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FEATURE

The Cloud Story

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INTERVIEW

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NUTANIX'S ELEVATE PROGRAM FOR THE CHANNEL OFFERS A UNIQUE EMPHASIS ON PARTNER CAPABILITIES AND COMPETENCIES TO SELL AND SUPPORT THE NUTANIX PORTFOLIO RATHER THAN REVENUE TARGETS, SAYS BASSAM AL MASRI, DIRECTOR OF CHANNEL, DISTRIBUTION AND OEM AT NUTANIX.

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"Solutions That Matters"

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Anita Joseph Editor

EDITORIAL

Journeying on a cloud

hen the world retreated indoors to beat the ill-effects of COVID-19, businesses turned to a little-used but much-debated technology to keep their operations running: The Cloud. With a substantial chunk of their employees working from home, companies viewed the scalability of the cloud as a convenient way to ensure a seamless, remote working experience. But with society opening up and restrictions gradually eased, they found themselves in the unenviable position of struggling to balance virtual and on-prem working models.

Like it or not, cloud is everywhere and businesses can no longer merely tiptoe around it. Initially dismissed as tiresome, this technology which encompasses aspects such as distributed networks, storage, connectivity, sharing and virtualisation, is now gaining significant traction as a business booster and profit enhancer.

However, despite its numerous paybacks, this platform is also raising serious apprehensions such as load balancing capabilities, interoperability and data security, which make most companies vacillate and ponder about its adoption.

The channel, of course, is not immune to these effects: the speed with which remote working accelerated during the lockdown forced most companies to take the plunge and embrace this change. Ironically enough, while the bigger businesses were quick to implement a 'hybrid' infrastructure that combined the functions of legacy devices with the power of the cloud, the smaller ones floundered and in fact, continue to do so.

This issue is dedicated to the challenges and opportunities brought on by the cloud onslaught: how the channel views this transition and how they define the experience. We also focus on companies that have risen to the occasion with game-changing technologies to ensure that the changeover is an easy one. In short, we bring you an exciting story of a journey punctuated by several dramatic twists and turns, headed for a memorable highpoint.

So, get ready for an eye-opener. Happy Reading!



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TOP STORIES

CYBERKNIGHT SIGNS DISTRIBUTION AGREEMENT WITH ARISTA NETWORKS FOR MIDDLE EAST



rotecting distributed assets on-prem and in the cloud from cyber-attacks, as well as conforming to new regulations, requires a new approach to security using open, software defined frameworks, across networks and security domains. To address challenges related to security for private, hybrid and public cloud data centres in the Middle East, CyberKnight has partnered with a leading provider in this space, Arista Networks.

Arista Networks provides IT security operations teams with cognitive cloud networking control and visibility that encompasses secure segmentation, secure connectivity, a cognitive management plane, security monitoring and traffic analysis. Arista's EOS software automates the insertion of security services with the CloudVision Macro-Segmentation Service (MSS) for both physical and virtualised workloads anywhere on the network with a leading ecosystem of service and security partners.

"We are excited about this new partnership with Arista Networks, as their modern approach to advanced data centre security provides customers the ability to reduce operational costs, while mitigating threats in the emerging cloud era, through dynamic network segmentation. With Arista also being a pioneer in out-of-band security monitoring and traffic analysis, we will strive to equip customers in the Middle East with relevant tools to allow scanning of vulnerabilities and early detection of attack patterns in sensitive cloud, as well as, on-premise data centres environments," said Ehab Derbas, VP, sales, at CyberKnight.

GIGAMON ANNOUNCES DISTRIBUTION AGREEMENT WITH REDINGTON VALUE

igamon, a leader in traffic visibility solutions, has announced a distribution agreement with Redington Value, a value-added technology distributor of leading solutions in security across the Middle East and Africa region. According to this new distribution agreement, Redington Value will act as a key Gigamon distributor with local presence in countries in Middle East and Africa. Gigamon was the first company to deliver, in a single platform, network visibility and analytics across all seven OSI layers to solve for critical performance and security needs. "To build on our success in the region and further extend our reach across the entire Middle East and Africa region, we are delighted to have partnered with Redington Gulf," said Vijay Babber, senior channel manager at Gigamon MEA.

"This strategic partnership fits in perfectly with Gigamon's growth plans for 2021 and beyond, enabling us to leverage Redington's expertise, technical skills, coverage and relationships to build a stronger channel in region as well as to help our customers achieve 100% visibility in their physical, virtual and cloud infrastructures."

"In turn, Gigamon are able to assist Redington in providing solutions that allow for cost savings and tool optimisation which



are sure to resonate with their partners and customers during these challenging times," he added.

"Many organisations now want to have visibility on the network traffic. Customers today are overwhelmed by managing multiple security solutions," said Sayantan Dev, president at Redington Value.

"Gigamon has been the leader over the years in providing great visibility to the network traffic with GigaSecure. By entering into a strategic partnership with Gigamon, we can further simplify how our customers protect their networks and make it easier for our partners to deliver unparalleled data-in-motion visibility into public, private and hybrid environments in the region," he added.

CLAYTON, DUBILIER & RICE TO ACOUIRE EPICOR FROM KKR

layton, Dubilier & Rice, KKR, and Epicor Software Corporation have announced a definitive agreement whereby CD&R funds will acquire Epicor, a global provider of industry-specific enterprise software to industrial-focused sectors, from leading global investment firm KKR. The transaction represents an important milestone for Epicor, a leading enterprise software vendor delivering cloud-enabled services to more than 20,000 customers globally.

Epicor's flagship products are curated to support complex, vertical-specific workflows and provide mission-critical support to customers seeking to drive growth and profitability in their own businesses. Epicor is an acknowledged leader in the industrial end markets it serves, including manufacturing, distribution, retail, and services categories.

"This is an exciting day for the entire Epicor family-employees, customers, and partners alike - and validates the company's leadership position across markets we serve,"



said Epicor CEO Steve Murphy. "We welcome this new partnership with CD&R, which shares our vision for growing the company, and I thank KKR for a highly successful partnership these past few years. We are excited to work with CD&R to increase investment in our market-leading product portfolio and to enhance our ability to support an ever-increasing range of customer needs."

UBS Investment Bank is acting as financial advisor and Debevoise & Plimpton LLP as legal advisor to CD&R.

TOP STORIES

AVEVA LAUNCHES NEW PROGRAM FOR INDUSTRIAL CHANNEL PARTNERS

VEVA, a global leader in engineering and industrial software, has launched AVEVA Select, a new program designed for partners to gain full access to AVEVA's comprehensive software portfolio. The new AVEVA Select program is designed to help customers accelerate their digital transformation agendas by leveraging the breadth of the AVEVA software portfolio across its install base.

The AVEVA Partner Network today boasts of over 5,000 members providing opportunities for alliances, systems integrators, distributors, solution providers and technology partners to participate in the AVEVA community. With programs designed to suit every product and solution specialisation and industry, AVEVA Select aligns to both market and technology trends helping companies simplify design, optimise production, reduce energy and maximise performance. Its programs and support initiatives are designed to promote the variety and value of applications developed and delivered on the AVEVA platform worldwide. With AVEVA Select, partners will be able access the entire AVEVA portfolio through the channel that they have known and trusted, often for as long as 30 years.

The program will expand AVEVA's reach to a wider distribution of industries, outside its previous core customer base of mid/downstream Oil & Gas, heavy chemical, power generation and distribution, to incorporate many other sectors including Food and Beverage (F&B), Consumer Packaged Goods (CPG), Smart Cities and Infrastructure, Mining, Paper and Pulp, Utilities, Water and Waste and Discrete industries (e.g. automotive, electronics).

The expanded AVEVA Select customer base will be able to leverage their installed Monitor & Control (M&C) and Planning & Operations (P&O) solutions from AVEVA to address new challenges, create opportunities and improve the performance of their industrial operations.

Members of the current AVEVA Partner Network community also see the launch of



AVEVA Select as a very timely initiative for the community.

"Our Partner and Channel Network is already one of the most active and supportive global networks in the industrial and manufacturing sector. The passion of our people is to bring communities together in order to overcome everyday business challenges as well as develop innovative new ideas. This is particularly relevant in times like these where many organisations are feeling the effects of the economic downturn in the COVID-19 world," said Kerry Grimes, head of partners, AVEVA.

NUTANIX ANNOUNCES NEW SIMPLIFIED PARTNER PROGRAM FOR MULTICLOUD ERA

utanix, a leader in enterprise cloud computing, has announced Elevate, a global partner program designed to re-define the partner engagement journey. Built on an already-robust partner program, Elevate will bring together Nutanix's global partner ecosystem - Value Added Resellers (VARs) and Value Added Distributors (VADs); Service Providers (SPs) and Telcos; Hyperscalers; Independent Software, Hardware, and Platform Vendors; Global System Integrators; and Services Delivery Partners - under one integrated architecture to deliver simplification, profitability, and an accelerated multi-product, multicloud roadmap towards partners' business transformation.

Elevate simplifies engagement for Nutanix's entire partner ecosystem using a consistent set of tools, resources, and marketing platforms provided in the new Nutanix Partner Portal – making it easier for partners to outline their path to success.

Further enhancements include a new Performance+ Deal Registration designed to increase incentive potential and opportunity protection.

This consistency of experience and support also extends to program nomenclature – bringing together all partner organisations



under a single Elevate program brand and badging structure.

"Our vision has always been about simplicity, from the technology we innovate to the way we do business, and Elevate will deliver that vision to the entire partner ecosystem – enabling them to leverage market shifts toward subscription-based, multi-product, multicloud delivery of IT for their customers," said Christian Alvarez, senior vice-president of Worldwide Channels at Nutanix.

"Our new Elevate partner program significantly deepens our commitment to all partner types around the world, and the enhancements we are rolling out today are just the beginning of many more exciting updates to come so we can partner even more effectively." To begin with, the Elevate Partner Program will roll-out benefits for the channel community with further program expansion reaching additional partner organisations in the year ahead.

These upcoming Elevate Partner Program elements will include updated competencies and solution validation options for Alliance partners; flexible pricing models and simplified billing for service providers; and robust offer development resources for service delivery partners.

The Elevate Program for Channel differs from traditional partner programs by providing a unique emphasis on partner capabilities and competencies to sell and support the Nutanix portfolio, rather than revenue targets.

The new program will provide benefits such as simplicity, protection, transformation, profit and experience, among others. In addition to this, Nutanix has also launched the new Americas Partner Support Center (PSC) – a team of dedicated channel sales, system engineers, and marketing resources – who will deliver an enhanced partner experience and will be available to usher and guide the partner community through the transition process, along with ongoing presales support.

HIGHLIGHTS

VEEAM AWARDED THE 2020 GO-TO-MARKET PARTNER OF THE YEAR AWARD FROM NUTANIX



eeam Software, the leader in backup solutions that deliver Cloud Data Management, has been awarded the 2020 Technology Alliances Go-To-Market Partner of the Year by Nutanix a leader in enterprise cloud computing. Nutanix recognised Veeam as the sole recipient of this award during Nutanix's Global .NEXT Conference and Partner Xchange Digital Experience.

Veeam and Nutanix have taken a significant leap forward in their partnership over the past

year by helping customers modernise their data center and data protection technologies. Veeam collaborated with Nutanix to deliver availability for applications and data running on Nutanix Acropolis Hypervisor (AHV) with Veeam Backup for Nutanix AHV, which has experienced 150% growth in product downloads year-over-year (YoY) for Q2'20.

"Our partnership with Nutanix is an ideal example of how customers and partners win every time we collaborate with our alliances to build innovative solutions," said David Harvey, vice-president of Strategic Alliances at Veeam. "We share a common goal with Nutanix that makes our partnership so successful: Reduce IT complexity and ensure data and application accessibility so enterprises can focus on supporting overall business growth. We are excited to receive this award as a testament to our strong partnership and achievements with Nutanix."

In addition to Veeam Backup for Nutanix AHV, Nutanix chose Veeam as its strategic, data protection design partner to help develop from the ground up a new, highly converged full-stack secondary storage solution that includes Veeam Backup & Replication as part of a turnkey solution – Nutanix Mine with Veeam. Released in January, Nutanix Mine with Veeam delivers a wealth of value for Veeam/Nutanix customers and partners looking to simplify the journey towards true Cloud Data Management.

Sold by Nutanix, Nutanix Mine with Veeam can be deployed in minutes and simplifies the full lifecycle of data backup operations, including on-going management, scaling and troubleshooting. "We're thrilled to honor Veeam at the Nutanix .NEXT Partner Xchange this year for their continued success with our joint customers," said Prasad Athawale, VP of business development at Nutanix. "Enterprises use our platform to reduce complexity within their private cloud environment, and Nutanix and Veeam have built on that simplicity. We're pleased to have a partner like Veeam to help us deliver this experience to our customers," he added.

SOPHOS RECOGNISES TOP PERFORMING PARTNERS IN MEA&AFRICA



Harish Chib, vice-president, Middle East & Africa, Sophos

Solution of the partners of the intervention of the partners o

"As cyber threats increase in volume and

sophistication, it is critical that frontline channel partners are armed with the industry's best cybersecurity solutions, technical expertise, and deep knowledge of the changing threat landscape to best secure their customers," said Harish Chib, vice president Middle East and Africa at Sophos.

"This year's winners are unsung heroes who have clearly differentiated themselves as trusted security advisors, and we're thrilled to recognise their success."

Sophos is a 100% channel-focused business that helps partners secure organisations with next-generation cybersecurity solutions. Every year, it recognises partners across the Middle East and Africa that went above and beyond to sell Sophos' solutions, including synchronized security, and developed a deeper level of expertise to strengthen customer defenses against cyberattacks.

The winners are:

Saudi Arabia: Distributor of the Year – IngramMicro Saudi Arabia – Aptec, Partner of the Year – System Front, Emerging Partner of the Year – Great Mountain Communication and Information Technology, Synchronized Security Partner of the Year – The Leading Global Security Solutions, Cloud Partner of the Year – Clear Vision

UAE& Bahrain: Emerging Distributor of the Year, GCC - Aptec Distribution FZ LLC, Distributor of the Year, GCC - Naizak FZ LLC, Partner of the Year – Gerab System Solutions LLC, Emerging Partner of the Year - Cad Gulf LLC, Synchronized Security Partner of the Year - Cell information Technology, Cloud Partner of the Year - Hitachi Systems, Partner of the Year - iWorld Connect Emerging Partner of the Year - Kanoo Information Technology (Kanoo IT), Synchronized Security Partner of the Year - Canar Trading Co. W.L.L, Cloud Partner of the Year - Almoaved ICT Kuwait & Oman: Distributor of the Year, GCC - Naizak FZ LLC, Partner of the Year - Burhan Technology Computer Co, Cloud Partner of the Year - Future Communications Company

Partner of the Year – Al Khalili Technology LLC, Synchronized Security Partner of the Year – Manchi Group

Egypt: Emerging Partner of the Year – Softtrend, Synchronized Security Partner of the Year – UC Solutions, Cloud Partner of the Year – Digital Planets.

9

CREDENCE SECURITY PARTNERS WITH ZEROFOX

to impersonate organisations and/

or executives, phish

data and siphon rev-

enues, ultimately re-

sulting in an erosion

of brand loyalty and

trust," commented

Gabe Goldhirsh,

MEA/APAC Sales.

"An effective

protection approach

Vice President,

ZeroFOX.

employees, steal



(L) Garreth Scott, Managing Director, Credence Security and (R) Gabe Goldhirsh, Vice President, MEA/APAC Sales, ZeroFOX

redence Security, a leading regional distributor of specialised solutions in cybersecurity, forensics, governance, risk and compliance, has announced that it has signed a distribution agreement with ZeroFOX, the leading provider of digital risk protection services.

In the first four months of 2020, ZeroFOX observed a 60% increase in fraud and scams, a 68% increase in malicious domain takedowns, and 145% increase in credential theft. "As organisations continue to build their social presence, they must realise that it offers cybercriminals a new attack vector; bad actors are using social platforms necessitates continuous monitoring of the vast attack surface, in cooperation with the public platform providers and hosts, to rapidly identify fraudulent activity and immediately stop and remove the threat before damage can occur."

In selecting Credence Security as its distribution partner for the Middle East, Pakistan, Africa and India, ZeroFOX was particularly drawn to Credence Security's market strategy and its singular focus on cybersecurity with a portfolio of like-minded, best-in-class vendors.

Credence Security's longevity and reputation in the market, agile and transparent

business model and footprint across key regional markets were also key factors that drove ZeroFOX's decision.

As the partnership launches, Credence Security will engage with new and existing partners to drive sales of ZeroFOX solutions to enterprises particularly in the BFSI, Government, Media & Entertainment, Real Estate, Retail and Telecoms sectors. For its part, ZeroFOX will invest in upskilling and training regional partners, offer marketing and sales support and weekly threat advisories for customers and prospects.

"A robust digital-first security strategy includes a comprehensive approach that supports the entire digital risk lifecycle - detect, analyse, disrupt, and optimise. Unlike legacy vendors, ZeroFOX delivers an AI-driven, integrated solution that provides security teams with the capabilities they need to secure their public attack surface," noted Garreth Scott, managing director, Credence Security. "Over the last few years, we have built a strong portfolio of cybersecurity and digital forensics solutions. Partnering with ZeroFOX, gives us a critical complementary solution that will allow us to expand our capabilities and offer regional organisations a suite of solutions to protect their most critical digital assets."

VECTRA FLEXES ITS DISTRIBUTION MUSCLE IN ME BY PARTNERING WITH EXCLUSIVE NETWORKS



ectra AI, a leader in network threat detection and response (NDR), has announced the expansion of its distribution channel in the Middle East by partnering with Exclusive Networks, the global value-added distributor in cybersecurity and cloud.

Powered by AI, the Cognito platform from Vectra automatically detects and prioritises cyberattacker behaviours in real time while empowering threat hunters to perform conclusive incident investigations. The Cognito platform provides 360-degree visibility into hidden threats in cloud, data centre, internet-of-things (IoT), and enterprise infrastructures, leaving attackers with nowhere to hide.

The security of networked data, services and infrastructure is a high priority as organisations worldwide migrate computing resources and corporate assets to the cloud for greater operational scale and cost efficiencies. This year alone, organisations are expected to spend about \$1.9 billion USD on enterprise information security in the Middle East and North Africa region.

"It's critical to address security vulnerabilities in the cloud, as well as the current shortage of skilled security analysts," said Nathan Clements, general manager of Exclusive Networks Middle East. "Adding Vectra to our portfolio lets us give our partners a world-class NDR solution that automates cyberattack detection and response, speeds-up incident investigations, and improves threat hunting."

"We are pleased and confident that this important partnership with Exclusive Networks in the Middle East will accelerate our market leadership, expand our channel partnerships, and help organisations reduce their business risk while improving cybersecurity efficiencies," said Willem Hendrickx, vice president of International Sales at Vectra.



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CJ Desai, chief product officer, ServiceNow

erviceNow, the leading digital workflow company making work, work better for people, has unveiled the Now Platform Paris release, to help organisations remain agile and be resilient so they can grow and enhance their productivity in the COVID economy. With ServiceNow workflows, people can work smarter and organisations can realise faster time to value from their technology investments.

"The C-suite realizes that 20th-century architectures are too slow and siloed in today's fluid working environment, where

SERVICENOW UNVEILS THE NOW PLATFORM PARIS RELEASE

they need speed and agility," said Chirantan "CJ" Desai, chief product officer at ServiceNow. "The ServiceNow advantage has always been one architecture, one data model and one born-in-the-cloud platform that delivers workflows companies need and great experiences employees and customers expect. The Now Platform Paris release provides smart experiences powered by AI, resilient operations, and the ability to optimise spend. Together, they will provide businesses with the agility they need to help them thrive in the COVID economy."

Several leading organisations, including Microsoft, Zoom, Adobe, Uber, Accenture, Deloitte, Acorio, TPx, Veolia, Novant Health, Lone Star College, AEGIS Insurance Services, and City of Raleigh, are turning to the Now Platform and its Paris release capabilities to power their digital transformations.

With the Paris release, ServiceNow is unveiling six completely new products as well

as new features that enable organisations to leverage one platform to:

Quickly respond to business change with new workflow apps, boost productivity with embedded analytics and AI in every app and digitise and automate work across the enterprise.

Deliver employees the right experiences anywhere, drive productivity of their workforce and transform their organization to provide critical services.

Drive customer loyalty with connected workflows that allow them to manage location-based work efficiently and effectively, organise resilient operations for unforeseen circumstances, and expand capacity via automated self-service.

Optimise IT productivity, cost, and resiliency to modernise and automate with ITSM and AIOps, deliver resilient operations, and help reduce software, hardware, and cloud spend.

CLOUD BOX TECHNOLOGIES EXPANDS PORTFOLIO, LAUNCHES NEW SECURITY PRACTICE



Ranjith Kaippada, Cloud Boz

loud Box Technologies has announced the expansion of its business with the launch of its new security practice, with an expanded team of cybersecurity specialists and an end-to-end security solutions and services portfolio.

With the large-scale increase and emphasis on digital transformation in the post-pandemic workplace, threat, risk, and vulnerability levels have also increased across enterprises. CBT has adopted a holistic approach in offering its cybersecurity services and believes this is a business enabler for enterprises in the region that are tackling transformation technologies in the new normal.

According to Ranjith Kaippada, managing director at Cloud Box Technologies, the solution provider has adopted a three-step approach in expanding its cybersecurity services within its end user customer base.

"The three steps include detecting and identifying system and network vulnerabilities and risks; protecting people, processes and technologies and responding to events and incidents; and recovering data and information and monitoring cybersecurity incidents in real time," he explained.

"It is essential and vital that we have this framework in place. The solutions that we design, deploy and implement at customer sites are prone to threats and can be compromised at any time. Usually end user networks are not secure and have less than the desired requirements in place. It is our responsibility to secure customer assets wherever we have deployed our solutions. That is why we have added a cybersecurity framework in our portfolio wherever we are offering technologies and solutions," Kaippada added.

The additional cybersecurity services offered by CBT is being delivered by a team managed by Rohit Bhargav and Saddiq Ameen. Rohit Bhargav, Practice Head – Cloud & Security at Cloud Box Technologies, has an international networking and systems engineering background of over 15 years.

He is also experienced in enterprise networking and security. He previously worked at Dimension Data, Chatsworth Products (CPI) and Huawei. Saddiq Ameen is a Senior Cybersecurity Professional specialising in security engineering, risk management and security monitoring, with over ten years of experience in the region. He previously worked at CyberSafe, Paramount Computer Systems, and Ingram Micro.

HIGHLIGHTS

MINDWARE SIGNS DISTRIBUTION DEAL TO DRIVE ACER'S ME MARKET SHARE IN THE COMMERCIAL SECTOR



Mr. Nicholas Argyrides, General Manager - Gulf at Mindware (L) and Peter Lacey, Commercial Head, Middle East at Acer (R)

Indware, a regional leader in Value Added Distribution, has signed a commercial distribution agreement across the Middle East with Acer. This will include the vendor's commercial and education portfolio including Windows based laptops, Chromebook devices, accessories, projectors, Enduro and ConceptD devices. The main focus will be on the Travelmate Series, specifically designed both for the corporate world and the public sector. Mindware will drive the market penetration of these devices by mobilising its extensive channel network across the region. As part of the strategy to engage more closely with the enterprise sector, vendor and distributor will work hand-in-hand to educate the market on the latest commercial and education focused best practices and technologies. Commenting

on the partnership, Nicholas Argyrides, General Manager - Gulf at Mindware said: "The work from home and e-learning trends have fuelled demand for laptops and smart devices. For remote workers to maintain high productivity levels, devices need to have good processing power, portability, and durability combined with business features and advanced connectivity options.

On the education front, teaching staff and students need to have access to modern, purpose-built devices and apps that support the new blended learning model."

"Acer Middle East is a company that understands these imperatives and are playing a vital role in the transformation taking place in the digital workplace and the education field. Devices like the TravelMate have never been easier to work away from the office. Their wide range of robust, easy-to-use and manage Windows and Chromebook devices enables digital learning at the highest technical level. The devices facilitate collaboration and cooperation between teachers and students. We are very optimistic about the rapid uptake of these products as companies and educational institutions realise the tremendous benefits that these devices will bring to employees and students," Argyrides added.

Acer Middle East and Mindware will work closely together in conducting events and webinars so as to interact and engage with resellers. This will give channel partners a better understanding of the capabilities of the various products so that they can propose the best solutions to end customers.

Acer Middle East will be offering the channel the opportunity of joining its Synergy program, which provides business rewards for supporting the Acer line-up. They will also bring the well-established and industry leading 'Reliability Promise' to the market.

With a complete service, support and marketing back office based in Dubai, the vendor will be able to offer the region attractive promotions as well as International Software Vendor (ISV) programs.

.....

PURE STORAGE BRINGS FLASHBLADE TO AWS OUTPOSTS

ure Storage, the IT pioneer that delivers storage as-a-service in a hybrid world and an Advanced Technology Partner in the Amazon Web Services (AWS) Partner Network (APN), has announced that FlashBlade has achieved the AWS Outposts Ready designation, part of the AWS Service Ready Program. Fully tested and supported, Flash-Blade for AWS Outposts delivers a hybrid cloud solution with all-flash performance, cloud scalability, and operational simplicity to accelerate modern applications and break down IT silos.

With the validated integration of Flash-Blade with AWS Outposts, AWS customers can now leverage a low-latency, high-performance unified fast file and object platform with native Amazon Simple Storage Service (Amazon S3) capabilities in tandem with AWS services, APIs, and tools all with simplified management and container capabilities in their own datacenter. This solution will enable use cases such as artificial intelligence (AI), modern analytics, DevOps, rapid restore, and next-generation applications that require real-time response and high-throughput, in addition to satisfying data sovereignty, compliance, and local-processing requirements.

"As our customers navigate the demands of new and emerging applications, we are committed to delivering innovation and partnerships that support their hybrid cloud priorities," said Matt Burr, general manager, FlashBlade, Pure Storage. "We are proud



to be a part of the AWS Outposts Ready program and deliver a hybrid cloud solution that delivers on the principles of flexibility and agility that both FlashBlade and AWS are built on."

FlashBlade is generally available and supported for AWS customers via AWS Outposts.

NUTANIX ANNOUNCES PARTNERSHIP WITH MICROSOFT AZURE FOR A SEAMLESS HYBRID EXPERIENCE



utanix, a leader in enterprise cloud computing, has announced a new partnership with Microsoft that will enable both companies to deliver a hybrid solution with seamless application, data, and license mobility as well as unified management across on-premises and Azure environments, using Nutanix Clusters on Azure.

"With this partnership, Microsoft and Nutanix show our commitment to delivering a true, unified hybrid and multicloud environment," said Tarkan Maner, chief commercial officer at Nutanix. "We know customers are looking for solutions to truly — and simply — advance their cloud journey. This partnership helps us deliver a single software stack across public and private clouds, resulting in increased agility, streamlined operations, and significant cost savings."

Scott Guthrie, executive vice-president, Cloud and AI, at Microsoft Corporation, said: "Many companies face complexities when managing hybrid cloud environments across private and public clouds. We are excited to collaborate with Nutanix to give customers flexibility and a seamless experience with hybrid Nutanix and Azure solutions."

As a result of the partnership, Nutanix and Microsoft will deliver:

Nutanix Clusters on Azure: As part of this collaboration, both companies will focus on extending Nutanix hybrid cloud infrastructure to Azure. The collaboration will include the development of Nutanix-ready nodes on Azure to support Nutanix Clusters and services. Customers running workloads on Nutanix Clusters on Azure will benefit from Azure Hybrid Benefit as well as extended security updates to improve cost, security, and efficiency. They will also be able to deploy and manage Azure instances from Nutanix's management interface. This will deliver a consistent experience, tooling, and operational practices. Most importantly, it will enable customers to run hybrid workloads seamlessly across private and public clouds without needing to rearchitect their applications. This solution aims to provide the flexibility of choosing the right cloud for

each workload, without the operational and technical challenges of managing multiple environments, potentially resulting in significant cost savings to the customer.

Seamless Procurement and Support: Microsoft and Nutanix will collaborate to offer customers seamless sales and support experiences. Microsoft Azure customers will be able to use their existing Azure credits, as part of Microsoft Azure Consumption Commitment (MACC), to purchase Nutanix software; in turn, Nutanix customers will be able to port their existing term licenses to Nutanix Clusters on Azure or get on-demand consumption of Nutanix software through the Azure Marketplace, enabling frictionless movement between private and public clouds within Azure. Additionally, to deliver a truly end-to-end hybrid experience to customers, Nutanix and Microsoft Azure will partner to provide customer support.

Integration with Azure Arc: Nutanix and Microsoft will also enable managing servers, containers, and data services on Nutanix HCI, on-premises or in Azure, through the Azure Arc control plane.

This integration will allow customers to extend key Azure services to their Nutanix environment, including running Azure Arc servers, Azure Arc containers, and Azure Arc data services, adopting Azure cloud practices on-premises, and extending Azure security anywhere.



Infoblox, a leader in Secure Cloud-Managed Network Services, has secured a significant investment from Warburg Pincus, a leading global private equity firm focused on growth investing. Vista Equity Partners ("Vista"), a leading investment firm focused on en-

INFOBLOX ANNOUNCES INVESTMENT FROM WARBURG PINCUS

terprise software, data and technology-enabled businesses, who acquired Infoblox in 2016, will continue as an investor, with Warburg Pincus and Vista equal partners.

Infoblox is a leading provider of core networking and cybersecurity solutions that enable enterprise IT managers, network operators, security operators and chief information security officers to optimise and secure their networks.

The investment will help Infoblox accelerate the growth of its core DDI products and continue to invest in its next-generation, cloud-native BloxOne platform that simplifies networking and security services for hybrid and multi-cloud environments across the borderless enterprise.

"The modern enterprise is becoming increasingly dispersed and the number of connected devices is growing exponentially. As a result, modern networks have become significantly more complex," said Jesper Andersen, president and CEO of Infoblox. "This investment will further help strengthen our industry-leading DDI products while at the same time doubling down on our vision to provide cloud-managed networking and security applications that are scalable, flexible and delivered as a service on top of our BloxOne Platform. We are thrilled to have two long-term investment partners that share our vision.

HIGHLIGHTS

FORTINET'S SECURITY ACADEMY PROGRAM INCREASES GLOBAL IMPACT THROUGH WORKFORCE DEVELOPMENT



ortinet, a global leader in broad, integrated and automated cybersecurity solutions, has said that more than 20 new academic institutions and nonprofits worldwide have recently joined Fortinet's Security Academy Program to provide students, veterans and veteran families with advanced cybersecurity training and certifications.

The expansion builds on the program's momentum, which is available in more than 80 countries and comprises over 300 authorised security academies.

"The cyber skills gap affects organisations worldwide and ultimately impacts the digital economy," said Sandra Wheatley, SVP, customer marketing, threat intelligence and influencer communications at Fortinet. "This is why Fortinet heavily invests in training and education through our Corporate Social Responsibility efforts, including our NSE Training Institute programs. Through these programs we aim to create more cybersecurity career pathways and a diverse pipeline of security professionals." The Fortinet Network Security Expert (NSE) Training Institute was established in 2015 to advance Fortinet's Corporate Social Responsibility (CSR) initiatives to close the cybersecurity skills gap and make it easier for anyone to start a career in cybersecurity regardless of their previous access to education, background or life experiences. The NSE Training Institute is made up of the Security Academy Program, Certification Program and Veterans Program.

The Security Academy Program focuses on creating a diverse, equitable and inclusive pipeline of security professionals. The program does this by partnering with academic institutions and nonprofits worldwide. Through the Security Academy Program, institutions around the world have incorporated Fortinet's NSE training and certification content into their students' curriculum.

MIMECAST RECEIVES ACCOLADE FOR LEADERSHIP IN SECURE DATA MANAGEMENT AND ARCHIVING SOLUTIONS



imecast has been recognised as a leader in the 2020 Data Quadrant Awards from Software Reviews, a division of IT research and consulting firm Info-Tech Research Group. The accolade is based on excellent user reviews and showcases Mimecast's leadership in secure data management and archiving solutions and services.

SoftwareReviews captures data from real end users and IT professionals who work closely with Mimecast through procurement, implementation, and maintenance. Placement in quadrants are based on user satisfaction with product features, vendor experience and overall capabilities. Mimecast was recognised as a leader in four quadrants:

Data Archive: In the Data Archiving Data Quadrant, Mimecast ranked 1st across a number of capabilities, including: Business Value Created, Product Features, Ease of Implementation and Vendor Support, among others.

Email Backup: The Email Backup Data Quadrant focused on feedback from Mimecast Sync and Recover users. Mimecast held the top rank in clients 'Planning to Renew', with 100% of clients confirming that they plan to renew their subscription.

Email Security Gateway: The Email Security Gateway Data Quadrant captured the feedback from Mimecast Secure Email Gateway customers. Mimecast ranked 1st across a number of Data Quadrant capabilities, including Business Value Created, Breadth of Features, Product Strategy and Rate of Improvement, Vendor Support and Availability and Quality of Training. Mimecast also ranked 1st across several Emotional Footprint categories including Most Respected Service Experience, Most Efficient Service Experience, Most Effective Service Experience, Most Time Saving Service Experience, among many others.

Security Awareness Training: In the Security Awareness Quadrant, Mimecast ranked first in clients planning to renew their Security Awareness Training, with 100% of clients confirming that they plan to renew their subscription.

"We pride ourselves on doing one thing and doing it well: protecting our customers," said Heather Bentley, SVP, customer success and support, at Mimecast. "Whether it's cyber threats or compliance challenges, we're focused on helping to ensure our customers are fully armed to respond, in real time, to security threats, malicious attacks, accidental deletion, as well as legal and regulatory requirements. This work is at the heart of the Mimecast ethos and we are honored to be recognised as a leader in not one but four categories in the SoftwareReviews Data Quadrants 2020."

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UNDERSTANDING MSP

Scott Barlow, vice-president Global MSP, Sophos, explains how Managed Service Providers (MSPs) play a key role in helping organisations tackle sophisticated threats and providing proactive patch management services.



With cloud becoming increasingly popular, how can companies ensure security of their cloud infrastructure, cloud access and configurations?

Organisations should evaluate security solutions that are able to cover security, compliance and configuration monitoring controls around all cloud assets, as well as cloud infrastructure, to protect against the range of potential cyberattacks. The four key steps for this are:

Define the right cloud security posture Be aware that cloud providers follow a "shared security model," which means that organisations are responsible for securing anything they run or store in the cloud (not the provider), and then build from there to create the best the security posture.

Test and enforce compliance

Deploy a cloud security posture management solution that provides a single view of all cloud assets and delivers continuous insight into the current state of security, including access and configurations.

Build a layered defense

Identify the shortcomings of cloud provider platforms and build a layered

defense that can detect and respond to security issues across the network, cloud workloads, and remote users, and safeguard access routes to cloud services via endpoint and mobile devices.

Continuously monitor

Monitor for any deviations or suspicious behaviors that are different than the tested and enforced posture. Set solutions risk-profile alerts to avoid being overwhelmed and look for solutions that integrate with SIEM.

Tell us something more about MSPs- how can companies that do not have the required personnel or tools to protect themselves count on MSPs to do the job for them?

Managed Service Providers (MSPs) are invaluable resources that provide human skills and technology for businesses of any size to improve their security posture and the day-to-day technology needs. MSPs remotely monitor computers, servers and networks, provide proactive patch management and leverage technology to help an organisation reallocate resources for revenue generating activities.

MSPs that sell security services can help organisations combat threats like exploits, ransomware and other sophisticated threats by deploying a comprehensive cybersecurity strategy that emphasises multiple layers of protection. Endpoint detection and response (EDR) is one essential layer for defending against modern day attacks. A set of trained human eyes, such as from a managed threat response service, is another.

MSPs are equally important for both SMBs and enterprises. MSPs have

recently become more ingrained and pivotal to SMBs, with some even rising to the level of a "virtual CIO" for some clients. We also see larger organisations in the mid-market now turning to MSPs to help "co-manage" their endpoints and networks, which is a fantastic

How can organisations build up a next-gen MSP framework for their businesses?

The trick is differentiating in what a nextgen MSP provides in order to rise above the competition. The key areas that can help to build such framework are:

Be a virtual CIO

symbiotic relationship.

A successful MSP will be able to provide both high-level and user-level guidance that the client needs, acting as a resource for the answers, software, hardware, and more.

Be a service differentiator

MSPs can meet the modern client's needs by being constantly available, wherever they are through a SaaS-based management console.

Be a financial differentiator

The old paradigm of annual contracts for vendor services is no longer efficient. If MSPs bill their clients monthly, they should be able to pay their own bills monthly.

Be a proven security differentiator

MSPs should ensure their tools provide top of the line protection and provide customers with the education needed to make best use of these tools.

Be an efficiency differentiator and pass that efficiency on to clients

MSPs should minimise the number of security vendors that they partner with to speed up, streamline, and improve the efficiency of the unique tools they use to provide protection. Work with a security vendor that owns all the technology licensed through them, which can be a much more efficient option than a "marketplace." A SUCCESSFUL MSP WILL BE ABLE TO PROVIDE BOTH HIGH-LEVEL AND USER-LEVEL GUIDANCE THAT THE CLIENT NEEDS, ACTING AS A RESOURCE FOR THE ANSWERS, SOFTWARE, HARDWARE AND MORE."

What are some of the concerns around MSPs and how can these be effectively addressed?

MSPs are traditionally SMB organisations themselves and can struggle to find the appropriate resources required to deliver security services and deliver them quickly. It has been a challenge for MSPs to operate successfully in this new and far more complex computing environment. The numerous vendors and products MSPs need to cover the full range of services required, has never been an easy burden to bear, but in today's fastpaced environment, managing multiple vendors has become a costly time-sink. MSPs work within a finite budget and need to determine where their budgets are best spent. There's also been a shift to a subscription model for MSP services, transitioning away from long-term contracts (which used to be the norm). This shift impacts security vendors as well, as most vendor services are perpetual licenses rather than monthly, preventing MSPs from managing their billing processes consistently.

With Sophos' comprehensive portfolio of services, its MSP security program gives endpoint, server, firewall, mobile, encryption, web, email, and phishing simulation capabilities through a single vendor partner—no more chasing down multiple vendors and juggling numerous contracts. And, because all these products fall under the Sophos umbrella, they are fully integrated for enhanced protection, allowing MSPs to offer a stronger, safer level of security.

Tell us more about Sophos Central and how it empowers MSPs to offer more efficient, effortless protection?

Growth and profitability are keystones to every MSP. However, a common issue with MSPs is that they grow too much, too fast without the proper tools in place to sufficiently support their client environments. In order to achieve growth and high profitability, MSPs need to employ automation wherever possible and should have synchronisation between products. A cloud-based management console such as Sophos Central allows MSPs to effectively and efficiently protect clients by combining a full breadth of protection that covers endpoint, network, mobile, Wi-Fi, email, encryption, and cloud. All of these functionalities from one console reduce vendor management overhead and increase time with clients or prospects. Sophos Central combines the power of many different security products to function as one using synchronised security. With Sophos Central, MSPs get a single, intuitive management dashboard to manage multiple client installations, respond to alerts, manage licenses, and track upcoming renewal dates.

Would you agree that automation will allow MSPs to increase their operational efficiency? If so, how?

Absolutely, automation will help MSPs increase their operational efficiency. Furthermore, automation will increase their revenue and lower their costs by eliminating manual activities, such as billing and alert management. Part of the Sophos MSP Connect strategy is to integrate with other vendors in the MSP ecosystem for billing, alerting, ticketing, and ongoing management.

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OUTSIDE THE FOUR WALLS OF THE DATA CENTRE

By: Michael Cade, Senior Global Technologist, Veeam



lmost three-quarters of professionals across the MENA region prefer jobs that allow them to work remotely, according to a new survey by job site Bayt.com. The impact of the pandemic is likely to see this trend continue as 90% of respondents said they expect that remote work will increase over the next decade. Now that organisations and employees have seen some of the benefits of remote working, many companies are likely to build more flexible and agile working arrangements into their long-term strategies. For IT departments, the impact of this is huge.

The digital fortress

Formerly, a company's IT infrastructure was contained within its own four walls. Employees used hardware such as PCs, printers, and phones which remained securely in the office, while software programs and data were stored in onpremises data centres. IT had full control over the performance, maintenance and security of the organisation's technology stack. Early remote working initiatives were tightly controlled with users connecting to Virtual Private Networks (VPN) so that the only thing that left the data centre was the employee and the limited hardware. Over the VPN, the IT department could maintain visibility of security protocols and maintain administrators' rights to ensure employees were not installing unapproved, potentially high-risk software.

Along came the cloud, which allowed organisations to scale-up their data storage capacity as well as their ability to back up files to remote locations. However, with the cloud came greater agility and choice for employees. Shadow IT, the phenomenon of employees using applications of their own choosing to store and access company data outside the data centre's four walls - on personal devices and online accounts - became a challenge to IT departments. Fastforward to 2020, when at some stages a large number of enterprises in ME have been working remotely, and the four walls of the data centre have fallen as far as many businesses are concerned. Some organisations found themselves supporting remote workers for the first time - many with employees who would not be working from company-issued laptops and smartphones. Previously, the data centre was analogous to a fortress. Everything that went in or out was strictly monitored and the threat from external sources was low. This is why one of the most well-known forms of cyber-attack is a Trojan virus - one that tricks the victim into thinking they are receiving or opening a legitimate file, document, link, effectively inviting in the attacker. Now, not only have the gates of the digital fortress been flung wide open, the people who used to be inside are now distributed. And, every single one represents a possible entry point for a malicious threat. The attack vector hasn't just increased, it's exploded.

Increased threat vector

More than half of newly-remote employees were not given new security policies and 45% said they have not received training of how to work from home in a secure manner, according to the study mentioned previously, IT departments often have little to zero visibility of whether or not employees are connecting to the VPN, particularly when employees are using personal devices. Furthermore, personal devices aren't just being used outside the data centre's four walls, but in family home environments and shared households. Not only do IT teams have far less control over the apps, websites, content they're employees are engaging with, there is no guarantee they are the only person using that device. According to the Veeam 2020 Data Protection Trends Report, the No. 1 challenge that will impact Middle East and African organisations within the next 12 months is cyber threats (31%). Over half (51%) have a "protection gap" between how frequently data is backedup versus how much data they can afford to lose after an outage. Organisations must ensure they have a robust Cloud Data Management strategy in place to ensure data is backed up, protected and recoverable across all devices and applications. Employee best practices and training are vital to this – helping IT teams ensure that users are connected via the VPN and storing company data in secure cloud environments rather than personal accounts or their own desktops. The Veeam report goes on to show that on average, 19% of Middle East and African organisations' data is not backed up. If data cannot be backed up, it is not protected, and in the event of unplanned downtime or a cyber breach that data will be unrecoverable. Moreover, organisations are adopting SaaS solutions in droves. As a combination of working from home and from offices becomes increasingly commonplace - even for organisations who previously had little to no track record of supporting remote working the cyber-attack vector will remain high. It's therefore critical that businesses have a clear strategy for managing data across their cloud and data provisioning. This includes ensuring data is backed up, recoverable in the event of a disaster, outage or cyber-attack, and as protected from malicious threats as possible. 🗠

FEATURE // CHANNEL & CLOUD



AppDynamics (part of Cisco): Justin Vaughan-Brown, senior director, Partner Marketing Strategy



practice head – Infrastructure



Fortinet: Shane Grennan, regional channel director for Enterprise and Alliance Partners in ME



IFS: Rifai Wahid, director of channel sales Middle East & South Asia

THE **CLOUD STORY**

The journey to the cloud is not an easy one. While forging a whole new paradigm in business operations, this new technology is also demanding new skillsets and fresh security mandates. Leading market players discuss the dynamics.



How has this impacted the channel? Vaughan-Brown: Back in the day, an organisation's IT department had complete control over the landscape. It was their thing. It was a world where they managed everything and they had this sense of control. Now, what's happened with the advent of the cloud is that cloud providers are actually now running workloads, essentially meaning that an organisation's sense of control has changed because they don't now own everything, and they're kind of renting or using a part of a cloud providers,

so it's a bit of a mindset change there. It's main impact to the channel is that they've now had to pivot away from understanding deeply, their clients' IT infrastructure, to actually understanding more about cloud provider capabilities and building an understanding of that. So, our channel partners have to keep up to speed with these innovations, they have to understand what's happening and they have to become trusted advisors to their clients.

Gujje: At a time when organisations of all sizes are increasing their cloud usage, it is important that channel partners must ensure that they are well versed with cloud offerings. One of the most important requirements is that partners must be skilled in risk mitigation analysis while also being in a strong position to improve user experience which is possible when cloud partners come equipped with a vast set of industry awareness and experience. Another area where channel partners can demonstrate their core competencies include their ability to establish how cloud services can unlock tangible business value for their customers.

Grennan: Digital Transformation, as the Fourth Industrial Revolution, is not only transforming businesses, but also the world around us and our personal lives in ways we could have never have fully envisaged. It is a massive market disruptor and organisations are struggling to be first and some, not to be left behind. Public Cloud is the main technology enabler for Digital

Transformation, this has become well understood at all levels of business, so organisations see Public Cloud as critical and central to their Digital Transformation journey and thus the success of their business. This also transforms the consumption model of organisations from CAPEX to OPEX and eliminates their focus under the OS layer, no more hardware procurement and data centre space provisioning. For channel partners, if a significant portion of your resale business is in that area, they will have to engineer change in the business to match the trajectory of the customers.

Wahid: Cloud technology has caused a fundamental shift in the way organisations are provided with computing resources. The move from computing as a product to computing as a service provides users with access to all of their data, documents and applications when they are connected to the Internet. In a traditional ecosystem, the difference between an ISV, a distributor, or a system integrator was more clearly defined. However, due to the emergence of cloud companies, organisations have moved software services to the cloud and are increasingly looking into other channel partner offerings such as Infrastructure as a Service (IaaS), Platform as a Service (PaaS) or managed services. The impact is blurring the lines between channel providers.

Brignone: Usually, when you have new technologies, you have what they call the production cycle. You have the early adopters and you have the mass and so I think we are looking at a wave of cloud-based work and its adoption, in general, including the channel partners. Many people talked about the cloud without understanding what it was about. The channel partners did the same thing. I would say that at the very beginning, the channel partners everywhere, were slightly behind the adopters, especially the large accounts.

Mohamed Abdallah: Over the last couple of years, global cloud adoption has grown at a staggering pace. Most businesses have deployed some sort of cloud-based infrastructure or tools to aid productivity and performance. Channel partners that can establish credibility and expertise as a trusted cloud partner will benefit immensely as their customers work through the security, compliance, privacy and other concerns associated with cloud adoption. Organisations will look to trusted partners during these times to ensure that they are considering all available information and making sound decisions.

Walmsley: Cloud has given us agility and economic benefits and so we've seen a transition to move workloads out to the cloud for these reasons. That's impacted the channel to some degree, because if you were a valueadded reseller whose business was built around the supply of compute infrastructure, servers, things like that, then maybe you're seeing a decrease in the requirements for the local use of those things, but more of a focus on applications and services, and securing them. But for the value- added resellers who are offering integration and migration services, this means opportunities delivering their own services through and on the Cloud. So ves, there's definitely a shift. It doesn't mean it's the end of people buying servers and laptops and things like this, but it does change the market dynamics, for sure.

The need to balance physical work and work-from-home mandates is a huge challenge in today's market. How much do you think cloud adoption can help achieve this balance? Vaughan-Brown: Broadly speaking, the world has changed for many organisations-I think it's a mix of remote work and work from home. This narrative has meant that organisations have to look at how they can provision and provide for extra remote working capacity and how they can support a number of colleagues working remotely.

Pure Storage: Matthieu Brignone,

P, EMEA partners



SonicWall: Mohamed Abdallah, regional director, META



And that's also meant the IT operations teams themselves well they're working remote too, so they have to collaborate differently. You know, the whole teamwork and communication environment has changed. But I think the big impact cloud adoption has had

FEATURE // CHANNEL & CLOUD



is the need to offer the capability to instantly scale up an infrastructure to support those employees with additional computing power and improved application performance, so that it's available on demand.

Grennan: Cloud adoption is and can be the major facilitator of this challenge. As just outlined, two of the advantages of Cloud are flexibility and agility, you provision Cloud apps in a way that does not care about the user's physical location, so if they move from the office to home, nothing needs to be changed, its seamless. The movement of people can be a once off for DR or can be a daily thing for nomadic staff. In addition, as you move applications to the Cloud your IT staff are now focused less on the physicality of the provision of applications, such as racks, power, physical servers, cabling and basic networking, and so can focus on more important services such as the security of the application and the data, users' identity and authentication, zero trust integration, as some examples.

Wahid: Cloud certainly benefits work from home, providing ease of access for end users wherever they are located. Cloud definitely helps to balance physical office vs home office allowing users to stay connected from anywhere.

Brignone: Remote working was accelerated during the pandemic and it's

here to stay for a really long time. It has been a change for everyone; A lot of them have adopted hybrid working models. Because of this, the partner ecosystem is doing Ok, even despite the COVID restrictions where we're not able to meet people physically. I'd say that as far as finding new opportunities are concerned, in the last six months, there have been no significant setbacks and partners have been able to keep up with the change. Right now, it's working very well.

Mohamed Abdallah: Scalability and mobility are two of the biggest advantages as it removes many of the challenges with on-premises systems. Although security is a common concern for many organisations that operate on the cloud, additional security measures such as single sign-on (SSO) protocols or a virtual private network (VPN) can greatly reduce the risk of important files being mishandled or stolen. This is extremely important for many government agencies and law firms that work with sensitive information.

Walmsley: The COVID crisis period happens to have seen a spurt in remote work and cloud has been one of the enablers for that to happen. We've seen a lot of our own clients accelerate their own cloud programs to accommodate this hyper growth in remote work. And, you know, cloud is very well placed to do that. By its very nature, it's very, very scalable and elastic. The second part of the question about how it achieves the balance between going back to our traditional workspaces and working remotely, well, the place where we access our cloud services doesn't really change a user's experience with the cloud too much. It's very well placed to be location agnostic. And so, cloud certainly is a key enabler to help us handle this increasingly remote working situation that we find ourselves in.

What are some of the key cloudbased skills that channel partners must have in today's market, to drive business growth?

Vaughan-Brown: I think it's important to understand how cloud native technologies are structured. This is a whole new world, so it's all about understanding the intrinsic nature of how these technologies are constructed and architected. The next skill is to keep up-to-date with each of the major cloud providers and what they're releasing, watch and keep up to speed with announcements and ensure that you are aware of what is happening. It is also important to not just focus on the technology. Look at how moving to the cloud impacts the bottom line, so make sure you enhance your business IQ capability as well.

Grennan: There are many types of cloud projects customers are engaging in, some driven by the business and some by IT operations. IT Operations may drive initiatives around extending capacity or migrating current apps into the Public Cloud. This can take the form of DR projects, migrating for elasticity, improving virtualisation or upgrading older applications for example. The business side of the organisation will drive new applications for Business Transformation, resulting in cloud-native applications. These projects will include multi-cloud solutions such as containers and Kubernetes which provides a common denominator for compute, as agility and portability are key to avoid cloud lock-in.

Wahid: Cloud security is a key skill in demand with Machine



Learning and Artificial Intelligence benefiting from tools available in cloud. Deployment within multi-cloud environments, serverless architecture, DevOps and database management are some key skills required for business growth.

Brignone: The main thing here would be to learn all about the new technology (technical skills). But, in my view, the most important skillset would be to understand the cost that comes with each technology. It is a very important skillset because one needs to know how much it costs to shift completely or even partially to the cloud, etc and I'd say this is the most challenging to acquire as well.

Mohamed Abdallah: The channel already has many of the skills required to take advantage of the cloud. For instance, being able to work with customers to find out their technology needs, understand how their businesses evolve, and learning about new solutions very quickly. Getting to know the supporting technologies that help customers get the most from their cloud will help position a partner well above the competition

Walmsley: We're recognising that the way these cloud systems works is different to the way it used to work when you had local computing. However, virtualisation doesn't mean you can instantly transfer all of that to the cloud. Each of the cloud service providers have unique capabilities. I think channel partners who want to play in the infrastructure as a service space, helping their clients migrate workloads out to the cloud really need to ensure they develop both a solution architecture and



the technical configuration skills around that. So, I think, you know, gaining certification experience is really, really important. This is particularly true in cyber security, because you can't just apply traditional on-premise security models to the cloud, because the cloud introduces new possibilities.

Perhaps the biggest fear around cloud adoption is that of security. How can this be addressed, particularly now that remote working has gathered pace?

Guije: Remote working in the current situation has given rise to a whole level of attention being paid to both Cloud adoption as well as Cloud Security. It is important to strategise and have security priorities in place whether it is related to infrastructure, networking and applications. There are essentially two aspects that need to be tackled in Cloud Security, on the one hand it includes IT administration and on the other hand it must be tackled at the users end. It is also advisable to enable multi factor authentication for both the console as well as the root user and further strengthen user authentication.

Grennan: Channel partners that are leading, have established a dedicated cloud practice that is capable of advising customers on their cloud journey at all levels, security most of all. Security is at the forefront since it relates to three of the top 5 challenges customers mention when adopting cloud: Network Security, Data Protection and Regulatory Compliance. Working with a vendor, such as Fortinet, with a strategy, solutions and expertise in all three areas is key. Channel partners can use these solutions and expertise to deliver real business value to customers with Security embedded in all steps of the journey, Security that integrates with their existing on-prem solutions to maintain their overall security posture as they move to the Cloud.

Mohamed Abdallah: Today, most businesses have adopted a hybrid IT model, which includes legacy onpremise applications in local data centres and popular SaaS applications hosted in the cloud. Securing this hybrid IT environment, while providing a consistent experience — with anytime, any device, any application access to authenticated users — remains a key challenge for the IT department. SonicWall's award-winning Capture Cloud Platform and realtime breach detection and prevention solutions, while allowing them to adopt a Zero Trust Security architecture that delivers tremendous efficacy in securing the modern organisation.

Walmsley: Cloud security practices are still nascent, still very young. It's as mature as where desktop security was 15 years ago. So, there's still a lot to learn and plenty of opportunity for security channel partners to evolve and grow those skills. Knowledge dispels fear. So, education has a significant role to play here. Channel partners have to make sure that their systems are not only secure, but also clearly understood. So, you know how things are configured, what the default settings are, and what they do. We've seen "cloud data breaches" that are cause by poor configuration and security hygiene, not sophisticated cyberattacks. Here, the shared responsibility model between tenant and cloud service provider is important. You need to know what you're responsible for and what the cloud service provider is responsible for. The message is that we can't simply apply yesterday's security practice to tomorrow's hybrid cloud enterprises. It's important to have an integrated security view across the whole enterprise, and cloud, so that we can rapidly detect and respond to the early indicators of an attack. 🗠



ENABLING AN INTELLIGENT WORLD'

David Shi, President of Enterprise Business Group, Huawei Middle East, delves into how new connectivity, computing, platforms, and ecosystems will set the course towards an 'Intelligent World.'

OPINION



highly-connected, intelligent world is no longer an abstract idea, it is a reality. In this intelligent world, everything originates from information flows - the movement of data between people and systems. Cloud,

Big Data, IoT, AI, 5G, and other cutting-edge technologies are helping make this world a reality.

This, in turn, has propelled digital transformation supporting healthcare, and improving human lives. streamline their workflows, and achieve new levels of productivity in their organisations. In speaking East, it is evident that they are actively adopting ICT to empower the economy and businesses.

This is just a taste of what is to come. By 2030, we believe that the intelligent world will have five key features:

- governments will be built to adapt to people's
- 2. At an economic level, intelligent robots will make
- up a critical part of a future labor force;3. At a social level, digital technology will help equalise the sharing and proper distribution

TODAY'S NEW ICT SOLUTIONS ARE THUS THE PATHWAY TO THE **INTELLIGENT FUTURE.** AND THE KEY TO THE TRANSFORMATION AND DIVERSIFICATION **OF THE REGION'S ECONOMIC FUTURE.**"

achieving digital equality; physical labor and tedious repetitive work, and their focus will naturally shift from material value to mental value; point of view, the deployment will help us monitor and control carbon emissions more

computing, platform, and foundation for this intelligent world of 2030, enabling the

intelligent development of cities and diverse industries including finance, energy, transportation and so on.

To realise this development, we must first achieve a state of **'new connectivity'**. This will see the full integration of 5G in enabling ubiquitous connectivity within industry. Ultra-broadband and high-speed networking—built around a foundation of 5G, Wi-Fi 6, and quantum communications-will bridge the physical and digital worlds, forming the foundation of tomorrow's more intelligent world. Alongside new connectivity, **'new computing'**

will offer a full-stack, all-scenario solution that covers bottom-layer chips all the way up to upper-layer algorithms. This will span from consumers to business, constituting the core of intelligent transformation.

The converged, shared, and digital 'new **platforms'** formed by new connectivity and new computing will ultimately be highly efficient and open. This in turn will enable enterprises to focus on their own unique advantages and service innovation, therefore playing a key role in enabling the digital transformation of the Middle East economy.

Moreover, a **'new ecosystem'** will emerge based on enterprise business strategy, architecture, policy, and operations (known as SAPO). This new, deeplyexpertise allied to multiple skillsets, offering more comprehensive, customer-oriented business solutions.

promise of the intelligent era.

253 of the Fortune Global 500 companies have already selected Huawei as their partner for digital transformation. We are working proactively with customers and partners in the Middle East sharing our extensive global experiences in verticals like government, transportation, finance, and energy to enable them to achieve their digital <u>transformatio</u>n goals.

By working with our partners to enable end-users to transform their organisations through digital technologies, we in turn help them to actively lead

to the intelligent future, and the key to the economic future. 🚥

ENHANCING CLOUD PERFORMANCE

Fadi Kanafani, managing director - Middle East at NetApp, points out that the time is right for a cloud-led, data-centric IT experience.



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very organisation is looking to cut costs on cloud, but how can they enhance their cloud performance while keeping costs low? The key is

partnering with a cloud-led, data centric software company. The reason is that building a performance-minded but cost-efficient cloud strategy requires very specific capabilities, on the solutions side, as well as the tools side.

Let's look at some examples that bring together the seeming conundrum of price and performance:

There are advanced data services in the public cloud such as NetApp Cloud Volumes that are perfectly capable of running demanding workloads such as databases, SAP, or verticalized applications for biotech or oil & gas – but within the flexibility of a global hyperscale cloud.

Standardisation is another big advantage: With Virtual Desktop Service, customers can deploy optimised virtual infrastructure or procure it as-a-service by ways of the cloud at the click of a mouse button. This would have been a multi-step, drawn out process in the past.

There are tools for the hybrid cloud world that for example allow customers to continuously optimise storage and compute usage in the cloud. They monitor the use of virtual machines and containers and ensure SLAs are met for the infrastructure resources that run customers' key services. NetApp recently acquired Spot, a leading solution in this space, that is being fully integrated with the NetApp Cloud Data Services portfolio. Other tools such as NetApp Cloud Insights monitor hundreds of infrastructure and platform assets to find problems, manage resources, and optimize workload placement across all hybrid cloud deployment paths. These tools ensure that price and performance are optimised continuously, making sure that customers can focus on their core business.

And finally, there is a more strategic argument to this: The cloud may not always be the cheapest way to deliver IT. In fact, if done wrong, the cloud can be costly. But done right, it can for example vastly accelerate application development and delivery, as well as go-to-market. The bottom line result is "faster time to money."

Is it possible for organisations to build a standardised data architecture, where cloud, edge, and core are in harmony? How can NetApp help?

Yes, absolutely! The key decision is for the right foundation though. Our powerful ONTAP operating system allows for seamless data services from core to the cloud and to the edge. Only a single, consistent architecture truly allows for automated, seamless data movement. It's also easier to nondisruptively add new technology compared to patchwork solutions. So, you are not only looking at a standardised architecture, you are also supporting future-ready additions such as software-defined processes, Kubernetes integration, application mobility with data persistence, and scale-out. All of the mentioned capabilities are available on premises and in the cloud via the most common hyperscalers that NetApp partner with Azure, AWS and Google Cloud.

Think this: With a fabric-based architecture and a rich set of data services, out customers can go from hard drive, to flash, to nonvolatile memory, to other protocols and networks through the click of a button. These are uniquely powerful, software-defined data lifecycle management capabilities.

Can you tell us something about NetApp's public cloud storage portfolio strategy and evolution? We believe that NetApp has the industry's best cloud-led, data centric solutions portfolio, and that we are confident that we deliver services in the public cloud at the level of on-prem SLAs – or better. We are building these capabilities through recent, crucial acquisitions and future, relentless focus. A crucial part is our integration with the major public clouds. Our services are delivered natively through the hyperscalers and built on top of their capabilities. As a result, our customers and partners can build and deliver services across the full hybrid cloud, develop and deploy new applications, and get the benefits or our strong data management functionality, for example for protection, security, analytics, orchestration, and more. All the services are available via our cloud portal: cloud.netapp.com

In today's rapidly changing market, how can organisations advance their IT strategy with solutions that reduce the complexity of hybrid cloud while choosing the right location for their data? COVID has definitely shown that speedy and smart decision making when it

comes to IT is crucial for a company's wellbeing. Strategy-building is unique to every enterprise, but some general rules apply.

Firstly, data is at the heart of all current business challenges. As a result, data fabrics enable digital transformation. Businesses need a strong foundation of technology with a specific cloud focus - Think "cloud-led." It may sound harsh, but a businesses' IT strategy fundamentally needs to be a cloud strategy, specifically one that considers your most important workloads. If capabilities and requirements match, you are on the right path. Today, there are four key transformation imperatives: Speed replaces scale as competitive advantage; cloud is the platform of choice, and data is the currency; hybrid multi-cloud is the de-facto IT architecture; and lastly, data fabrics are at the heart of the digital era. A sustainable IT strategy evolves with these imperatives in mind.

What is your advice to companies looking to deliver a better unified data experience across clouds and manage their overall data fabric? We have talked a lot about the technology and business aspects. But this also has a philosophical aspect. The last seven months have shown that disruptions can hit without warning. In a very short time, they can threaten

IF DONE WRONG, THE CLOUD CAN BE COSTLY, BUT DONE RIGHT, IT CAN VASTLY ACCELERATE APPLICATION DEVELOPMENT AND DELIVERY AS WELL AS THE GO-TO-MARKET."

a company's economic health and ultimately its existence. Only the companies that did do their homework years ago were e.g. able to pivot to a 100% remote workforce model with minimal disruption. We can also suggest attending or listen the recording of our annual INSIGHT event happening 26th-29th of October, were NetApp C level will present the cloud solutions in partnership with the CxO of our top alliances, more info and registration https://insight.netapp.com/

The learning and advice is: The time to build a cloud-led, data-centric, innovation-driven IT experience is now.

ELEVATING' THE CLOUD

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Nutanix's Elevate Program for the Channel provides a unique emphasis on partner capabilities and competencies to sell and support the Nutanix portfolio rather than revenue targets, Bassam Al Masri, director of Channel, Distribution and OEM, Nutanix, tells Anita Joseph.

COVER STORY // NUTANIX



an you tell us more about the new Elevate program and how it actually is expected to redefine the partner engagement

program or journey?

Elevate is the new Nutanix channel partner program. When I say channel program, it is not only a partner or reseller program- it is one program for the entire market. In short, it's the program for resellers, distributors, global system integrators as well as OEMs and alliances. The other point is that, our technology and our solutions are central and easy. One of the main goals of Elevate is to be easy and simple. In fact, we would like to explain this program to our resellers and our channel community, in seven minutes or less.

To start, the Elevate Partner Program will roll-out benefits for the channel community with further program expansion reaching additional partner organisations in the year ahead. These upcoming Elevate Partner Program elements will include updated competencies and solution validation options for Alliance partners; flexible pricing models and simplified billing for Service Providers; and robust offer development resources for Service Delivery partners.

The Elevate Program for Channel differs from traditional partner programs by providing a unique emphasis on partner capabilities and competencies to sell and support the Nutanix portfolio, rather than revenue targets. The new program represents a significant double-digit increase in investment by Nutanix into the channel-you see, Elevate simplifies engagement for Nutanix's entire partner ecosystem using a consistent set of tools, resources, and marketing platforms provided in the new Nutanix Partner Portal - making it easier for partners to outline their path to success. Further enhancements include a new Performance + Deal Registration designed to increase incentive potential and opportunity protection. This consistency of experience and support also extends to program nomenclature – bringing together all partner organisations under a single Elevate program brand and badging structure.

Can you share some of the highlights at Nutanix over the last year?

During the last fiscal year ending July 2020, Nutanix experienced healthy



ELEVATE SIMPLIFIES ENGAGEMENT FOR NUTANIX'S ENTIRE PARTNER ECOSYSTEM USING A CONSISTENT SET OF TOOLS, RESOURCES AND MARKETING PLATFORMS PROVIDED IN THE NEW NUTANIX PARTNER PORTAL."

revenue growth, driven in part by the increasing uptake of its market-leading hyperconverged infrastructure solutions by enterprises looking to embrace the power of cloud computing. In just over a decade, Nutanix has grown from a start-up to a company with \$1.6 billion in annual software and support billings. One of the highlights of the year is that Bain Capital Private Equity will inject \$750 million investment that ensures a strong financial foundation for the company to capitalise on the significant growth opportunities ahead. In August, our company was named a Leader in The Forrester Wave[™]: Hyperconverged Infrastructure, Q3 2020, published

by Forrester Research, Inc. These results are consistent with additional independent market research from other firms, all of which conclude that Nutanix is an undisputed leader in the fast-growing HCI market and possesses an impressive strategy that is driving innovation in the datacentre and cloud markets. In Q4, we reached a significant milestone in our journey to morph HCI from hyperconverged infrastructure to hybrid cloud infrastructure. We recently announced the general availability of Nutanix Clusters on AWS, which extends the simplicity and ease of use of our software to the public cloud. We also announced a new partnership with Microsoft that will enable both companies to deliver a hybrid solution with seamless application, data, and license mobility as well as unified management across on-premises and Azure environments, using Nutanix Clusters on Azure. This is a significant step in realising our vision to make computing invisible anywhere by delivering a singular experience across multiple clouds; public or private. Our subscription journey at scale has been another highlight. Almost all of the business is now subscriptionbased. Subscription billings now account for 88% of total billings. In light of the remote working trend that has accelerated during this year due to the pandemic, Nutanix has been experiencing an increased uptake of its Virtual Desktop Infrastructure solution. Virtual desktop before the COVID pandemic used to be around 18% of the company's business. Between the last two fiscal quarters it's between 23% and 27% of our business. In other highlights, in September we managed to host .NEXT - an entirely virtual mega event that brought together visionaries, developers, and IT leaders from around the globe to share the latest in enterprise data center and cloud. During the event we made several important announcements - We introduced major new capabilities in our popular HCI software that advances

COVER STORY // NUTANIX

security, performance, networking and automation across multiple clouds, thus cementing our market leadership. Nutanix launched Karbon Platform Services, a Kubernetes-based Platform-as-a-Service (PaaS) for the multicloud era. And finally, on the channel front we announced Elevate, a new simplified partner program for the multicloud era that brings our partner ecosystem together in a single program architecture with enhanced services and investments to grow their business with hybrid and multicloud solutions .

As Nutanix expands into databases containers and networking, how does the company hope to journey seamlessly across on prem cloud edge?

Nutanix has a range of high-end solutions that simplify complex operations from many clicks to a single click, and eventually from a single click to zero-touch management. We have Nutanix Prism which is an end-to-end consumer-grade management solution for virtualised datacentre environments that brings unprecedented simplicity by combining several aspects of administration and reporting. Powered by advanced machine learning technology, Prism can mine large volumes of system data to automate common tasks and generate actionable insights for optimising virtualisation, infrastructure management and everyday operations. Prism has been designed ground-up for an uncluttered, yet rich experience and provides an intuitive user interface to simplify and streamline common datacentre workflows, eliminating the need to have disparate management solutions for different tasks.

Nutanix Karbon, meanwhile, is an enterprise Kubernetes management solution that empowers organisations to deliver and manage an end-toend, production-ready Kubernetes environment with push-button simplicity while preserving a native user experience. Karbon makes it simple to deploy a highly available Kubernetes cluster and operate web-scale workloads.

Then again, traditional datacentre infrastructure can't keep up with the speed of business today. Managing separate silos for compute, storage, virtualisation, and networking is too slow and requires too much IT specialisation. Nutanix Enterprise Cloud is a modern, softwaredefined solution that natively integrates all IT resources to run any application while delivering true consumer-grade simplicity that makes infrastructure management effortless.

Tell us about Nutanix clustershow is it expected to help businesses accelerate their cloud journey?

The hybrid cloud story is not brand new. There are lots of customers that are interested to explore public cloud. You hear about maybe Azure, AWS, Google and some others like Ali Baba and so on. Because there are some real benefits, out of the public cloud, like maybe operation and cost, availability and ease of use as well. However, there are still lots of workloads and applications that maybe because of cost concerns, or maybe because of security or governance concerns, that are unable to move out of the cloud. The private cloud is still the main, let me say hub, of these kind of applications.

So, how can I as a customer, run the two environments? There are lots of options and lots of solutions in the market today that claim to integrate private and public cloud together. However, there is no solution which offers what Nutanix offers, which is, it's an exact, exact infrastructure platform, running both in the private and the public cloud.

So, imagine, you have in your private cloud data centre, all of the benefits and values of Nutanix, as well as you have a Nutanix cluster that's running on the public cloud. You can put these two clusters the private and the public under one platform of management. You can see the two environments seamlessly as one piece. And you



can manage them all together as one piece with the Nutanix solution, you can actually choose to promote an application workload let's say SQL. Nutanix is going to ask you what do you like to do: deploy this on your private cloud or public cloud. If you opt for the public cloud, then, it will run all the required automated workflows in order to create your new workload, or a new database on the public cloud and you continue managing it as exactly as it is in the private cloud. Let me put it this way. Today, everyone is using iCloud on iPhone. So, what does it mean for you to enable iCloud? You click a button you enable iCloud. You choose the content on your mobile phone, like images email or contacts and so on and decide which ones you want to replicate



with the public cloud which is iCloud, and so on. It is exactly the same when we introduced Nutanix clusters on public clouds to our customers.

What is the relevance of HCI to e-commerce as it gains momentum, especially during COVID-19?

Hyper-converged infrastructure (HCI) combines common datacentre hardware using locally attached storage resources with intelligent software to create flexible building blocks that replace legacy infrastructure consisting of separate servers, storage networks, and storage arrays. Its benefits include lower TCO, increased performance, and greater productivity within IT teams. This is particularly true in the case of E-commerce, where the pandemic accelerated the journey from the physical to the virtual. In fact, at this point, we see a huge demand on e-commerce as people move from the physical to the virtual realm. To be frank, I had never bought anything online before the pandemic. But now yes, I have to adapt to this new trend and I'm enjoying it. So, yes, the e-Commerce business has seen tremendous growth during the pandemic and we expect that this is going to continue growing as more and more people are becoming more used to these kinds of environments.

But the thing is, is it easy for players in this space to understand how much growth they need in the coming three to six months? This is not easy to estimate even on a normal day, just by looking at historical data and how much are my workloads, how are the users responding, etc. Nutanix has a tool that can show you an estimation of how much growth you need in the coming six months on your infrastructure.

However, with the with the pandemic situation, ecommerce businesses have no idea how much they can grow, what really is the solution that they can start with and easily grow whenever they need it, etc.

One of the main values and benefits of HCI powered by Nutanix is that it allows the customer to start with what they need for the day, monitor utilisation and then figure out based on certain algorithms, how much you need to add in the next three months. It's as simple as that.

CRESTAN INTERNATIONAL ANNOUNCES DISTRIBUTION AGREEMENT WITH CENTRIFY



restan International, the fast-growing Value-Added Distributor (VAD) in the Middle East and North Africa (MENA) region, has announced its partnership with Centrify, a leading provider of Identity-Centric Privileged Access Management (PAM) solutions in the Middle East, including Levant, and North Africa. This union will enable both companies to collaborate and provide modern, comprehensive Privileged Access Management solutions.

According to Forrester, 80% of security breaches are the result of weak, stolen, or otherwise compromised privileged credentials. With added complexity of cloud and hybrid infrastructure, new styles of working, and new ways of connecting remotely, legacy PAM solutions simply cannot secure administrative access in the modern enterprise. Centrify's cloudready PAM services are built for the cloud from the ground up, while supporting on-premises as well as hybrid environments.

Crestan, with its proven track record in the PAM domain, skilled on-ground sales, technical teams and wide-ranging partner community across MENA region, will work closely with the vendor expert teams to explore new opportunities and generate more brand awareness for Centrify. The common aim is to help enterprises centralise and secure their identities against Cyber threats that target today's hybrid IT environment of cloud, mobile and onpremises.

Sandra Salame, Operations Manager – Crestan International, said: "We are delighted to join forces with Centrify in an effort to continuously adopt ground breaking security solutions in our portfolio. This partnership will enable us to offer the most trusted and innovative market leader for PAM solutions. Believing that our synergy and alignment are crucial to achieving a sustainable alliance, we aim to deliver value to our customers and growth to our partners. By joining forces with Centrify, we are confident that we will build a solid foundation that leverages what we all do best."

Kamel Heus, Regional Director, Northern, Southern Europe, Middle East and Africa at Centrify said: "The modern enterprise requires a modern approach to privileged access management, as IT complexity has expanded to new attack surfaces like cloud and DevOps as a result of digital transformation. Whether the requester is human or machine, in the cloud or on-premises, Centrify Identity-Centric PAM centralises identities and secures privileged access. We are extremely excited to partner with Crestan and expand the depth, breadth, and scope of our channel in the region."

Crestan is a fast-growing Value-Added Distributor covering the MENA region with on-the-ground local presence in 5 countries including Levant, GCC and North Africa. With a thrive to represent best-in-class and innovative technologies, Crestan partners with more than 10 globally recognised vendors in the Information, Communication and Technology (ICT) sector. A trusted advisor to more than 1500 customers, Crestan's leading technologies have been adopted through an extensive network of over 200 partners. Recognised value-added capabilities are delivered through end-to-end services, trainings and channel enablement accompanying our partners and customers in their solution adoption journey. Find out more at https://www.crestanint.com/ 🚥



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Access control is a security technique that regulates who or what can view or use resources in a computing environment. It is a fundamental concept in security that minimizes risk to the business or organization.

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MIDIS SI GROUP: DELIVERING Innovation, enabling success

In an exclusive interview, Sami Abi Esber, President – Midis System Integration and Board Member - Midis Group spotlights the importance of System Integrators amid increased digital transformation and how they can enable business success in the new normal.

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ur aim has always been to enable regional enterprises to embrace the full potential of the latest technologies and

how they can shape business success in different circumstances.

Digital transformation is increasingly becoming prevalent in virtually every sector. Companies are constantly searching for ways to streamline their most essential services and processes to deliver the best in class experiences to customers. However, organisations often struggle when it comes to managing their ever-expanding digital environments, especially when business is rapidly growing.

Systems Integrators (SIs) play a vital role in enabling organisations to successfully deploy projects and adopt new trends in technology while getting the most value from their investment. A study by Data Bridge Market Research has revealed that the global system integrator market is expected to reach \$90.82 billion by 2026, registering a CAGR of 5.6% in the forecast period of 2019-2026.

"Driven by ever-growing advancements around cloud, mobile applications, big data, analytics, security and virtual technologies, we have seen a huge demand for the system integration market," says Sami Abi Esber.

Amid increased digitisation, System Integrators facilitate an ecosystem wherein multiple systems are connected allowing organisations to effectively access and visualise data simultaneously for better decision-making. "In addition, System Integrators enable a cost-effective approach for IT implementation of intricate projects and ensures enhanced infrastructure management, reduces data redundancy, and maintains data integrity, resulting in improved organisational productivity and efficiency," explains Esber.

Organisations across multiple verticals are turning to technologies around automation to become faster and more agile in the face of increasing market demands and rapidly changing environments.

They see the advantages that automation brings in optimising their workflows. This presents a tremendous opportunity for System Integrators to provide customers with the right knowledge and technical support to enable them to achieve the promise of automation technologies.

"By automating the repetitive and mundane computer-based tasks, workers are free to focus on initiatives that deliver more value to the business. It enables them to take on tasks that require, creativity, human insight or social intelligence – things that only humans can provide," says Esber.

This trend is increasingly becoming more rampant in the Middle East, where spending on cognitive and artificial intelligence (AI) systems is expected to surpass \$100 million by 2021, according to IDC.

"Over the course of the next decade, we can expect AI's impact to transcend across both the economy and society," he says.

"Trusted advisors such as SIs are being called upon by enterprises to integrate best of breed technologies to accelerate AI projects, driven by their need to ramp up their capabilities and competitiveness. In addition, clients are relying heavily on trusted SIs to demonstrate how their business can truly benefit from today's AI solutions."

Having been in the market for more than five decades, Midis SI Group has extensive experience in delivering the latest and most innovative technologies and empowering enterprises across the Middle East and Europe.

Comprising 50+ entities spread across 13 countries (Lebanon, Jordan, Kuwait, Bahrain, Qatar, UAE, Oman, KSA, Palestine, Iraq, Turkey, Poland, Czech) & 20 major cities, Midis SI group has 2,500+ employees in sales, pre-sales, implementation, tech support / other departments.

The company provides complete turnkey solutions to its customers, right from planning, design to implementation, ongoing management to operations of digital transformation projects.

Midis SI Group focuses on the following key technologies / solutions - Cloud & Data Center Infrastructure Services, Managed IT Services, Managed Security Services, Software & Professional Services, End User Computing, Mobility & Communications, Enterprise IT (Servers,



WITH RAPIDLY CHANGING CLIENT NEEDS AND TECHNOLOGICAL ADVANCES, SYSTEM INTEGRATORS MUST HAVE IN-DEPTH KNOWLEDGE ON PROVIDING THE RIGHT SOLUTIONS."

Storage & Data Management, Network), Technical services (Maintenance, outsourcing and call centre), Site and Power Solutions, ELV and AV, Mobile & containerized data centres, manufacturing of Telecom Shelters.

"Our aim has always been to enable regional enterprises to embrace the full potential of these technologies and how they can shape business success," says Esber. "We have a portfolio of cuttingedge technologies and have partnered with the global 100 top technology vendors. We thrive in offering a comprehensive blend of innovative technologies in addition to offering 24/7 support and managed services to enable customers in their digital transformation journey. As a System Integrator, we are well-positioned to support businesses with global innovations powered by local expertise."

With rapidly changing client needs and technological advances, SIs must have in-depth experience and knowledge on providing solutions that meet the clients changing business requirements.

"With a range of technology at our fingertips, System Integrators have to evolve, keeping pace with the changing market dynamics. At Midis SI Group we continue to invest our time, resources and budgets to ensure that we offer the best solutions from leading technology vendors to our Customers," says Esber.

COVID-19 and the future

It is undeniable that the COVID-19 pandemic has had a tremendous impact globally and regionally on almost every industry. However, several industry studies have shown that the appetite for digital transformation initiatives is on the rise, fueled primarily by the current need to adapt to new working models.

"We are dedicated to helping our customers achieve business continuity and resilience, which has been vital to all organisations," says Esber. "Our teams are constantly in touch with customers, vendors and other stakeholders to ensure we are all aware of how we can support each other during these unprecedented times. This has enabled us to keep abreast of the changing market dynamics and specific requirements of all our stakeholders."

Moving forward, Esber says that the company will continue to invest and develop new solutions and initiatives to adapt and succeed in the era of the new normal.

"We endeavor to continuously support today's remote workforces. We are working very closely with all our partners to provide solutions which will resonate with the market trends in the years to come.

While we are focusing extensively in growing our market share and maintaining our leading position in the ME, we are also investing organically and through acquisitions in new technology trends like IOT, AI, Big Data & Analytics," concludes Esber.

OP-ED // BARCO

POST-PANDEMIC SHIFT IN WORKING MODELS: WHICH ONE WILL LAST?

Erdem Soval, vice-president Middle East & Africa at Barco, savs remote working has evolved since the pandemic and that businesses are investing in solutions that enable those in office meeting rooms to connect with their remote co-workers effectively and effortlessly.

s the coronavirus pandemic begins to ease with employees returning to work in partial capacity, businesses continue to plan what returning to work will look like in long-term. After months of working from home, employee behaviour has radically shifted. Virtual and remote activity has been normalised. Productive home working is a reality. This will all have a longlasting and profound impact on how we work in the years ahead.

As millions now begin to think about what comes next, many are touting remote working as the preferred option. In fact, Bayt's 'Remote Work in the MENA' poll showed that 74% of professionals' favour companies and jobs that will allow them to work remotely and independently. With these preferences and shifts in behaviours in mind, businesses need to think what comes next as flexibility and productivity are paramount for employees today.

Giving people the choice of 'how' and 'where' they work by adopting a hybrid structure where some staff chose to work from home while others work in the office will likely offer the solution, but models will surely vary widely from one firm to the next. Technology will continue to connect co-workers while empowering businesses to manage this unique set of conditions, including challenges such as social distancing. Working remotely, aided by conferencing and virtual meeting

solutions, has shown people that they can collaborate in real-time from home without impacting their performance or productivity.

However, it must be remembered that during the work from home phase, companies responded to the crisis with varying success. Many businesses, particularly international organisations that need to empower teams to connect from anywhere in the world, have already invested in technologies to support flexible working. Others, particularly those in sectors where face-to-face meetings were the norm and where the right virtual technologies might not have been in place, would have initially struggled to maintain business-as-usual. Ultimately, the experience will have shown businesses what is possible in a world driven by Wi-fi and has given many the extra push to prepare their workforce for a new approach to remote working.

Businesses are already investing in solutions that enable those in office meeting rooms to connect with their remote co-workers in a way that facilitates effective engagement and collaboration. Those hosting conferences from meeting rooms want to be able to wirelessly connect camera and microphone equipment to their own laptops so they can stream content directly to remote participants.

There are other changes to the way technology is being integrated into the workplace. While the majority of employees still use office-supplied hardware, the pandemic has seen a big increase in the number of people using



Erdem Soyal, VP, Middle East & Africa at Barco

their own devices to join conference calls and exchange data with colleagues. This trend, dubbed 'Bring Your Own Device', had already been embedded in many companies prior to the lockdown, but gathered momentum following the period of home working.

There is another phase to the evolution of this trend which is seeing a growth in demand for 'Bring Your Own Meeting'. Employees not only want to use their own laptop, but also their preferred video conferencing software rather than the 'official' company solution. This demand for flexibility is a crucial reason why ClickShare Conference was designed to be platform agnostic as it gave users the option to select their own preferred software. Barco's 2019 Future of Meetings research study identified a demand for giving employees greater flexibility to use their own technology. On average, staff had used six different conferencing tools in the past six months prior to the study taking place, while 72% of people were taking their own laptops into their meeting rooms. In total, 76% agreed that audio-visual technology should play a central role in all collaborative sessions, particularly where they included people joining remotely.

Getting the technology right will be crucial going forward, for companies looking to build a future in the new workplace landscape. With uncertainty about what the future holds, committing to a hybrid model where employees can work remotely if and when required will deliver the necessary agility should there be a second wave of the virus.
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INNOVATION // OKI EUROPE



OKI EUROPE: A SIGN OF THE TIMES FOR STUDENTS & TEACHERS

ollowing long periods of lock down, educational establishments across the globe are considering steps that need to be taken to enable them to reopen their doors to students. While this might not be the news students, particularly kids, want to hear, it will be a relief for parents who want to see their children's education get back on track.

Teachers and lecturers will have a tough job on their hands making sure that their students follow the guidance relating to COVID-19. Parents dropping off and collecting their children will also need to be given specific instructions to ensure they are following necessary steps to prevent the spread of the virus.

Visual communications will be vital to helping school staff manage the situation safely and responsibly on a day-to-day basis. Clearly communicating guidance and measures in and around school premises will help to spread awareness and ease the strain on school staff who are tasked with policing the situation.

Back to school with a difference

The pandemic has been particularly disruptive for students and having to adjust to a new normality when they return to school or university could prove difficult for many of them. Potential measures could include smaller class sizes and reduced hours to help facilitate social distancing; a ban on the sharing of stationery and equipment; allocated desks to take socially distanced breaks; reminders to use hand sanitiser and wash their hands regularly; and the requirement to wear face masks.

With safety guidelines being implemented throughout lecture halls, classrooms, corridors, canteens, common rooms and right across the grounds, educational establishments need access to visual communications that can withstand both indoor and outdoor use.

Directional signage and floor stickers will be essential for controlling the flow of students through buildings. Floor and window stickers will also help to enforce social distancing in classrooms, marking where it is safe for pupils to sit. There will also be increased demand for worksheets and documents for each student, avoiding sharing of paper which can facilitate the spread of germs.

Printers fit for education

Printing visual communication in-house will allow schools, universities and other educational establishments to reduce spend on print suppliers and react quickly to guidance as it changes. But making sure that students pay attention to these measures will require signage that is colourful and engaging.

OKI's multi-award winning C800 Series is ideal for cash strapped schools and universities that need a device that can handle everyday printing as well as a range of different materials for indoor and outdoor use including banners up to 1.3m long, and even waterproof and UV resistant floor stickers. With a compact footprint, the C800 Series produces professional print quality in vibrant colours for highly impactful attention grabbing signs.

Free social distancing media & graphics to protect students and staff

OKI is going a step further to support the education sector through the pandemic with free* social distancing media and artwork. In partnership with Floralabels, this initiative empowers nurseries, schools, universities and colleges to quickly and easily create their own self-adhesive floor stickers to help protect the safety of pupils and teachers. This will allow educational establishments to prepare for students to return following the summer break.

The complimentary designs will help to protect the wellbeing of students and staff reminder them to keep two metres apart. The floor stickers are available in three formats: a self-adhesive floor circle (285 x 285mm) and rectangular floor banners in two sizes (215 x 900mm and 297 x 1,320 mm).

Minimising disruption to education is vitally important. Schools and universities that can quickly and easily print high impact signage in-house and on-demand will help to get students back on track towards academic success.

JOINING HANDS FOR Smarter Collaboration



Erdem Soyal, vice-presient, MEA at Barco

arco, a global leader in professional meeting room visualisation and collaboration solutions, has tied up with Logitech International to offer state-of-the art remote working solutions. Erdem Soyal, vice-president Middle East & Africa at Barco and Loubna Imenchal - head of video collaboration business (Africa, ME, Turkey & Central Asia) tell us more:

How has the meeting experience changed since the pandemic? Barco:The ongoing pandemic has changed our way of working like never before. Overnight, the global workforce has moved from face-to-face interactions to remote collaboration using platforms like Zoom, Clickshare or Teams. This shift has led to both businesses and employees understand the importance of good conferencing solutions and the safety and flexibility of features required to conduct such meetings.

Logitech: COVID-19 has accelerated the growth of virtual meeting experiences. To ensure meeting reliability and consistency, you must provide staff with the right technologies to maintain high-quality connections with colleagues, customers and partners while working remotely. Therefore, procurement and deployment of an



Loubna Imenchal-head of video collaboration busine (Africa, ME, Turkey & Cenral Asia) at Logitech

enterprise-grade video meeting and workstream collaboration solutions is critical for business success in this new landscape.

How is the partnership expected to strengthen the remote working experience?

Barco: Our strategic partnership with Logitech International offers a combination of its wireless conferencing solution ClickShare Conference with Logitech's video collaboration product. A new set of a collaboration and interactivity features have also been added to the ClickShare Collaboration App as part of the product range evolution. The main highlight of this partnership is that we are integrating the functionality of the camera and audio in the meeting room enhancing the overall experience.

How has the remote working impacted the workforce? What are the new changes your research has found?

Barco: Our 2019 'Future of Meetings' global research study identified a clear demand from employees for greater flexibility and smart technology solutions to help them excel. Our research found that, on average, employees used six different conferencing solutions in the previous six months, while 72% of people were

taking their own laptops into meeting rooms.

Logitech: In this new world, the line between personal and professional lives is blurring, especially as more and more people opt to work from home. Companies and business leaders must learn to adapt and accommodate the circumstances that have been thrust upon us all.

What are some of the factors that businesses must consider while working from home?

Logitech: The first thing business leaders should acknowledge is that working from home is different from working in an office and comes with its own set of benefits and challenges. By having open and honest conversations with employees and understanding their circumstances and expectations, companies can reap the full benefits of working from home. If businesses wish to encourage staff to work onsite, they must consider incentives like hazard pay, childcare support, additional health benefit, in addition to robust and comprehensive health and safety measures. They also need new "Employee Journey Maps" that provide flexible work options and rethink traditional work environments and develop a "mixed-location" workforce.

What will the future of work look like? Is remote working here to stay? Barco: According to Gartner's recent forecast, enterprise meetings conducted face-to-face will drop from 60% prepandemic to 25% by 2024, driven by remote work and changing workforce demographics.

Looking at our region, Bayt.com's 'Remote Work' survey revealed that 9 in 10 professionals in the MENA region anticipate remote working to increase in the next few years. With that in mind, we can safely say that remote working here is to stay.

Logitech: Change was forced on all of us, and while there was (and will be) some resistance to the shifting way of doing things, it is clear that remote work is now the prevalent model.

This new normal has provided evidence of how work can be done differently and successfully.

RANSOMWARE IS ON THE RISE

Ehab Halablab, Regional Sales Director – Middle East at A-10 Networks, discusses how ransomware attacks are becoming increasingly prevalent and how security teams continue to struggle with the ever-widening cyber security skills gap.



ast year ransomware made a comeback, as worldwide mobile operators made aggressive strides in the transformation to 5G, and GDPR achieved its first full year of implementation. The industry saw some of the largest fines ever given for massive data breaches experienced by enterprises. As the spike in demand for ransomware-as-a-service tools in underground forums, coupled with the anonymity offered by the dark web, the surge in these types of cyberthreats should not be a surprise.

This year ransomware will continue to garner more international attention as a host of the not new, like the continued rash of DDoS attacks on government entities and cloud and gaming services, to the new and emerging.

Growth of ransomware

One reason for ransomware attacks gaining widespread popularity is because they now can be launched even against smaller players. Even a small amount of data can be used to hold an entire organisation, city or even country for ransom. The trend of attacks levied against global cities and governments will only continue to grow.

Below I can share three new strains of ransomware types introduced:

Modular or multi-levelled/layered ransomware and malware attacks will become the norm as this evasion technique becomes more prevalent. Modular attacks use multiple trojans and viruses to start the attack before the actual malware or ransomware is eventually downloaded and launched. 70 percent of all malware attacks will use encryption to evade security measures (encrypted malware attacks).

It is no surprise that the cyber security skills gap will keep on widening. As a result, security teams will struggle with creating fool-proof policies and leveraging the full potential of their security investments.

Slow Adoption of new Encryption Standards

Although TLS 1.3 was ratified by the Internet Engineering Taskforce in August

of 2018, we won't see widespread or mainstream adoption: less than 10 percent of websites worldwide will start using TLS 1.3. TLS 1.2 will remain relevant, and therefore will remain the leading TLS version in use globally since it has not been compromised yet, it supports PFS, and the industry is generally slow when it comes to adopting new standards. Conversely, Elliptical-curve cryptology (ECC) ciphers will see more than 80 percent adoption as older ciphers, such as RSA ciphers, are disappearing.

Decryption: It's not a Choice Any Longer

TLS decryption will become mainstream as more attacks leverage encryption for infection and data breaches. Since decryption remains a computeintensive process, firewall performance degradation will remain higher than 50 percent and most enterprises will continue to overpay for SSL decryption due to lack of skills within the security teams. To mitigate firewall performance challenges and lack of skilled staff, enterprises will have to adopt dedicated decryption solutions as a more efficient option as next-generation firewalls (NGFWs) continue to polish their onboard decryption capabilities.

Cyber-attacks are now the new norm. Each year brings new threats, data breaches and operational challenges, ensuing that businesses, governments and consumers must always be on its toes. With the transformation to 5G mobile networks and the dramatic rise in IoT, by both consumers and businesses, the potential for massive and widespread cyber threats expands exponentially. Let's hope that organisations, as well as security vendors, focus on better understanding the security needs of the industry, and invest in solutions and policies that would give them a better chance at defending against the everevolving cyber threat landscape. 🗠





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IN PICS // DELL TECHNOLOGIES-INGRAM MICRO

TECHNOLOGY Goes glam

he pandemic and the ensuing lockdown forced everyone indoors, but Ingram Micro decided to flout the norm and offer its partners an exclusive opportunity to experience a movie screening unlike no other. In partnership





with Dell Technologies, Ingram Micro hosted a drive-in movie night in keeping with the government directive on social distancing and other COVID-19 rules.

The venue for the event was the exciting Vox Cinemas at Mall of the Emirates. This unique initiative ensured that everyone was able to watch the movie within the comfort and safety of their cars, while enjoying individually packed, delicious snacks.



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PRODUCTS

D-LINK UNVEILS LATEST GIGABIT SMART-MANAGED SWITCHES AND MANAGED SWITCH SERIES



D-Link Corporation has announced three new ranges of switches: The DXS-1210, DGS-1520 and DGS-2000 series. With advanced central management, Layer 3 features, and support for 10G Ethernet, DXS-1210 and DGS-1520 Smart Managed Switches are specifically engineered for small-tomedium business and enterprise networks. The entry-level DGS-2000 series managed switches are suitable for medium to large businesses that require high reliability and security in addition to a central management network.

DXS-1210 Series 10 Gigabit Ethernet

Smart Managed Switches With support for a combination of 10GBASE-T and SFP ports, the costeffective DXS-1210 Series services a range of network needs for any business.

D-Link's new additions to this series, models DXS-1210-28T and DXS-1210-28S, are 28-port switches equipped with four 10G/25G copper or fiber ports which allow for low latency, high efficiency, and flexibility for easier network integration. DGS-1520 Layer 3 Stackable Smart Managed Switch

D-Link's DGS-1520 Series is the successor to the DGS-1510 series and the first of D-Link's smart managed switches to support 10G Base-T ports for uplinks/ stacking.

This series includes a range of 28 and 52 port switches with a choice of 2.5GBASE-T POE, 10GBASE-T and SFP+ uplink ports.

High bandwidth uplinks eliminate network bottlenecks and provide lowlatency connections to core networks and servers, while multi-Gigabit PoE ports eliminate potential network bottleneck when connecting to high-bandwidth 802.11ac/ax access points. With zerotouch provisioning, multi-site network deployments are effortless, and there is no need for onsite IT personnel. These switches are designed to provide maximum uptime as well as high security, multiple management options and flexible stacking configurations with a powerful 80-Gigabit stacking bandwidth using fiber, copper, or hybrid mode.

DGS-2000 Series Managed Access Switches

The DGS-2000 Series accommodates various needs of enterprise access layer connectivity by offering advanced Layer 2 features and support for Power over Ethernet (PoE).

With a full line of switches between 8 to 48 Gigabit Ethernet ports, all models feature an additional 2 or 4 SFP ports either as standalone or combo GbE/SFP ports. DGS-2000 provides 104 Gbps total switching capacity, and up to 30W per port with 370W total PoE budget. Optional SFP ports can link multiple remote networks across extended distances.

EUFY SECURITY BY ANKER LAUNCHES INDOOR CAM 2K WITH AI

ufy Security has introduced d its latest range of latest indoor cams equipped with exciting features. The latest selection of cameras includes the Eufy Security Indoor Cam 2K and Indoor Cam 2K Pan and Tilt. As the name suggests, the main difference between the two cameras is the functionality to pan and tilt. Apart from this, both cameras have features such as 2K video resolution and Smart AI which detects movement of humans and pets and can also pick up sounds of a crying baby. Besides these, the latest indoor cameras also sport the following features, among many others:

- 2K Resolution: eufy Indoor Cam outputs 2304 x 1296 resolution, which is 1.5x pixels of 1080p.
- Wide Dynamic Range: Indoor cams are usually installed facing away

from windows or doorways to prevent glare from distorting the image. With Wide Dynamic Range, eufy Indoor Cam balances the bright and dark parts for crystal-clear recordings.

- Enhanced Night Vision: With high power infrared light and enhanced ISP technology, eufy Indoor Cam can see background details up to 10 meters away and facial details up to 6 meters away—even in dark environments.
- Advanced Human AI: eufy Indoor Cam can accurately detect the human body and face, instantly sending you an alert whenever either is detected within your home.
- Activity Zone: If an activity zone is



set, and the detected object is within the zone, eufy Indoor Cam considers it a valid event. The camera will then notify the user

and continue recording. If no object is detected within the zone, eufy Indoor Cam will not record or send notifications. Works with Apple HomeKit, Alexa & Google Assistant: Connect eufy Indoor Cam to your smart

home platform of choice for complete voice control over vour surveillance system.

• Snapshot Notifications: Receive snapshot (human or pet) notifications so that you can quickly check what is happening in your home. You can buy these products at leading electronic retailers everywhere, like Jumbo, Virgin, Sharaf DG, Emax, Danube Home, home smith, Lulu and online on noon.com and amazon.ae.

PRODUCTS

TOSHIBA RELEASES NEW CANVIO PORTABLE STORAGE LINEUP



Toshiba Gulf has announced the newest models of the Canvio Portable Storage lineup. Canvio Flex is the new USB-C portable storage designed for PCs/Mac computers/iPad Pro mobile digital devices/tablets for cross platform compatibility. Canvio Gaming is the new portable game storage designed for game consoles and gaming PCs. The Canvio Advance and Canvio Ready both boast a new design that offers portable storage that's easy to access and take anywhere. The new Toshiba Canvio series delivers storage solutions for a wide range of consumers and use cases:

Canvio Flex – The Canvio Flex portable storage features up to 4TB of storage in its most compatible form – offering both USB-C and USB-A cable, that enables users to seamlessly store and access their data on multiple devices including Mac computers, Windows PC, iPad Pro mobile digital devices, and supported tablet devices interchangeably with a simple one-stop solution.

Canvio Gaming – With the Canvio Gaming portable storage, users will be able to expand their game library easier than ever with the ability to carry up to 100 games (4TB) in a stylish portable case designed for popular gaming consoles and PC game systems. Canvio Gaming features a firmware-customised "Always-On" mode to support responsive gameplay.

Canvio Advance – Featuring a unique textured design with new colors, the Canvio Advance portable storage helps content creators and photographers protect their content on the go. Canvio Ready – A great storage solution for students and other entry-level users who want simple storage that's easy to use– now featuring a new two-tone design. This portable storage offers USB plug & play, file drag & drop, and simple storage expansion for your PC.

According to Toshiba, the Canvio portable storage series illustrates the organisation's commitment to advancing consumer HDD design to meet the evolving needs for storage solutions suited for users including multi-platform users, gamers, business professionals, outdoor photographers, and students. The new Canvio models will be available at major retailers in the fall of 2020.

APPDYNAMICS ANNOUNCES SAP PEAK



ppDynamics, a part of Cisco and the world's #1 APM solution, has announced SAP Peak, providing technologists with a new and comprehensive set of monitoring tools that connect the most critical components of SAP landscapes with real-time business contexts. With AppDynamics SAP Peak, technologists can now utilise the world's leading application and business performance monitoring tools to monitor the SAP landscape in real-time, including logs, metadata, background jobs, S/4HANA database and the application server. This enables technologits to gather the critical insights that they need to ensure the smooth running of their operations. With full stack observability across SAP and non-SAP components before, during and after migration, organisations can also mitigate risk and confidently move to S/4HANA or the cloud.

SAMSUNG UNVEILS GALAXY Z FOLD2

S amsung Electronics has unveiled the next generation of its category-defining foldable device, the Samsung Galaxy Z Fold2. Packed with enhanced refinements and meaningful innovations, the Galaxy Z Fold2 delivers new foldable experiences for those who enjoy being on the cutting edge of technology. With a larger Cover Screen and massive Main Screen, the Galaxy Z Fold2 combines solid design and expert craftsmanship with intuitive new features for a unique mobile experience that offers the versatility that everyday life demands.

The Galaxy Z Fold2 features a 6.2inch Infinity-O Cover Screen provides maximum usability so you can check email, look up directions, or even watch your favorite content without needing to unfold your device every time. When unfolded, the massive 7.6-inch Main Screen, with minimised bezels and notch-less Front Camera, immerses you with a 120Hz adaptable refresh rate for smooth scrolling and gameplay.

To complete the experience, the Galaxy Z Fold2 comes with the best dynamic sound available on a Galaxy device to date.

Samsung is offering an online tool to



customise your Galaxy Z Fold2 with four distinct Hideaway Hinge colors – Metallic Silver, Metallic Gold, Metallic

Red, and Metallic Blue. Users can create the Galaxy Z Fold2 that perfectly complements your unique style, adding a personalised touch to premium design.

The Galaxy Z Fold2 is available in Mystic Black and Mystic Bronze, in around 40 markets including the U.S. and

Korea, and for pre-orders starting with select markets including the U.S. and Europe. Customised options will be available for users on Samsung.com in select markets with four distinct colors for the hinge: Metallic Silver, Metallic Gold, Metallic Red and Metallic Blue. 46

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potential has not been fully

FIVE GOALS YOU THINK ARE WORTH PURSUING, IN THE **POST-COVID SCENARIO**

regular basis. The pandemic has taught us that we need to be

- Travelling and discovering new places.
 Meeting face to face even if technology is great and has enabled 'Work from Home'. Meetings in person
- respecting social distancing and safety measures of course. 4. Challenging yourself and trying new
- Keeping it simple. Complicated does not mean better, but simplicity does.

NATHALIE NASSAR

MARKETING AND COMMUNICATION MANAGER, MINDWARE

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