCI) is an integrator
specialising in VMware technology
in Lebanon, and views its training
certification, the Master Services
Competencies (MSC), as vital
to ensuring that customers have
confidence their objectives will be met.

Mohamad Hammouda, Division Manager, Innovations and Technology Services Division, CCI, said, "The VMware Master Services



Competencies are the new gold standard. They take real dedication to achieve and maintain. This means that the customer gets the highest level of assurance that we can work with them to achieve their goals with minimal stress."

Launched in 2018, the first MSCs covered cloud management and automation, data center virtualisation, network virtualisation, and desktop and mobility. To date, six partners in EMEA have achieved certification in all four of the original categories – UAE-based HUCO FZCO, Comprehensive Computing Innovations from Lebanon, Xtravirt, Computacenter, Germany's Comdivision Consulting, and ITQ Consultancy of the Netherlands.

They also have the opportunity to expand their knowledge, with the introduction, earlier this year, of the VMware Cloud on AWS MSC. This new competency gives certified partners the opportunity to build the knowledge required to support customers looking for a truly hybrid cloud solution, with Netcloud AG, based in Switzerland, the first partner in EMEA to complete the VMC on AWS certification.

The new competency gives partners the integration and migration capabilities from a practice standpoint. Not every partner will want to do that, which is fine, but the partners who do see that opportunity and do want to build up a practice. VMware cloud on AWS rounds out the portfolio of Master



Services Competencies that we now have available in the market.

Yet the benefits aren't simply in improving knowledge. Enterprises are looking to change their business models to capitalise on new opportunities, so it makes sense that their partners should seek ways to do the same. With the MSCs, they can reposition how they sell to customers, shifting to take a more consultancy led approach by demonstrating how they are dedicated, invested and have validated expertise in advanced technologies. Ultimately, as partners acquire each MSC, they position themselves as better placed to offer their customers a true digital foundation from which to affect enterprise transformation.

INNOVATION DRIVING TRANSFORMATIVE CHANGES

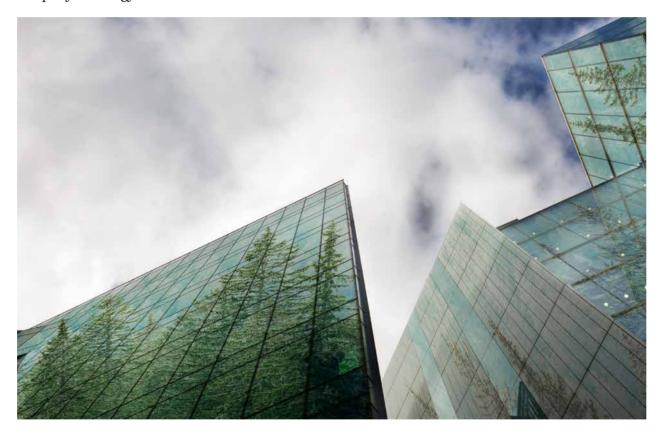
Harnessed properly, innovations such as cloud enable significant change to take place, and by working with fully accredited partners, customers can have one expert guide taking them from start to finish rather than have to rely on specialists for different stages of their digital journey.

For partners that are passionate about making digital transformation real for its customers, the right vendor validation provides the biggest opportunity to transform their own business. It gives them the chance to have deeper relationship with customers, ensuring they are seen as strategic partners in their technology journey, and no longer just technology specialists.

EVENT // HP

HP PRODUCTS REFLECT ITS COMMITMENT TO 'SUSTAINABILITY'

HP held its Partner First Roadshow at the Ritz-Carlton Dubai and CNME Editor Mark Forker, was on hand to find out how channel-centricity remains the core focus of the company's strategy as it looks ahead to 2020.



he Partner First
Roadshow attracted
hundreds of HP
partners as the IT
leader showcased its
diverse and innovative
range of products in both the PC and
printing space.

The theme of the event was 'Together We Grow' which underlines HP's commitment to forge close

relationships with its partners.

James Blackman, Regional Lead at AMD, delivered a keynote presentation in the opening session and highlighted the importance of embracing change in an era when technology continues to disrupt and reshape global industries.

"To survive you have to change. The world we live in is constantly evolving, so it's imperative that you've got the ability to be adaptive. You need to change in order to move forward. You've got to meet the expectations of your customers which are also evolving. If companies fail to embrace change then they won't survive," said Blackman.

Following the conclusion of the opening session, attendees were then divided into sub-groups where HP salespeople highlighted the

benefits of the products on display in more detail through a series of in-depth presentations.

CNME managed to secure an exclusive interview with Fadle Saad, Regional Manager – Middle East & Turkey at HP, onsite at the event. In a brilliant and wide-ranging interview, Saad outlined HP's history of being channel-centric, the importance of the Partner First Roadshow and its approach to sustainability.

"HP is and always has been a channel-centric organisation. Our channel partners are at the core of our overall strategy. In addition to the multiple meetings and events we hold throughout the year, we decided that we wanted to host a Partner First Roadshow," said Saad.

According to the Regional Manager of HP ME & Turkey, the Partner First Roadshow provides sales certification for its salespeople, is a workshop from a business perspective and enables leaders from both HP and its partners to be able to meet to discuss market trends and opportunities.

"I really believe it sets the stage for the year ahead. We review the vear gone by and we evaluate our strategy for the next 12 months. It is such an important event for us because we're able to gather all our channel partners and distributors in the region under one roof to map out our future direction. Our channel partners undoubtedly provide HP with a competitive advantage. The whole structure of the new HP organisation was specifically designed in a way which helps us to get closer to our channel partners," said Saad.

In relation to the products HP were displaying that Saad believes best represents the grand values the company stands for, he signaled out both the HP Elite Dragonfly and HP's Never Stop Printer for special attention.

"We've got a diverse range of products, but our HP Elite Dragon Fly and Never Stop Printer are two products that encapsulate and summarise our message and mission statement when it comes to sustainability. HP Elite Dragonfly, which is one of the slickest and most powerful business PCs on the market; is the world's first notebook made





I FEEL THE MESSAGE
OF WHAT HP STANDS
FOR IN TERMS OF
SUSTAINABILITY IS
BEING TRANSFERRED
TO OUR CUSTOMERS
AND PARTNERS AND
I FEEL THAT THE
WHOLE ECOSYSTEM
WE'RE FOSTERING IS
BEGINNING TO REAP
DIVIDENDS."

from recycled ocean bound plastic," said Saad.

In addition to this, he shared how HP had commissioned an Indoor Air Quality compliance study and highlighted, how HP Original Cartridges meet strict quality standards and help protect Indoor Air Quality.

This raised huge concerns over toner use in healthcare and education.

Saad said its approach to sustainability made him extremely proud to work for HP, especially when our world faces real challenges of climate change.

"I feel the message of what HP stands for in terms of sustainability is being transferred to our customers and partners and I feel that the whole ecosystem we're fostering is beginning to reap dividends. Our approach to sustainability makes me proud to work for HP. There are a lot of companies globally conveying a message on sustainability, but the furthest they take it is on slides and presentations, but at HP it's in our DNA, said Saad."

The Partner First Roadshow concluded with the 'HP Gala Dinner' awards ceremony which saw several channel organisations presented with awards that recognised their commitment towards HP.

"We're here to celebrate collaboration, cooperation and teamwork. Last year, we stood here and we said we are number one in both PC and print. This year, we are still number one in both categories. We believe that there are new opportunities and new business out there, but all our success and achievements is because of our partners," said Fadle Saad, Regional Manager ME & Turkey.

"In our transformation journey we feel that online is one of the categories that is coming up and that retail has never been better before. Today we are much more committed and more focused than ever before and we will harness all the data security trends to win the strategy."

HP's new products, Elite Dragon Fly and Never Stop Printer, has helped the company boost the horizon and break a few trends in the market.

Saad said, "We are committed to advance on products, partnerships and sustainability. By end of 2020, we will achieve zero deforestation goals and by 2025, 30 percent of the plastic we use will be from recycled plastic."

EVENT // BICSI





CONNECTING THE FUTURE

The 2020 BICSI EMEA Conference and Exhibition will shed light on the latest trends and best practices in the ICT space. John H. Daniels, CEO and executive director, BICSI, gives us a lowdown on what to expect at the show.

lobal spending on information and communications technology (ICT) is expected to reach \$4.3 trillion this year, according to research and analyst firm IDC. The growth will be driven by purchases of devices (mainly mobile phones and PCs) and enterprise applications.

Technology is changing at an exponential rate with new innovations and systems emerging, and continually keeping pace with this is no easy task. The Middle East region, in particular, is on the verge of massive digital

disruption, with countries such as the UAE, Bahrain and Saudi Arabia leading the charge. To maximise the myriad economic and social gains in the digital era, nations are proactively adopting requisite technologies and developing the associated human capital.

"The rapid pace of technological advancements requires organisations to spare no effort on being at the forefront of change if they intend to stand out and be successful," says John H. Daniels, CNM, FACHE, FHIMSS, CPHIMS, CEO and executive director, BICSI.

"As technology evolves, organisations such as BICSI

are constantly evolving with new curriculum, standards and publications geared toward enabling harness the value of this technological evolution."

BICSI is a professional association supporting the advancement of the ICT/ extra low-voltage (ELV) professions. To date, it currently serves more than 26,000 members and credential holders.

With the aim of providing regional organisations with the latest trends and best practices in the ICT space, BICSI is hosting the 2020 edition of its annual conference for the EMEA region.





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The 2020 BICSI Europe, Middle East and Africa (EMEA) Conference and Exhibition, which will be held at the Dubai World Trade Centre, is targeted towards a global audience of ICT/ELV professionals, including architects, consultants, engineers, cabling infrastructure installers and designers, integrators, decision-makers, and anyone else involved in the ICT/ELV profession.

"Like the ICT/ELV profession, BICSI is evolving," says Daniels. "Attending BICSI events and keeping up with our latest information including manuals and standards help industry professionals keep up with the everevolving business landscape.

"Furthermore, by being a part of BICSI through membership and credentials, individuals will gain access to this knowledge and keep current on what is changing in the industry so they can remain relevant and competitive in their work," he adds.

BISCI promises to deliver an engaging agenda focusing on wide-

array of topics including intelligent buildings, smart cities, the Internet of Things (IoT), the latest developments in ICT/ELV standards, wireless and distributed antenna systems (DAS) and more.

Two keynotes are scheduled throughout the conference namely the 'Global Trends in ICT Infrastructure' by Lone Hansen of BSRIA in the United Kingdom, and 'Developing Deeper Connections' by Eugene Seah of Trainium Academy in Singapore.

This year's BICSI EMEA Conference and Exhibition will also feature a full-day of pre-conference Masterclasses, where delegates can choose between 'Fundamentals of Passive Optical LAN'; 'Converged Networks – the Future of Intelligent Buildings as defined by BICSI 007'; or 'Effective Data Centre Cooling Strategies.' The annual EMEA Awards Ceremony will be held on the evening of the sencond day of the conference.

In addition to the robust conference agenda, the event also



presents an excellent platform for industry peers to exchange insights and network with colleagues and other like-minded delegates from all over the world.

"Knowledge transfer is key in our industry and the best place to gain the latest insights is at a BICSI event," says Daniels.

Output

Description:

GOING THE EXTRA MILE

SAMIR CHOPRA, CEO AND FOUNDER OF RNS TECHNOLOGY SERVICE, SHARES INSIGHTS INTO HOW THE SECURITY-FOCUSED VALUE-ADDED RESELLER AND SYSTEM INTEGRATION FIRM GOES ABOVE AND BEYOND TO DOUBLE ITS EFFORTS AROUND CUSTOMER ENGAGEMENT, AND DISCUSSES HOW TRADITIONAL SI'S SHOULD EVOLVE THEIR BUSINESSES TO ENSURE THEY ARE RELEVANT IN TODAY'S ERA.

stablished in 2015, RNS Technology
Services provides customers with
information and cybersecurity solutions
through its team of technical experts and
strategic consultants.
Over the last year, RNS has made

Over the last year, RNS has made major investments with four new offices in Abu Dhabi, Singapore, Malaysia, and a global delivery center in Pune. The firm has also invested heavily to meet the needs of the customer's globally, thereby strengthening its workforce, technical teams, support teams, and providing the vendors and OEMs the comfort of the coverage and penetration RNS has in the market.

2019 was a turning point for RNS in the Middle East – The company established itself as one of the organisations with a strong emphasis on innovation,

customer experience, and delivering sustainable and scalable solutions to its customers.

Samir Chopra, Founder and CEO of RNS Technology Services, says, "As an organisation, we want to focus on excellence. I believe there is a gap for a boutique niche player like us, and we are extremely passionate, enthusiastic and excited about the solutions and services we bring to the market."

The SI also sees a large void in the market where there are only a few people who care about certain aspects of cybersecurity and safety from a macro perspective.

"There is a massive gap when you compare our region to some of the other more mature markets in the world, the advisory services, virtual CISOs, partners and trusted advisors. This is primarily because I see, with all due respect, that most organisations are



I BELIEVE THERE IS A GAP FOR A BOUTIQUE NICHE PLAYER LIKE US, AND WE ARE EXTREMELY PASSIONATE, ENTHUSIASTIC AND EXCITED ABOUT THE SOLUTIONS AND SERVICES WE BRING TO THE MARKET."





sales-oriented rather than delivery-oriented," says Chopra.

The CEO also highlights how the company prefers to go the extra mile to ensure that no customer is dissatisfied.

Chopra adds, "We focus on the basics, fortify and strengthen the key elements, relook right from the foundation level and then upwards."

CHOOSING A SYSTEM INTEGRATOR (SI)

A key area where customers fail to understand is not the strength of the number of people in an organisation but the number of relevant subject matter experts within the organisation who are trained and certified to deliver the solution, explains Chopra.

He says, "For example, an organisation may have a 100 people, but these 100 people may do 50 other things and have no relevant subject matter expertise in cybersecurity solutions. Whereas, a company with 50 people who are focused on delivering those

WE FOCUS ON THE

WE FOCUS ON THE BASICS, FORTIFY AND STRENGTHEN THE KEY ELEMENTS, RELOOK RIGHT FROM THE FOUNDATION LEVEL AND THEN UPWARDS."

solutions, and have the relevant certified trained engineers on site and off-shore, could mean that an efficient organisation is far better suited to address the concerns and the success of the project."

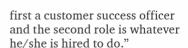
According to Chopra, one of the most common mistakes the customer

makes that endangers the capacity of the project is, by choosing the cheapest over the best.

"I see a lot of organisations completely ignoring the capabilities that have had an impact on the success of the project. My advice to customers today is to develop a methodology and to mature the procurement system, whereby the commercial aspect of the project is given importance but, at the same time, the ability to execute the project should also have an equal weightage if not more," he adds.

Moreover, Chopra opines that anyone who walks into the room and tells the customer that the project is going to be a hundred percent successful or error free or without any hiccups is just a lie.

"We align ourselves with the business objectives of our customers in order to ensure that those objectives are met. Our customers appreciate this kind of partnership, advisory, trustworthy and a reliable organisation. At RNS, everyone is



RNS was a non-existing organisation a few years back and today, it has secured more than 200 enterprise organisations in the region including national critical infrastructures, public sector, banking and financial industries, ministries, healthcare, education sector etc.

He says that the company has gone around in a very systematic focused way and found a niche area to contribute in.

"Today, sell and walk away doesn't work because the way people buy and interact has changed," he says. "There are new innovative ways that are being introduced in the industries and there are disruptive ways and means of operations. A clear strategy on what your purpose is, and how you contribute to your customer

success in the process, enabling them to achieve excellence and have a great experience is key."

Chopra says that the company will aim to achieve its total annual revenue of a hundred million dirham in 2020.

"Our goal is to provide better advisory services to people who understand the blurred lines between technology and business objectives."

Another area in which RNS will be focusing, this year is managed services offerings. The CEO believes that the region is still young and inexperienced in this area when compared to other mature regions around the globe.

These offerings have not been delivered with the same level of passion, excitement, sincerity and commitment so that's something RNS is very keen on bringing to the market.

Chopra concludes by saying, "We believe in going deeper



A CLEAR STRATEGY ON WHAT YOUR PURPOSE IS, AND HOW DO YOU CONTRIBUTE TO YOUR CUSTOMER SUCCESS IN THE PROCESS, ENABLING THEM TO ACHIEVE EXCELLENCE AND HAVE A GREAT EXPERIENCE IS KEY."

rather than going wider and this contributes to all of these factors making RNS very impactful and hugely successful in this region."



NEW VENDORS INTHEREGION

Reseller ME profiles emerging vendors who have been in the region for less than three years and have set up a channel-led business. We examine the opportunities the Middle Eastern landscape has to offer these newcomers and the strategies they have in place for the market.



VECTRA

ectra applies artificial intelligence (AI) to detect and respond to cyberattacks in cloud, data centre and enterprise infrastructures—in real time—while empowering security analysts to perform conclusive incident investigations and AI-assisted threat hunting.

The core team consists of threat researchers, data scientists, security

engineers and UI designers who constantly push the boundaries of what's possible to drive the next generation of security.

Vectra began its Middle East operations in early 2018 and since then, starting from zero, the company have grown its partner network and customer base exponentially. Today, the company is delighted to be helping a significant number of Middle East organisations across the GCC, North Africa and Turkey, to detect and respond to cyberattacks at speed and scale previously unattainable.

Ammar Enaya, regional director – Middle East, Turkey & North Africa (METNA), Vectra, says, "As more enterprises turn to the cloud for greater operational scale and cost efficiencies, it's critical to address these security vulnerabilities, so businesses can innovate, free from external threats. Couple this with a significant cybersecurity human resource and skills gap and we have a market opportunity to address strategic security challenges for our customers through automation of threat detection and response."



CHANNEL STRATEGY FOR THE REGION:

We are a 100 percent channel go-to-market company, so our partners make up a key component of our value chain. We have direct touch sales teams to co-sell and help advise clients and nurture engagements and evaluations, but each and every deal closure is done with and through our partners.

HAVE YOU SIGNED UP WITH REGIONAL DISTRIBUTORS?

Yes, Naizak and Elite are our value-added distribution partners across the region.

WHAT ARE SOME OF THE ASPECTS YOU ARE LOOKING FOR IN A CHANNEL PARTNER?

We look to work with security partners that bring additional value to our joint customers through technical skills, consultancy, services and through integration of the Vectra Cognito AI NDR platform into other tools and security processes.

BUSINESS OBJECTIVE AND PLANS FOR 2020:

As a private company, we do not comment publicly on business goals and performance. However, I can say that we are expanding rapidly and I have both knowledge and confidence that this growth will continue for Vectra in the region.

FEATURE



EUFY SECURITY

Founded in 2017, eufy Security is a smart home security brand by Anker Innovations, aiming to bring the latest smart

security technologies to households across the region.

As per the Techsci & other research, Middle East smart home market will grow up to CARG2017E-2022F@28.30 percent and smart security will take 29.33 percent of market share by 2022.

With growing security concerns, the demand for security solutions is increasing in the Middle East. Syed Sameer Ali, Senior Sales & Operations Manager, Eufy Security GCC, says, "We have established ourselves as the leader in smart security wireless cameras (365 days of battery life & local storage), video doorbells, floodcams, indoor cameras, baby monitors and reliable smart home security products. eufy Security meets the growing demand in innovative smart home products and reliable security solutions that offers privacy and makes life easier and safer."



CHANNEL STRATEGY FOR THE REGION:

We will follow the basic channel approach and we will sign up partners in retail, online, channel and SMB industries.

HAVE YOU SIGNED UP WITH REGIONAL DISTRIBUTORS? Yes – Muller & Phipps Middle East Trading Company.

WHAT ARE SOME OF THE ASPECTS YOU ARE LOOKING FOR IN A CHANNEL PARTNER?

We look to work with partners who are passionate about technology and who can sell services seamlessly along with the products.

BUSINESS OBJECTIVE AND PLANS FOR 2020:

Privacy protection: Eufy security products store, process and calculate user data locally. We do not upload user data to the server, allowing users to control their own data.

AI: The development of Artificial Intelligence (AI) has provided a wider space for technology and products. It uses deep learning algorithms to identify people and faces to remove false positives and further optimises the algorithm to identify vehicles, animals and express delivery. Users can choose to configure themselves.



EARLY DETECTION IS THE BEST DEFENCE AGAINST THE **CORONAVIRUS** OUTBREAK!!



EYENOR 2MP IP DUAL SENSOR BODY TEMPERATURE DETECTION BULLET CAMERA

We are adding to our unique and extensive range of surveillance system – a dual sensor body temperature detection camera. For a start, the camera is favourable for a smart human body temperature detection, up to 16 targets at a time. It uses 8mm thermal fixed lens and 2.7~12 mm motorized visible lens with a remarkable overall performance. Over temperature detection alarm and temperature difference alarm, along with a precise temperature measurement is a characteristic feature of this thermal camera. A solitary feature of this camera is in efficient epidemic prevention and control.



VISIBLE LENS



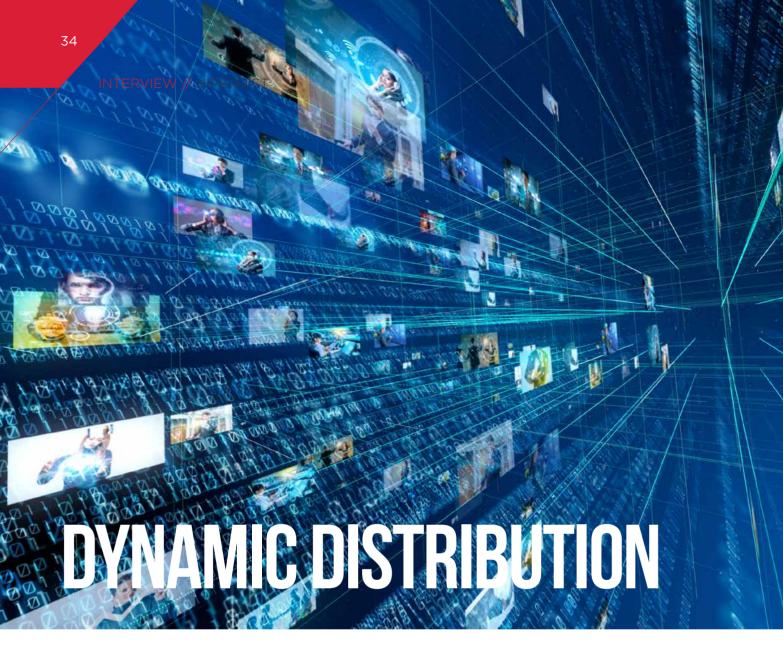
THERMAL LENS



- Uncooled IRFPA Microbolometer
- One IP address Two channels
- Effective Pixels 400×300
- Sensitivity 40mK
- Thermal: 8mm Fixed lens
- Visible: 2.7-12mm motorized lens
- Accuracy 0.3°C
- Body detection, up to 16 Targets
- Response Time 30ms
- 17 colour control







Santosh Sansare, Group General Manager, Hiperdist, elaborates on the company's deep expertise across Middle East and African markets and discusses why its robust network of global vendors makes it one of the fastest growing distributors in the region.

eadquartered in Dubai, Hiperdist overlooks the distribution arm of the CIS Group, which has presence in over 20 countries in the Middle East and Africa (MEA).

With an extensive channel network comprised of more than 2000 resellers across MEA, the company has an annual turnover of \$400 million. The distributor offers diverse IT products from end-user devices to enterprise solutions, and boasts a robust vendor portfolio with global brands such as Cisco, Forcepoint, HP, HPE, HP Inc, IBM Software, Lenovo, NetApp, Oracle, Palo Alto, Pelco, Super Micro, Vertiv and VMWare among others.

"Hiperdist belongs to a group that has always been focused on the latest and the best in technology from blue chip technology brands," says Santosh Sansare, group general manager, Hiperdist. "Our strategy from inception is backed by a long-term vision, which means we remain invested into our partners' growth from beginning to end. We have been among the first few players in the market to enter and address challenges in difficult geographies. We are continuously embracing new and upcoming technologies and are flexible enough to adopt innovative business models to serve the MEA market."

INTERVIEW // HIPERDIST







WE ARE ESPECIALLY KEEN ON WORKING WITH PARTNERS THAT HAVE OBJECTIVES THAT ARE ALIGNED WITH OUR STRATEGIES, AND FOR WHOM WE CAN BE EXTENSIONS INTO THE REGION."

According to Sansare, the cornerstone of Hiperdist's growth strategy is centred on developing partnerships with vendors of global repute.

"We are especially keen on working with partners that have objectives that are aligned with our strategies, and for whom we can be extensions into the region," he explains

"In addition, our strategy is focused on vendors who can collaborate with us in the sphere of application-based technology. We believe this enables us to provide end-to-end solutions to our customers, helping them make a shift from product-based sales to solution-based businesses."

Over the past year, Hiperdist has added global brands such as Alibaba,

Bullguard, Forcepoint, Hillstone, Microsoft Cloud and Palo Alto Networks into its vendor portfolio reinforcing its vision of investing in the technologies of tomorrow.

With IT spending in MEA expected to reach \$83.7 billion in 2020, according to IDC, the region is a key focus market for Hiperdist.

"We have classified the Middle East and African markets into two clusters – structured and unstructured – and we have different strategic approaches for each region," explains Sansare.

"We have identified the Middle East as the structured market, which means that top tier technology brands have already established their presence in this region. Therefore, our approach for the Middle East entails building the much-needed awareness on our capabilities as a strong, relevant and adaptable player focused on innovative solutions in the regional distribution landscape."

Meanwhile, Sansare notes that they consider Africa as an unstructured market because each country within the continent has its own unique challenges and opportunities.

"Irrespective of the dissimilarities, we intend to grow both organically and inorganically in both regions," says Sansare. "This means that we would like to engage and penetrate more of Middle East and Africa for the brands we already carry in our portfolio. This would be achieved by extending contracts we hold and expanding product lines for the brands that we associate with."

Currently, the distributor believes that integrating security solutions with cloud-assisted applications into its portfolio as a logical next step for their digital transformation journey.

"We have developed several initiatives to accelerate the business growth of our partners. The primary focus will be to assist the channel in taking promising digital technologies to their customers. We intend to roll out enablement initiatives such as training sessions, demos, workshops, seminars and more to help inform and educate customers on the technologies within our portfolio and how to adapt to them," says Sansare.

Looking ahead, Sansare says that Hiperdist also has an aggressive plan for reaching and engaging with its channel ecosystem.

"We aim to do this through a host of initiatives centered on digital marketing automation, with each initiative customised for a particular segment targeted by brand, solution, product, region and so on," he says.

Over the next few months, we will see the distributor take part in major regional industry events including GISEC and GITEX, and participate in the training and awareness events led by its vendor partners.



BUILDING MULTI-LAYER DEFENSE

Partners are key to Mindware's marketplace, as the company embarks on its cloud platform with more cybersecurity vendors. In an exclusive interview, Philippe Jarre – CEO, Mindware, shares the company's key focus areas and roadmap for 2020.

PLEASE SHARE SOME OF THE RECENT CYBERSECURITY INITIATIVES AT MINDWARE?

Cybersecurity is the technique of protecting networks, programmes and data from an unauthorised access or attacks that are aimed for exploitation. This is where most companies are investing a lot of money to deal with cybersecurity concerns in the market. But cybersecurity is extremely complex, because security



WE ARE ETHICAL, RISK-ADVERSE AND HIGHLY FLEXIBLE AND IT IS VERY IMPORTANT FOR PARTNERS TO SEE THAT THEY CAN WORK WITH MINDWARE." modules need to have several different aspects and there are plenty of solution providers.

Today, I am pleased to tell you that we have a portfolio of 15 vendors that are extremely good in the market in all layers and therefore, we are able to offer integrated security solutions to our partners.

Last year, we also acquired Arrow Middle East. After the acquisition, Mindware inherited a large portfolio of security vendors. We also gained technical expertise in project implementation as well as planning of integrated solutions that we are offering to the market.

WHAT IS YOUR GO-TO-MARKET STRATEGY FOR THE SECURITY BUSINESS?

Mindware is building out its security team and now has a healthy spread of security specialists in every country in the Middle East. They work with partners across the region to ensure that the various security vendors in Mindware's portfolio are well represented. Security is extremely difficult for a partner to sell. Our cybersecurity strategy is aligned with that of each of our security vendors and it is then filtered down to our partners to ensure that all stakeholders are on the same page. This year our focus is on implementing our Mindware plan FY20 which aims to increase market share, widen our qualified partner landscape and rollout our marketing strategy in order to enhance our corporate image and uniquely position our vendor brands across the region. We are also looking to offer our cybersecurity solutions through our Cloud Marketplace. This will be a major initiative for us as we look to recruit more and more of our cybersecurity vendors to the platform.

WHAT ARE YOUR VIEWS ON PARTNERS BUILDING THEIR SKILLS AND SELLING SOLUTIONS IN STRATEGIC AREAS LIKE SECURITY AS A SERVICE, CLOUD, IOT AND AI? DO YOU SEE ANY GAPS THAT NEED TO BE BRIDGED?

IoT and AI are the new booming areas for the region. For example, automatic driving, lighting systems and automatic parking are all IoT use cases. This could turn into a nightmare if you don't have the security expertise to control the automation. At Mindware, we are working together with our senior solution architects to build win-win bundles across our infrastructure and security portfolios. These unique





AT MINDWARE, WE ARE WORKING TOGETHER WITH OUR SENIOR SOLUTION ARCHITECTS TO BUILD WIN-WIN BUNDLES ACROSS OUR INFRASTRUCTURE AND SECURITY PORTFOLIOS."

bundles will help our partners address specific pain points of their customers and allow them to be a one-stop solution providers.

WHAT ROLE DOES MINDWARE PLAY IN WORKING WITH CHANNEL PARTNERS TO PROVIDE THE RELEVANT SKILLS AND TECHNOLOGY?

Building a strong, committed strategic partner base is our core focus. Mindware has signed agreements with its various security vendors to act as an Authorised Training Centre (ATC). The company regularly conducts training and certification programmes across the region for customers as well as partners. These sessions take into account the constantly evolving security landscape and the specific market need at that point in time.

MANY SECURITY PLAYERS HAVE EMERGED IN RECENT

TIMES. HOW DIFFERENTLY IS MINDWARE POSITIONING ITSELF AMONG PARTNERS AND IN THE MARKET?

The market today needs a distributor who understands not just the security aspect, but also a complete chain of integrated solutions like infrastructure, cloud, IoT, AI and security. A big part of Mindware's business is security as well as traditional IT. By providing integrated IT solutions – IT plus security, AI plus security and IoT plus security – we distinguish ourselves from other security distributors. We are ethical, risk-adverse and highly flexible and it is very important for partners to see that they can work with Mindware.

CAN YOU SHARE THE COMPANY'S ROADMAP FOR 2020?

2019 has been a year of transformation for Mindware as we integrated the acquisition of Arrow Middle East, built our Solutions team and launched our new Cloud Marketplace. 2020 is the year of consolidation of these three activities. Another aspect of our strategic roadmap is getting more integrated vendors for our partners. We had announced two vendors at GITEX last year and we plan to announce ten vendors this year. We have a strategic plan of expanding the cloud marketplace and offering a superior transactional experience to the channel community. We are transforming the way our partners define their growth and helping them accelerate digital transformation in their customers' businesses. There is a huge opportunity around cloud migration and together with our partners our goal is to help our customers find the right solutions at the right time. The other strategy is to keep growing and we continue to expand regionally in countries where we do not have enough market share. My aim is to transform Mindware into a \$1.5 billion company over the next few years and become the largest value-added distributor in the Middle East and Africa.



POWERED BY 5G & AI

Huawei OceanStor Dorado Transforms Enterprise Storage

Ever fast, ever solid, AI-powered all flash storage



CONTINUING TO EVOLVE

Increasing numbers of digital natives are reshaping retail and customer experience. Nick Walsh, Managing Director – MENA, Geometry discusses how the company is innovating to ensure that its offerings address today's retail demand in the region.

CAN YOU GIVE US AN OVERVIEW OF GEOMETRY'S BUSINESS IN THE REGION?

Geometry is the world's largest brand activation and creative commerce agency. Using technology, cultural insights and our deep understanding of human behaviour we communicate to audiences at the moments that matter to influence their decisions. We are unique in the industry because we combine emotionally and contextually relevant ideas that lead to commercially powerful business results. Our team of experts are based



THE EXPAT CULTURE AND DIFFERENT NATIONALITIES THAT MAKE UP THE REGION MEAN WE HAVE A LOT MORE MICRO AUDIENCES THAN MOST MARKETS."

across several markets in the region, with the hub office here in Dubai.

WHAT ARE THE DIFFERENT OFFERINGS GEOMETRY HAS FOR THE RETAIL SECTOR? WHICH RETAIL SEGMENTS ARE YOU FOCUSING ON?

We are experts in understanding the path to purchase across all industry segments. Our proprietary global tools, most of which were developed here in Dubai by our Global Chief Innovation Officer Roy Armale, allow us to strategically uncover solutions following a process of "think together, craft alone". These prove especially effective across the diverse categories we focus on.

CAN YOU SHARE SOME INSIGHTS INTO HOW THE INCREASING NUMBER OF DIGITAL NATIVES RESHAPE THE RETAIL INDUSTRY AND CUSTOMER EXPERIENCES?

Of course, over the years it has had its effect on the set up of bricks and mortar 'traditional' retail, but I believe that the region has always had its finger on the pulse when it comes to delivering unique offline, physical retail experiences. That said, the move into the omnichannel world (which isn't new) has shown how digital tech and physical retail can really deliver a unique and memorable customer experience when working together. Our role at Geometry is to focus on the entire shopper journey and path to purchase, be it online or offline and really pinpoint the moments that matter that we can influence shoppers and how. This is why creative commerce is more relevant than ever.

ARE THERE ANY CHALLENGES OPERATING IN THE MIDDLE EAST REGION? HOW IS GEOMETRY ADDRESSING THEM?

In my experience here, I see Middle East as a region of opportunities and not challenges. The breadth and scale of this region is significant and each year, companies pay more and more attention. That said, with scale comes complexities. The expat culture and different nationalities that make up the region mean we have a lot more micro audiences than most markets. Fortunately, being one of five Geometry Global innovation hubs with a proprietary tool called The Experience Room, we can connect to offices around the world, to



AS THE LINE BETWEEN
ONLINE AND OFFLINE RETAIL
CONTINUES TO BECOME MORE
AND MORE BLURRED, WE NEED
TO CONTINUE TO EVOLVE THE
TOOLS, DATA AND SYSTEMS TO
TRACK HOW OUR CLIENTS CAN
TRULY CONTINUE TO INFLUENCE
THEIR AUDIENCE."

help uncover true insights into some of these audience sets and develop campaigns for our brands that are strategically sound for their target.

HOW HAVE YOU INNOVATED TO ENSURE THAT YOUR OFFERINGS ARE ADDRESSING THE DEMANDS OF TODAY'S RETAIL SECTOR?

As I mentioned before, we have a dedicated innovation team that are consistently looking at ways and tools to help Geometry and our clients deliver insight driven, scalable commercial solutions. We have developed a system of behavioural screens that are able

to track how effective a piece of branded communication is in the physical retail world and what affect that piece of communication has on the purchasing behaviour of a shopper. But innovation isn't just through technology. It is also through the ideas we develop that are real solutions to client's problems and not just another brand campaign. With the rise of skepticism of paid adds through social and digital channels and Influencer marketing reaching somewhat of a peak, brand experiences both online and offline are becoming more important than ever. We continue to drive the creative innovation agenda with our teams to really deliver tangible brand solutions for our clients.

WHAT IS YOUR GO-TO-MARKET STRATEGY FOR THE REGION?

We have an evolving ecosystem which our clients can plug into at any stage. From the Experience Room that helps develop campaigns, to testing communications and technology in our Geomart and Flagship store (based in our Dubai HQ) which acts as a test house for new tech and campaign creative, to then using the behavioural screens to feedback live data on the effectiveness of the campaign in the 'real world' to a post data assessment to help analyse and optimise the existing campaign, or future campaigns this can then all be plugged back into the Experience Room.

HOW DO YOU SEE THE SPACE YOU OPERATE IN EVOLVE OVER THE NEXT TWO YEARS?

As the line between online and offline retail continues to become more and more blurred, we need to continue to evolve the tools, data and systems to track how our clients can truly continue to influence their audience. We are in the business of reimagining commerce and this for us means developing those solutions that continue to help us to drive growth for our clients and delivering on our promise of creativity that converts.



14th April 2020

Rixos Premium JBR. Dubai UAE

THE LARGEST REGIONAL EVENT FOR THE CHANNEL INDUSTRY

As the new decade kicks off, sustaining profitability has gradually become more difficult as competition gets steeper in the marketplace. Profitable partners are key to the success of a vendor's success in the region. Reseller ME Forum 2020 – Insights from the channel aims to shed light on the measure's partners can adopt to ensure profitability.

Over 200 - Industry Stalwarts, Professional Consultants, CEO's, Channel and Partner Managers, Integrators and

Service Providers, IT Resellers and Speakers all driving discussion on pertinent issues, sharing ideas, networking and discovering solutions!

Are you equipped to identify effective strategies to thrive in the evolving digital era?

- Hear from the big IT vendors on how the channel can effectively work with them across multiple industries.
- Experts will deliberate on how the channel can play its part in offering more secure and easier-to-deploy protection to organisations.
- Find out how to tap into unique market opportunities and grow your margins.

#ResellerMEForum

tahawultech.com/resellermeforum/2020/

For sponsorship enquiries

Kausar Syed Group Sales Director kausar.syed@cpimediagroup.com +971 4 440 9130 / +971 50 758 6672

Youssef Hariz Business Development Manager youssef.Hariz@cpimediagroup.com +971 4 440 9111 / +971 56 665 8683

Sabita Miranda Senior Sales Manager sabita.miranda@cpimediagroup.com +971 4 440 9128 / +971 50 778 2771





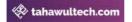


SILVER PARTNER





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OCCUPYING LEADING POSITIONS

Reseller ME spoke to Umesh Tiwari, Channel Head for Middle East, Saudi, East Africa & Turkey, HP to find out how the IT leader has managed to sustain its position as a market leader in the region over such a prolonged period of time and outlines the efforts its making to address the skills gap problem in the region.

CAN YOU OUTLINE TO US IN DETAIL HOW IMPORTANT THE HP PARTNER ROADSHOW EVENT IS FOR THE COMPANY – AND EXPLAIN TO US WHAT THE KEY BENEFITS OF THE SYMPOSIUM ARE FOR HP?

The HP Partner First Roadshow event is aimed at HP channel partner salespeople. This is an EMEA wide program that offers a unique possibility to experience HP products and solutions in a series of workshop sessions designed to elevate partner knowledge. The event will give participants a chance to receive important information on products and solutions relevant to their business and customer needs. It will also enable them to engage with HP experts in an informal and interactive way.

Partner First Roadshow 2019 covered 19 countries within 40 days. HP welcomed 5,100 partners! This year HP will hold its Partner First Roadshow for the 10th time. The event in Dubai is the first in 2020 and will be a starting point for this series of roadshows across two continents.

As a key benefit, our partners can leverage the opportunity to pass certification to become HP's Silver, Gold or Platinum Partner.

HP HAS ALWAYS HAD 'CHANNEL-CENTRICITY' AT THE VERY CORE OF WHAT IT DOES. IN YOUR OPINION, IS THIS WHAT ULTIMATELY DIFFERENTIATES HP FROM ITS RIVALS? HOW HAS IT MANAGED TO SUSTAIN ITS





WHEN WORKING
WITH AN HP PARTNER,
CUSTOMERS
BENEFIT FROM HIGHQUALITY PLANNING,
DEPLOYMENT,
MAINTENANCE AND
SUPPORT, BACKED BY
HP'S WORLD-CLASS
PRODUCTS AND
SOLUTIONS."

SUCCESS OVER SUCH A LONG PERIOD OF TIME?

Our partners are at the center of everything we do. After all, their success is the basis of ours. HP is putting a lot of emphasis on the evolving needs of its customers and partners, especially in a phase of change within the IT industry. As such, keeping up with market trends and adapting to a rapidly shifting environment while being easy to do business with is extremely important for our success.

The HP Partners are certified and promoted by HP and offer in-depth knowledge and experience, to ensure that they along with our customers, get the best possible experience in the industry. They also have the skills and expertise to offer the best IT experience – and give their businesses that competitive edge.

When working with an HP Partner, customers benefit from high-quality planning, deployment, maintenance and support, backed by HP's world-class products and solutions. Our partners also carry certifications across HP's product portfolio, while many also hold specific product and solution specialisations.

Every partner needs the right tools to succeed. That is why HP has put together an array of resources that can help market our partners business, while at the same time create new leads, and generate new sales. With marketing services and funding such as the Market Development Funds (MDF), partners can extend their reach and drive new business. And in leveraging the HP Global Partner

Locator and HP Partner First Insignias, partners can create greater visibility.

JAMES BLACKMAN FROM AMD SAID THAT IF COMPANIES DON'T EMBRACE CHANGE THEN THEY WON'T SURVIVE. IS PART OF YOUR JOB TO EDUCATE YOUR PARTNERS TO USE YOUR TECHNOLOGY IN ORDER TO ADAPT TO MARKET CHANGES, AND TO MEET THE EVER-EVOLVING DEMANDS OF YOUR CUSTOMERS?

The industry is going through a period of significant change. Business models are shifting from a product and transaction model to the development of outcomes and solutions. This is driving new expectations from customers, particularly when it comes to convenience, customisation, security and sustainability.

Not only are the changes around technology consumption pushing change onto partner business models, but the requirement for better service needs nuance and context between the customer and provider. While HP is instrumental in offering the best-suited services and solutions, it's the partners that do the most in aligning those with customer requirements.

Our partners help us to occupy leading positions in both PS and print categories. But if we do not give our partners and distributors the right knowledge, the right understanding of these services, we would lose our power. As such, we train, educate and support them in their selling process.

WHAT DO YOU THINK ARE THE BIGGEST CHALLENGES CURRENTLY FACING YOUR PARTNERS IN THE CHANNEL INDUSTRY?

The bigger the channel partner list grows the more competition increases. HP sets out defined policies that develop rules of engagement that are shared between all channel partners. As such, the HP Partner First Roadshow allows partners to engage with HP experts in a series of workshops aimed to increase their knowledge on HP products and solutions to help them excel and rise over the competition.



Furthermore, constant change in the state of the market as well as the fast advancement of innovative technologies is requiring partners to adapt their business strategies to match current customer needs. Riding the same wave, HP adapts new processes and tools that enhances its collaboration with channel partners. Addressing these challenges, we're making it easier to do business with HP by driving efficiency and



AS MORE THAN 90
PERCENT OF HP'S
BUSINESS GOES
THROUGH CHANNEL
PARTNERS, IT IS
CRUCIAL THAT OUR
PARTNERS GET THE
SUPPORT NEEDED TO
HELP THEM GROW."

accelerating the decision-making process between HP and the channel.

WHAT ARE YOUR PRIMARY OBJECTIVES AND GOALS FOR 2020?

HP has been and will continue to be very pro-active in engaging its partner and channel network by offering trainings, events and awards to enhance partners' knowledge, skill sets and certifications. As more than 90 percent of HP's business goes through channel partners, it is crucial that our partners get the support needed to help them grow.

Furthermore, HP is taking a substantial step in answering the skill gap problem facing many countries in the Middle East. Therefore, HP is partnering with Awe Academy, Munfarid and Edutech to introduce HP Innovation Lab at DTEC. HP Innovation Lab, which will be launched soon is a tech-based laboratory that offers educational programs aimed to enhance digital fluency for entrepreneurs in the region.

The lab provides users with immersive educational experiences through interactive content which is aimed towards upskilling users around core business competencies to help them excel in their respective fields.



14th April 2020 Rixos Premium JBR, Dubai UAE

Reseller Middle East's Partner Excellence Awards has been the industry's most prominent event over the last decade.

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

The event acclaims players who have excelled through a dedicated channel approach, by sustaining and driving their business despite challenging market circumstances, and by leading the space with pioneering strategies and solutions. The Awards process involves a panel of esteemed judges evaluating the set of nominations from across the region in a ten-day process to decide the most-deserving candidates from channel partners, distributors and vendors, across 20 plus categories. The editorial team of the magazine will name the winners of the Editor's Choice Awards. Our valued readers will select the winners of two categories through online voting.

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

#RMEAwards

tahawultech.com/resellermeawards/2020/

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Kausar Syed Group Sales Director kausar.syed@cpimediagroup.com +971 4 440 9130 / +971 50 758 6672

Youssef Hariz Business Development Manager youssef.Hariz@cpimediagroup.com +971 4 440 9111 / +971 56 665 8683

Sabita Miranda Senior Sales Manager sabita.miranda@cpimediagroup.com +971 4 440 9128 / +971 50 778 2771 GOLD PARTNERS





CONNECTIVITY SOLUTIONS PARTNER



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MAXIMISING EFFICIENCIES

Extreme Network's Cloud NOW roadshow event focused on helping end-customers and channel partners unlock the potential of cloud technologies by giving attendees direct access to Extreme's new product innovations, solution demos, top EMEA and META executives and its sales strategy.

xtreme Networks has successfully kicked-off its inaugural Extreme Cloud NOW roadshow in the Middle East, with the first event held in Dubai.

As one of the key areas of digital transformation investment in the Middle East, the roadshow event was firmly focused on discussing the potential of cloud technologies. Through a series of presentations by Extreme's top systems engineers, attendees were given insights into how the vendor's solutions, such as ExtremeCloud IQ, leverage machine learning and artificial intelligence to provide enterprises with insights, as well as complete visibility, control and automation of their entire network.

Maan Al-Shakarchi, Regional Director - Middle East, Turkey and Africa, Extreme Networks said, "The response to our event has been overwhelmingly positive, confirming that Extreme is indeed addressing key pain points customers face on their digital transformation journeys. Cloud-fueled digital transformation projects are no longer the sole responsibility of IT departments. Instead, businesses need to adjust their digital strategies as a crossorganisational effort in order to meet modern customer demands. The use cases we demonstrated highlight that Extreme isn't just simplifying the control and management of networks, but also empowering businesses to tap into the wealth of incredibly valuable actionable insights and analytics that they can gain from their networks."

Having recently launched its new Extreme Retail Select platform, the company also showcased this powerful solution, demonstrating its ability to remove the cost and complexity associated with selecting, buying, building, deploying and managing network services at retail locations.





WE HAVE
DECENTRALISED
OUR APPROACH BY
GIVING THE LOCAL
CHANNEL TEAMS
MORE AUTONOMY TO
MEET THE NEEDS OF
OUR LOCAL PARTNERS
AND LOCAL MARKET
DYNAMICS" - SEAN
COLLINS, SENIOR
DIRECTOR EMEA,
CHANNELS, EXTREME
NETWORKS.

The live demos highlighted how the solution enables customers to automate new store setups, maximise operational efficiencies and deliver consistent services and experiences at scale.

With a large number of channel partners in attendance, Extreme used the inaugural ExtremeCloud NOW

event as an opportunity to highlight its commitment to its partners and outline its channel strategy for the year ahead. This includes a move away from a centralised global channel approach, towards a more local, personal, and direct approach via the regional channel managers.

Sean Collins, Senior Director EMEA, Channels, Extreme Networks said, "We care a huge amount about our channel community around the world and in the META region in particular. Everything we do - now and in the future – is aimed at supporting them with the tools and solutions they need to help them reduce sales friction wherever possible. We have made some adjustments to our channel program to further empower our partners this year. We have decentralised our approach by giving the local channel teams more autonomy to meet the needs of our local partners and local market dynamics. We are also offering our channel partners greater flexibility, know-how and advanced cloud-based solutions that will help them create new revenue streams and accelerate their grow across the region."

The next leg of the ExtremeCloud NOW roadshow will take place in Saudi Arabia with the company set to soon announce details of the event in Riyadh.

REGISTRATION NOW OPEN



bicsi.org/emea2020

HUAWEI LAUNCHES THE HUAWEI MATE XS

uawei Consumer Business Group (BG) launched the HUAWEI Mate Xs, the next evolution of the HUAWEI Mate X foldable handset.

Richard Yu, CEO of Huawei Consumer Business Group, said, "The HUAWEI Mate X was our first foray into the foldable category and it set the standard for the industry. The HUAWEI Mate Xs is raising the bar further with even more powerful connectivity and integrated user experiences. It's the fastest 5G smartphone of its class. Prepare to meet the unprecedented – again."

Made with a zirconium-based liquid metal, the upgraded hinge is much more durable, facilitating a satisfying full 180-degree fold.

The HUAWEI Mate Xs is equipped with a flexible display featuring an innovative two-layer polymer structure. Folded, the HUAWEI Mate Xs is a

dual-screen smartphone featuring a 6.6-inch main screen and a 6.38inch secondary screen. Unfolded, the smartphone becomes an 8-inch tablet.

Powered by the Kirin 990 5G, the HUAWEI Mate Xs benefits from the full force of Huawei's most advanced chipset. The SoC includes an octacore CPU comprising two super-sized custom Cortex-A76 cores, two large custom Cortex-A76 cores and four small Cortex-A55 cores, running at a base clock of 2.86GHz.

Graphics processing is handled by the 16-core Mali-G76 GPU, the most powerful GPU on Huawei handsets, while AI demands are supported by an NPU built on Huawei's Da Vinci architecture.

The HUAWEI Mate Xs includes a Flying Fish Fin Cooling System that is designed for the foldable form factor.

Pre-orders in the UAE will open on March 15th.



VIVO'S LATEST VIVO SI PRO

vivo has announced the launch of its latest S1 Pro flagship. The design for the S1 Pro, according to the company, was inspired by images of "jewelry and royal palaces" to give the phone its distinctive look that adds a unique and dynamic feel to this latest smartphone.

The Vivo \$1 Pro comes with Qualcomm's snapdragon 665 and 8 GB RAM with 128GB internal memory. It will run on its Funtouch OS 9.2 (based on Android 9.0) with a 4500mAh dual-engine battery."\$1

Pro combines industryleading features that highlights our dedication to deliver high quality, yet stunning smartphone designs that enable consumers to explore their own style," said Jet Xu, President -Middle East and Africa, Vivo. "S1 Pro is a true example of how we design industry-leading smartphone experiences to fit the needs of our consumers in the Middle East and Africa market."

Vivo's S1 Pro comes in two colour options, glowing night and nebula blue and is priced at AED 1,099.





PRODUCTS



OKI EUROPE KEEPS CONSTRUCTION PROJECTS ON SCHEDULE WITH LATEST LAUNCH

KI Europe has launched the MC883, an A3 colour smart multifunction printer (MFP) that's fully equipped to support construction businesses where the ability to print and scan documents and plans to a professional quality at any time is key to keeping projects on track and customers satisfied.

According to OKI, the MC883 is a smart MFP that promises user maintenance eliminates the need for engineer callouts, ensuring documents can be scanned, stored,

copied or printed at all times, including site badges, contractor information, delivery orders, and health and safety certificates.

Built on the same powerful print engine as OKI's C800 Series, the MC883 can conveniently fit into busy environments including construction sites where office space can be limited. Thanks to unrivalled media flexibility including banner paper up to 1.3m long in 1200 x 1200 dpi resolution, the MC883 prints the fine details of drawings, plans, blueprints,

and instructions, as well as signage on-site, without the need for outsourcing, saving time, money and space.

The MC883 features advanced smart document management including OKI's exclusive SENDYS Explorer, an all-in-one software that boosts efficiency by digitising, sharing and organising all documents in a flexible and secure way. The software is embedded in OKI's printers and can be accessed via a web browser enabling partners involved in delivering projects to quickly access and action plans and instructions.

In addition, off-site, mobile printing applications enable remote printing directly to OKI's MC883 from mobile devices over a wireless network, with built-in security features including IPsec, Encrypted Secure Print, and authentications to protect confidential data.

"With its small footprint and super-sharp print resolution, the new MC883 is ideal for construction businesses that need to print fine line drawings and supporting instructions, as well having the requirement for sharing plans and information quickly with project partners and key stakeholders," said Javier Lopez, general manager Vertical Solutions, OKI Europe Ltd.

"In an industry where documents are essential to site activity, device downtime can be a major headache. This is no longer a worry as the MC883's easy self-maintenance and smart, proactive consumables management tools, minimise the need for engineer intervention, saving time and cost."



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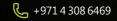
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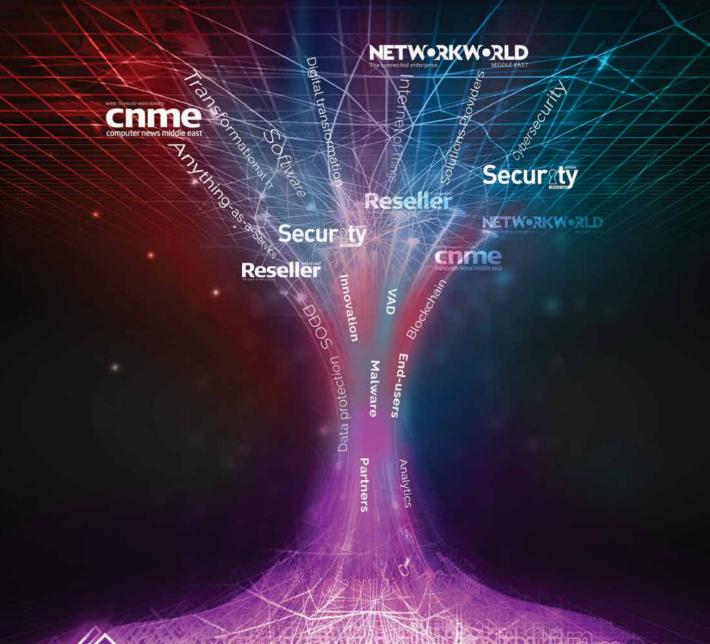








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PRODUCTS

NIKON FLAUNTS THE LATEST NIKON D6

ikon Middle East FZE has announced the latest Nikon D6.

Be it from an all-selectable 105-point autofocus (AF) employing cross sensors in high density sensor arrangement to simultaneous recordings of JPEG images to both slots and even to produce natural skin tones with utmost clarity, the flagship camera is ready to impress the demands of the industry.

"We want to provide a photography experience that is reliable and credible,



even in extreme situations where the pace is fast and tough. For the regulars at sporting events, they will love how quickly the Nikon D6 reacts to the rapid movements of the athletes. Photojournalists will appreciate the ability to take photos without hesitation or interruption during crucial moments. Speed in accuracy, operability, communication and transmission, this is the D6 - it leaves nothing to chance," said Narendra Menon, Managing Director, Nikon Middle East FZE.

BOSCH UNVEILS THE LATEST PUBLIC ADDRESS AND VOICE ALARM SYSTEM



HP PRESENTS COLOR LASERJET PRO M100 AND M200 SERIES

P has unveiled the latest iteration of HP Color LaserJet Pro M100 and M200 series.

"Professionals are constantly looking to increase their productivity without compromising on quality and performance in the workplace," said Peter Oganesean, Managing Director, HP Inc. "This is why we've refreshed our HP Color LaserJet Pro M100 and M200 series to provide the best printing experiences, sustainable design, enhanced security solutions and powerful performance for optimal efficiency virtually wherever they go."

The updated HP Color LaserJet Pro M100 and M200 series integrate security features such as basic encryption and password protection. The HP Color LaserJet Pro M100 and M200 series come with original HP toner cartridges with JetIntelligence. With built-in wireless and Ethernet networking capabilities, the M100 and M200 series also deliver faster, more reliable connections with dual band Wi-Fi.

Both the M100 and M200 series support high-volume printing, provide fast print speeds and the options to scan, copy and fax. Additionally, the M200 series lets you select automatic two-sided printing.



B osch has announced the launch of PRAESENSA, the latest Public Address and Voice Alarm System that is IP-connected and fully featured.

The innovative multi-channel amplifier architecture with intelligent power allocation across the amplifier outputs and integrated spare channel significantly improves the effective utilisation of available power, regardless of the loudspeaker load in each zone. As a result, fewer amplifiers are needed, saving up to 50 percent on space, energy and backup battery power.

PRAESENSA offers the highest level of data security and full network link redundancy with smart integration of functions and backup facilities. No single point of failure is core to the system concept and only a few different devices are needed to fulfill all system and user needs.

The intuitive interface of the call station provides an optimised user experience through an effective combination of touch screen and selection buttons. Clear progress guidance and status feedback ensure comfort and ease of use for operators.

PRAESENSA is a comprehensive system that is compliant to the evacuation standard EN 54-16. It offers full sound control per zone to create the right atmosphere with background music and to meet speech intelligibility requirements for business and emergency operations.

ANKER: EUFYCAM

WITH PLENTY OF GREAT HOME SECURITY CAMERAS TO CHOOSE FROM, IT CAN BE DAUNTING TO SIFT THROUGH THE DIFFERENT PRODUCTS OUT THERE TO FIND A GOOD MATCH. WE TOOK ANKER'S EUFYCAM FOR A SPIN AND EXPLORED ITS NOTABLE FEATURES THAT GO WELL IN THE DIY SPACE.



ireless security cameras do not only make homes smarter, but they are also a great way to keep an eye on your house and spot potential problems. Whether you're concerned about home intruders or just need to spy

on your dog, the Anker eufyCam can stream a live video feed straight to your smartphone.

Anker is among the latest entrants in the smart home security market. The company, which is based in China, was founded by former Google software engineer Steven Yang. Anker initially started with a focus on producing laptop batteries

and smartphone battery chargers in 2011. Since then, it has expanded to offer speakers and a variety of smart home products under the Anker and eufy brand names.

The company launched the Anker eufyCam 1080p Wireless Home Security Camera System, which includes two cameras and mounting sets, a feature-packed app, and



promises a long battery run-time.

It took about an hour for the whole setup process, which wasn't long considering I was setting up a complete home security system.

I connected the Eufy Security home base to my Wi-Fi, then installed the eufy Security app. The app is super easy to use and quick to load. With the help of the app, I found a mounting location with sufficient signal strength. I chose to install one camera inside my house and the other outside.

Once a good mounting location was identified, I drilled holes for the mounting hardware and secured it with the included screws. The wireless capability here was really handy, as it meant I didn't have to buy long extension cords and thread them around the house. I then

installed the entry sensor out on my front door, which only took about five minutes.

WHAT MAKES THE SECURITY CAMERA SYSTEM STAND OUT?

Anker claims that the eufyCam is the world's first wire-free security camera with 365-day battery life and AI technology. The camera will run wirelessly for a full year on its built-in battery.

The 1080p video quality is excellent too. Rather than people appearing as blurry blobs, I can easily make out the facial expressions on people. Even when the camera was relying on night vision, the images were clear.

I'm also thoroughly impressed by the facial recognition capabilities. When the camera records a video clip, the app displays images of any faces that were in the video so you can quickly see if there is a reason to watch it. I can also store the faces in the app and get an alert when the camera detects a face it doesn't recognise, like a new delivery guy or maintenance man.

The built-in microphone and speaker provide you with direct communication—via your smartphone—to the door. Whether you're at home or out, speak directly to whoever walks up to your home.

Overall, Anker has done a good job delivering an attractive, simple-to-operate smart security system. The EufyCam works well enough and has enough of the right features to earn a spot on your security camera shopping list.

LAST TAKE

WHAT WAS YOUR FIRST JOB IN TECH?

It's my current role at Bosch. My previous experience advertising and B2C marketing, so this was an interesting shift in my career.

YOU'RE PROUD OF YOUR MOST RECENT ACCOMPLISHMENT WHICH IS...

Committing to a
healthier lifestyle.
Eating better
foods, exercising
regularly, and
most importantly quitting smoking. I've noticed a major improvement in my overall health from quitting cigarettes alone. Stop smoking kids!

WHAT'S THE MOST BINGE-WORTHY SHOW YOU RECENTLY



WATCHED? The Act. It's a true crime drama. Mind-blowing and chilling to say the

NADINE - -

REGIONAL MARKETING MANAGER, ROBERT BOSCH MIDDLE EAST

A FUN FACT ABOUT YOU THAT NOBODY KNOWS!

Everybody knows how much I love dogs; some may even say I prefer dogs over humans. But only a few people know that I had a

major fear of dogs when
I was young. I couldn't
walk past them, let alone
pet them. Luckily this
changed a couple of years

THE MOST UNDERRATED TECHNOLOGY TREND ACCORDING TO YOU IS...



AI-powered face-swapping. It's basically photoshop for videos; it can alter facial expressions, do a complete face swap and even manipulate voices. Some videos have been posted online called 'deepfakes' and they look incredibly realistic! I can't imagine the amount of damage they could do, especially politically.







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