

MIDDLE EAST

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Future of Work

INSIGHT

Exclusive Networks

PHILIPPE JARRE, CEO OF MINDWARE, TELLS ANITA JOSEPH THAT DESPITE THE MARKET FACING MULTIPLE CHALLENGES THIS YEAR, THE COMPANY HAS BEEN ABLE TO USE THIS TIME TO CONSOLIDATE ITS MARKET POSITION, REFOCUS STRATEGIES, CHANNELISE ENERGIES, GAIN SHARE AND BUILD MOMENTUM.

INTERVIEWS

- * IBM
- * Tenable
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RODUCTS

* Nubia Red Magic 5S **Gaming Mobile**









CUNIENTS



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GROWING FROM STRENGTH TO STRENGTH

Philippe Jarre, CEO of Mindware, speaks about the company's partnership with Dell Technologies and how Mindware intends to leverage its strong operational and technical capabilities to deploy the latest products and solutions from Dell Technologies.



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INTERVIEWS

Ahmed Galal, partner ecosystem leader, IBM Middle East and Pakistan, describes how IBM is accelerating its partner digital transformation initiative to empower partners to build and service customers with new programs.

Maher Jadallah, Regional Director - Middle East at Tenable, says that in order to reduce overall cyber risk, companies should look for solutions that afford complete visibility into the entirety of the attack surface.



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The Way We Work



Anita Anita Joseph

ork has taken on a different dimension since the pandemic. Gone are the days of physical office spaces-we've become comfortably used to the convenience of attending office meetings from our couch at home. Indeed, businesses have taken on a different pace and attitudes and habits have all changed. So much so that experts say the world will not go back to the way it was and that we will adapt to this new normal in the way we live and work. In fact, the remote working trend has resulted in an overpowering sentiment that somehow, things will never be the same again. So, what will the future of work look like?

Our feature article in this power-packed issue explores the transition from office to home. Experts debate this new and different manner of engagement that allows corporate meetings in an informal home setting, with the prattle of kids and the whirr of the washing machine in the background. They also analyse the blurring of lines between personal and professional lives, and the 'humanising' of workspaces. What does this mean for businesses? Is remote working here to stay? More importantly, as we yearn to get back to our office desks and meet our colleagues face-to-face, is it possible to explore a 'hybrid' workspace where businesses can retain some semblance of a physical existence while navigating the exciting world of virtual collaboration and communication? Many believe that a blended workspace is indeed the answer. They trust that the lessons learnt from remote working will help bring in a more personal and connected touch to the physical work areas. The hope is that rapid technological advancements and the growth of the cloud will facilitate this move.

That's not all. This issue of your favourite magazine has inspiring interviews with Tenable, NetApp and IBM about cloud security and the channel partner ecosystem. We also have a round up of all the news and insights from the region-everything to make sure your business stays ahead of the game. Not to mention, the ever popular 5-in-5, Appointments and Opinion columns. So, get ready for an immersive reading experience. Enjoy!



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TOP STORIES

HIPERDIST, KEEPER SECURITY SIGN STRATEGIC DISTRIBUTION DEAL FOR MEA REGION



iperdist, one of the fastest-growing IT solutions distributors in MEA, has announced a strategic alliance with cybersecurity company

Keeper Security. As part of the agreement, Hiperdist will distribute the complete range of Keeper products across the MEA region.

"Robust, comprehensive cybersecurity solutions are the need of the hour. We are excited about this partnership, which will allow our partners to mitigate cyber-threats by preventing password-related data breaches cyberthreats while reducing operational costs," said Roland Steinmetz, Director of Channel - EMEA at Keeper Security. This year, Keeper was recognised by the following platforms: InfoSec Awards at the RSA Conference 2020 for Best Product in Password Management, Best Product for SMB Cybersecurity, Publisher's Choice for Chief Executive of the Year, Most Innovative CTO of the Year, G2 Best Software Awards for 2020 for Top 100 Software Products, Top 50 Remote Tools, Top 50 SMB Products, Top 100 Highest Satisfaction Products.

Govind Haridas, Business Head - Cyber Security at Hiperdist, said, "In the UAE alone, as many as 82% of organisations faced at least one cyber-attack in 2019. Poor password hygiene, mishandling sensitive information are some of the leading causes of such threats. Keeper Security focuses on password management and protection across businesses- from start-ups to managed service providers to enterprises. We plan to leverage our deep reach in the region and expertise to support them, empowering our partners with their applications in the cybersecurity toolkit."

VEEAM CHOOSES 50 TOP EMEA PARTNERS FOR NEW ACCREDITED SERVICE PARTNER DISTINCTION

beam Software, the leader in Backup solutions that deliver Cloud Data Management, has announced its top 50 Veeam Accredited Service Partners (VASP) as well as additional enhancements to the Veeam ProPartner Program for VASPs. Veeam will collaborate closely with selected partners who are delivering a broader range of professional services and technical implementations to better serve Cloud Data Management requirements and drive high customer satisfaction. The VASP distinction has been issued only to partners with the highest level of expertise and knowledge of Veeam solutions.

The Veeam 2020 Data Protection Trends Report found that EMEA businesses have been prevented from moving forward with Digital Transformation due to barriers such as a lack of IT staff skills (47%) and restrictions caused by legacy technology systems (39%).

Yet as the IT industry continues to grow at a relentless pace and with Digital Transformation spending expected to approach \$7.4 trillion between 2020 and 2023, Veeam recognizes the increasing



demand for experts that can deliver increasingly complex deployments, adapt to changing business needs and build strategic partnerships with businesses of all sizes.

"Businesses are more reliant on

digital infrastructure than ever before. With Digital Transformation a strategic focus for EMEA businesses, partners need to remove the complexity and solve more strategic challenges, while delivering a broader range of services," said Daniel Fried, GM and SVP, EMEA, and Worldwide Channels, Veeam.

"By investing in our most active and highly qualified partners and leveraging their expertise through the VASP program, we can support our customers seamlessly in all geographies across EMEA and have them understand and experience much better the benefits they can get out of Cloud Data Management and also deepen our relationships with them."

ESET RESEARCH UNCOVERS APT-C-23 GROUP'S NEW ANDROID SPYWARE MASKED AS THREEMA AND TELEGRAM



SET researchers have analysed a new version of Android spyware used by APT-C-23, a threat group active since at least 2017 that is known for mainly targeting the

Middle East. The new spyware, detected by ESET security products as Android/SpyC23.A, builds upon previously reported versions with extended espionage functionality, new stealth features and updated C&C communication.

One of the ways the spyware is distributed is via a fake Android app store, impersonating well-known messaging apps, such as Threema and Telegram, as a lure.

ESET researchers started investigating the malware when a fellow researcher tweeted about an unknown, little-detected Android malware sample in April 2020. "A collaborative analysis showed that this malware was part of the APT-C-23 arsenal – a new, enhanced version of their mobile spyware," explained Lukáš Štefanko, the ESET researcher who analysed Android/SpyC23.A.

The spyware was found lurking behind seemingly legitimate apps in a fake Android app store. "When we analysed the fake store, it contained both malicious and clean items.

The malware was hiding in apps posing as AndroidUpdate, Threema and Telegram.

In some cases, victims would end up with both the malware and the impersonated app installed," Štefanko said. After installation, the malware requests a series of sensitive permissions, disguised as security and privacy features. "The attackers used social engineering-like techniques to trick victims into granting the malware various sensitive rights," he added.

TOP STORIES

HUAWEI ANNOUNCES NEW CEO TO REVAMP SUPPORT FOR UAE'S DIGITAL TRANSFORMATION

uawei has announced the appointment of Jiawei Liu as its new CEO for the UAE, as part of its ongoing commitment to support the nation's digital transformation journey.

Having worked for the tech giant for over a decade, Liu will lend his international leadership experience to the growth and development of Huawei's UAE operations across carrier, enterprise, and consumer segments. Huawei is determined to optimise support to UAE digital transformation, ICT ecosystem, driving verticals business development and local talents nurturing towards sustainable diversified digital economy. Liu will be responsible for strategy and operations, in addition to providing consultancy and support to customers. He will continue to drive Huawei's position as a facilitator of digital transformation and artificial intelligence (AI) enablement for public and private sector entities in the UAE, through the provi-



sion of leading information and communication technologies. In addition, he will be providing technical support required to help overcome the challenges resulting from the spread of COVID-19 and

support achieving the recovery targets.

Charles Yang, President of Huawei Middle East, said, "With Liu's impeccable track record and undeniable leadership expertise, we are confident of his ability to further harness Huawei's technology capabilities to build the UAE's ICT ecosystem and support the country's digitization efforts. We look forward to working with Liu to support the UAE ambitious digital targets."

"It is a privilege to have the opportunity to head operations in a market as exciting

as the UAE," said Liu.

He further noted that the UAE was forward thinking years ago by prioritising digital transformation and harnessing new technologies. "That is part of its wider national economic development and diversification transformation. The country's leadership realised very early on that in order to compete with the best in the world in the future. UAE is building its future on technology innovations and the power of disruptive technologies in envisioning UAE future as a 'digital nation. The UAE National Innovation Strategy, the UAE Artificial Intelligence Strategy 2031, and the UAE Centennial 2071 Plan embody UAE ambitions that Huawei is keen and committed to support." Liu added.

In his previous role, Liu served as CEO of Huawei Uganda. He has previously held the position of CEO in Mauritius and Malawi, prior to which he worked in South Africa, Mozambique, and China. Throughout his career with Huawei he has been instrumental in enhancing the company's position as an influential player in the local ICT market.

ORACLE'S SECOND GENERATION CLOUD REGION GOES LIVE IN DUBAI

racle has announced the availability of the first of two planned second-generation Cloud regions in the UAE. The addition of the Dubai Cloud region marks the availability of 26 Oracle Cloud Regions worldwide.

The opening is part of Oracle's aggressive plan to have 36 Cloud regions by July 2021. Located in Dubai, the new Cloud region will offer all Oracle Cloud services, including Oracle Autonomous Database and Oracle Cloud Applications.

"The contribution of digital economy to the UAE's GDP stood at 4.3 percent in 2019, and His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, has set a target to double this contribution by enhancing the country's digital readiness. Oracle's second-generation cloud region in Dubai will help accelerate the digital transformation initiatives of organisations across the UAE's government entities, large enterprise and SMEs, thus directly supporting the country's economic vision," said Abdul

Rahman Al Thehaiban, senior vice president – Technology, MEA & CEE, Oracle.

DP World is a world leader in global supply chain solutions; specialising in cargo logistics, port terminal operations, maritime services, free zones & more, is among the leading organisations in the UAE that have chosen Oracle Cloud to drive major transformation.

Mike Bhaskaran, Chief Operating Officer – Logistics and Technology, DP World, said, "DP World is helping economies grow and nations prosper, by redefining the future of global trade. We are focused on developing highly efficient, agile and cost effective, secure logistics operations. Our goal is to facilitate the movement of goods around the world at the click of a button.

Etisalat, one of the leading telecommunication operators in emerging markets, is the telecom partner for the Oracle Cloud region in Dubai.

"With this strategic announcement, Etisalat will be part of Oracle's growth path on bringing the next generation of cloud to the region. During this unprecedented period, global markets are looking at enhancing digital services availability and adding new capacities for businesses and the entire community. The partnership with Oracle further complements the existing capabilities of Etisalat which brings flexibility and availability for the private and public sector through the deployment of Oracle's next generation of cloud services," said Salvador Anglada, Group Chief Business Officer, Etisalat.

Oracle has a unique dual region strategy that enables customers to deploy resilient applications in multiple geographies for disaster recovery and compliance requirements – without having sensitive data leave the country. Customers that want to run critical systems of record in the cloud need fully independent cloud regions for disaster recovery purposes with multiple sites in the same country to meet data residency requirements.

Oracle Cloud Infrastructure is a second-generation security platform, conceived and architected on security-first design principles. Innovations like isolated network virtualisation and pristine physical host deployment, enable customer isolation from other cloud tenants and from Oracle personnel as well as reduced risk from advanced persistent threats.

Oracle Cloud is designed to provide enterprise customers with security, rock-solid reliability, and powerful management capabilities for large and complex deployments—all while beating industry performance and pricing standards.

NIT, AN INGRAM MICRO COMPANY & QUANIKA INK DISTRIBUTION AGREEMENT



T and security systems integrators across the Middle East and Africa can now deliver more efficient, off-theshelf integration of complete corporate systems – including

access control, visitor management, security and building management - following a distribution agreement between Quanika and NIT, an Ingram Micro Company. Quanika's modular, ready-made approach is designed to make integration straightforward, even for the most complex, multi-site projects, enabling organisations to adapt their on-site operations quickly to meet rapidly changing circumstances, and run them efficiently from a single interface.

The company works with systems integrators, consultants, and end-user enterprises globally to leverage seamless integration with Axis Communications' A1001 and A1601 controllers for unlimited doors and users, network cameras and audio devices. Quanika

also allows integrators to scale up AXIS Camera Station VMS to encompass more cameras and cover multiple sites as well as giving them the extensibility choice of Milestone's powerful XProtect® for video management.

Quanika's portfolio of solutions is designed to eliminate the inefficiencies of siloed solutions to enable more productive connections between people, physical infrastructure, and corporate systems. Quanika Compact is a practical and affordable choice for small-to-medium applications in healthcare, retail, manufacturing, logistics and similar locations, giving users the ability to tie together and flexibly manage multiple sites. Quanika Enterprise is designed for larger scale facilities and corporate enterprises, including multi-purpose buildings, hotels, transportation hubs, hospitals, and universities, giving organisations complete control and situational awareness across their entire estates globally.

The Quanika VisitorPoint visitor management solution streamlines and automates operations. Delivering a frictionless and contactless experience, Quanika VisitorPoint is becoming essential during the COVIDera

to minimise interaction and risks to frontline staff and reduce contact with doors and surfaces, while acting as a force multiplier for the efficient management, control and tracking of visitors and contractors access and movements throughout facilities. Page 2 of 2 As well as providing new technology application routes for security systems integrators, the distribution agreement opens up extensive project options for NIT's customer base of IT systems integrators, allowing them to deliver modular, commerical offthe-shelf (COTS) security and safety solutions with an extensive choice of third-party systems - everything from intruder alarms, fire, and building management systems to individual, operations-specific business management databases, systems, or devices.

Welcoming the deal, Bassel Al Fakir, Managing Director NIT, an Ingram Micro Company, said that Quanika's solutions are expected to make it easier for NIT customers to deliver solutions with a single, intuitive, security and safety management interface. "NIT's distribution agreement with Quanika will provide major opportunities for ICT integrators and consultants across the Middle East and Africa," he said. "Our customers will be able to use Quanika's off-the-shelf solutions and 24/7 support to integrate best-in-class technologies and deliver new levels of insight and control," he added.

ESET MIDDLE EAST SIGNS STRATEGIC PARTNERSHIP WITH CREDENCE SECURITY



SET Middle
East, has
signed
a new
partnership with
Credence Security,
a leading regional
distributor of specialized solutions for
cybersecurity, digital
forensics and GRC.

According to ESET Middle East, the partnership with Credence Security will open doors to new opportunities and allow larger reach of their solutions to customers across the region. Credence Security's complimentary portfolio and their technical expertise combined with extensive channel network and strong regional customer base will help further strengthen ESET's smarket dominance in the endpoint security space.

Demes Strouthos, General Manager, ESET

Middle East says, "ESET is the #1 endpoint security provider in the EU and we believe that constant, real-time, multi-layered protection is required to assure the highest level of security. We provide high levels of protection, backed by over 30 years of research, which allows us to stay ahead of malware and by constantly evolving our technologies, we go beyond the use of standard, static signatures. Our combination of endpoint-based and cloud-augmented technologies provide the most advanced security in the market. This partnership with Credence Security will act as a value-add for ESET Middle East which will not only involve distribution through their extensive channel network but also extend to other areas such as technical competency and marketing to be perfectly responsive and ready for market needs." Given some of the industry-specific vulnerabilities and risks across financial services, healthcare and utilities sectors that need

to be bridged with the surge in COVID-19 related scams, Credence Security will work closely with the ESET local team and existing partners to address these security gaps with the ESET Busines Product Suite. In parallel, the company will also look to drive sales of other key ESET solutions such as Cloud Sandboxing, Threat Intelligence and Endpoint Detection and Response.

"Credence Security is constantly looking for partners in the cybersecurity space, that have best-in-breed technology. We recently signed a partnership with ESET for Southern Africa, so this is a natural expansion of our partnership as we look to bring best-ofbreed technologies to our partners and customers across ME," commented Garreth Scott, managing director, Credence Security. "Furthermore, EDR is a growing market in the region - we are seeing an increase in demand from our customers for an EDR solution and as a leader in this space, ESET helps address this gap in our portfolio. Finally, given that their portfolio caters to organisations from the SME sector, all the way to the enterprise, it fits nicely with our go-tomarket strategy for the region," he added.

QUALYS ANNOUNCES IMMEDIATE AVAILABILITY OF MULTI-VECTOR EDR

ualys, Inc a pioneer and leading provider of disruptive cloud-based IT, security and compliance solutions, has announced the interest availability of Qualys Multi-Vector EDR. Taking a new multi-vector approach to Endpoint Detection and Response (EDR), Qualys now brings the unifying power of its highly scalable cloud platform to EDR.

"Qualys Multi-Vector EDR provides our Infosec team with actionable visibility into our endpoints in terms of detecting malicious hashes provided by intelligent agencies as well as detecting potential malicious attacks through authorised processes, to keep our company assets secure. Bringing together asset management, vulnerability risk management and EDR through a single agent on a single console is very powerful and will help us reduce risk and secure our environment," said Valentin Pashkov, head of IT Security at IKANO Bank.

"Qualys is entering the EDR space with an attractive offering — one particularly for companies that place a high priority on vulnerability management. This is therefore an opportunity for the vendor to expand its footprint within its installed base. Unfortunately, not all organisations have such a

focus. Nevertheless, weaving in threat intelligence enables Qualys to combine in-house context and vulnerability management-driven prioritisation with external context (i.e., the global threat landscape), representing an opportunity to achieve something greater than the majority of the market to date," said Mark Child, research manager, European Security, IDC.

"We are pleased to partner with Qualys to deliver VMDR and Multi-Vector EDR solutions via our global distributed network of Infosys Cyber Defense Centers," said Vishal Salvi, chief information security officer & head, Cyber Security Practice, Infosys. "The highly scalable Qualys Cloud Platform, with its lightweight agent, sensors and its forthcoming incidence response capabilities, provides us with intelligent analytics that we need to effectively protect our clients. This functionality strengthens our Cyber Next Platform powered services to provide deep visibility and actionable insights, thereby assuring digital trust."

"We are proud to deliver Multi-Vector EDR to customers and extend into the detection and response market," said Philippe Courtot, chairman and CEO of Qualys. "Multi-Vector EDR is a truly groundbreaking offer that brings context and correlates billions of glob-

al events with threat intelligence, analytics and machine learning results to stops sophisticated multi-vector attacks. The combination of Qualys Vulnerability Management, Detection and Response (VMDR®) and Multi-Vector EDR allows us to provide a single end-to-end workflow that helps companies greatly reduce the time to respond and allows for the consolidation of their security stack."

Qualys Multi-Vector EDR

Leveraging the Qualys Cloud Platform and the Cloud Agent to link vulnerability and visibility to EDR uniquely delivers a holistic approach that provides context beyond the endpoints to reduce false positives and streamline threat hunting. Qualys Multi-Vector EDR allows:

- Instant, real-time discovery of endpoints and their risk profile for continuous EDR monitoring across the enterprise.
- Prioritization of suspicious activities correlated with external threat intelligence and the context of other security vectors such as exploitable vulnerabilities, misconfigurations, and unapproved applications.
- Multi-tiered response capabilities to mitigate immediate risk and orchestration to natively patch and remediate endpoints to reduce the attack surface.

MIMECAST ANNOUNCES INTEGRATION WITH THETA LAKE



Garth Landers, Mimecast

imecast Limited, a leading email security and cyber resilience company, has announced the availability of Mimecast® Cloud Archive for Theta

Lake. The robust integration is designed to streamline risk analysis and governance efforts in the current remote working era to enable capture, retention, eDiscovery, and automated risk detection across relevant productivity applications. Key productivity applications include e-mail, audio, video, and chat data from Webex Teams, Webex Meetings, Zoom (Meetings, Phone, Chat), Microsoft Teams (Chat, Calls, and Meetings), RingCentral Office, Slack, LogMeIn,

BlueJeans, and more. Integrating archive data into a unified environment can help bring significant benefits including speed of search, risk reduction, cost minimization and user-friendly compliance.

Effective risk and information governance have always been a business-critical issue, and the introduction of new productivity and communication applications to support remote working efforts has only increased the need. Organizations must adapt to intelligently capture, manage and retain rich, high-volume data. When data is stored in multiple silos and disparate cloud environments, governance relevant data becomes difficult to identify and collect.

"Although the way we conduct business has dramatically changed in recent months, governance requirements remain and are increasing with new privacy regulations and litigation on the rise. All organizations must adapt to intelligently capture, manage and retain their communication data," said Garth Landers, director of product marketing at Mimecast. "Mimecast Cloud Archive for Theta Lake is designed to streamline information governance in the remote working era, allowing key stakeholders to quickly analyse data, manage risk and monitor productivity applications."

Theta Lake provides a fully-featured, supervised-focused media player, Artificial Intelligence (AI)-assisted review workspace, timestamp of risk detections and a search across any content – spoken, shown or shared

When combined with Mimecast Cloud Archive, the solution helps organizations retain and supervise unified communications, quickly find messages, Manage compliance and risk, comply with regulations and provide faster insights and greater productivity for all stakeholders including IT, legal and compliance.



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PURE STORAGE EXPANDS DESIGN PARTNERSHIP WITH VMWARE, DELIVERING ENHANCED SOLUTIONS TO ACCELERATE HYBRID CLOUD

ure Storage, the IT pioneer that delivers storage as-a-service in a multi-cloud world, announced a spectrum of enhancements to its hybrid cloud solutions across the VMware portfolio, enabling any enterprise to focus on innovation rather than infrastructure.

With a partnership built up over a decade, Pure has invested in VMware solutions since its inception. Together, the two companies deliver the platforms that customers need to virtualize their environments, quickly consolidate workloads, host mission-critical applications, and accelerate application modernization with persistent storage for containers on-premises or in the cloud. This partnership is expanding and enabling Pure to accelerate hybrid cloud deployments as a leading VMware Design Partner on key technologies including vSphere Virtual Volumes with VMware Cloud Foundation and VMware Site Recovery Manager, Cloud Native Storage for Kubernetes on VMware, and NVMe over Fabric.

New solution enhancements from Pure help enterprises maximize their VMware investments, delivering agility and efficiency for modern applications across on-premises and cloud environments. Customers will have improved availability of their data services, enabling them to meet demanding Service-level Agreements (SLAs).

"More than ever, enterprises need to maximise their technology investments to

bring simplicity to their cloud operations and infrastructure," said Vaughn Stewart, Vice President, Technology Alliance Partners, Pure Storage. "By providing automated data services to applications in virtual machines and containers, Pure helps customers gain a Modern Data Experience with their VMware hybrid clouds."

"Pure is an important design partner for VMware," said Lee Caswell, Vice President, Marketing, Cloud Platform Business Unit, VMware. "Our mutual customers benefit from how we simplify the deployment of allflash storage in VMware Cloud Foundation, while Pure's role in VMware Virtual Volumes (vVols) simplifies the management of modern software-defined data centers. We look forward to delivering NVMoF solutions to market that will reset the bar on performance for modern applications."Solutions designed to accelerate hybrid cloud deployments and optimize customers' VMware investments include: vSphere Virtual Volumes as principal storage for VMware Cloud Foundation. VMware and Pure enable vSphere Virtual Volumes as Principal storage for VMware Cloud Foundation. Customers can now realise the value of Pure Storage and vSphere Virtual Volumes natively within VMware Cloud Foundation, FlashStack™ delivers the performance, availability, and economics required for a VMware Cloud Foundation hybrid cloud in a single architecture, with

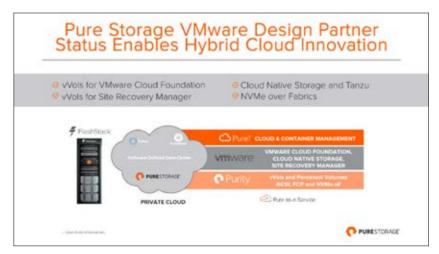
the simplicity of integrated application to infrastructure management.

Support for vSphere Virtual Volumes storage with Site Recovery Manager. Modern data protection is a critical component for any VMware deployment including those leveraging vSphere Virtual Volumes on Pure. For VMware infrastructure, VMware Site Recovery Manager provides an enterprise solution for automated disaster recovery. As the leader in vSphere Virtual Volumes storage, Pure co-engineered the integration of vSphere Virtual Volumes with SRM. This allows enterprises to consume vSphere Virtual Volumes on Pure while protecting their mission critical applications from disaster.

VMware Tanzu and container integration. Pure is a VMware Design Partner for the Cloud Native Storage and vSphere Virtual Volumes programs, providing persistent storage that enables true hybrid cloud mobility for containers running on VMware. Cloud Native Storage and vSphere Virtual Volumes enable workloads in Kubernetes environments to utilize Pure FlashArray™ as CSI-compliant persistent storage, bringing world-class all-flash performance and data services to containerized applications in addition to VMware vSphere environments.

NVMe-oF with vSphere 7. Pure is VM-ware's Design Partner for modern data fabric support on vSphere. With vSphere 7, VM-ware and Pure have worked to provide native end-to-end support for NVMe over Fabrics (NVME-oF) using Pure's DirectFlash® Fabric. NVMe is a revolution in the storage world, providing lower latency and higher throughput than legacy SCSI devices. This capability unleashes the raw performance of the Pure FlashArray and maximizes performance density in the data center. Mutual customers can enjoy a modern data experience that maximizes the performance and consolidation of critical applications, VMs, and containers.

"Pure and VMware deliver well-executed technologies, have strong partnerships with each other and their customers, and continue to focus on improving and providing more value to technical teams," said Joe Palmer, Infrastructure Manager, Farm Bureau Insurance of Michigan. "These benefits have allowed us to move forward with a multitude of projects without the worries a lot of other organizations have with questions like: 'is it big enough or is it fast enough or will it even work?' Our technical teams can focus on providing the solutions to the problems, and VMware and Pure technologies allow our teams to do that easily, effectively, and without an army of people."





EPICOR ANNOUNCES NEW INTERNATIONAL CHANNEL CLOUD PROGRAM

picor Software Corporation, a global provider of industry-specific enterprise software to promote

business growth, announced enhanced support for its reseller network to successfully offer customers new cloud-based enterprise and SaaS solutions, while making the transition away from on-premise solutions a viable option.

Epicor has designed a new cloud commercial model for its International Channel Partner Program, which creates a solid annuity-based revenue stream, to nurture partnerships that support business growth. Partners who maintain relationships with clients and grow revenues will be rewarded with continued margins beyond the first three years of selling the product. This will help encourage resellers to embrace new offerings, such as cloud, and grow their

businesses further by responding effectively to customer demands.

Whilst manufacturing customers' spending on public cloud services continues to grow, it also creates challenges for channel partners. For example, moving customers to the cloud and away from on-premise means moving from upfront margins, and revenue streams, to monthly, or even annual, agreements. The new cloud commercial model aims to meet these challenges, and support channel partners with pressures on cashflow and revenue management, and any potential changes in the dynamics with their customers.

Vetri Selvan, Managing Partner and CEO of RheinBrücke IT Consulting commented: "We have been seeing increased demand for ERP on the Cloud in the MEA region and this demand has gained very significant traction this year. Leveraging our market reach and experience in implementing vertical solutions across 34 countries, we are offering Industry Vertical template solutions for

Epicor on the Cloud that can be deployed rapidly, giving significantly accelerated ROI for our customers. RheinBrucke has entered into a strategic partnership with government owned Moro Hub in UAE, providing locally hosted Epicor ERP on the RheinBrucke Cloud for Middle East and African market through our distribution channel, offering increased reach and scalability. Additionally, we are proactively working with our Germanic Microsoft partner, providing locally hosted Epicor ERP for the DACH market."

Paul Flannery, VP of International Channel Sales at Epicor added: "With many companies now relying on cloud solutions to automate processes and drive efficiencies, the new Epicor International Channel Cloud Program is empowering partners to move in the direction the market is heading. Our new cloud partner offering will help to make migration to cloud a profitable model for our international partners and enable them to not only survive—but flourish in today's challenging marketplace."

DATAMATICS ANNOUNCES EXPANSION OF DISTRIBUTION AGREEMENT WITH INGRAM MICRO FOR META REGION FOR INTELLIGENT AUTOMATION (IA) PRODUCTS

atamatics Global Services Ltd. (DGSL), a global Technology, BPM and Intelligent Automation, and Digital Solutions company today announced that it expanded its strategic alliance with Ingram Micro in the META region. The distribution agreement is for its intelligent automation products including, Datamatics TruBot, TruCap+, TruBI, and TruAI. Ingram Micro has been associated with Datamatics and is a distributor for the Indian region as well. Ingram Micro delivers a full spectrum of global technology and supply chain services to businesses around the world.

Datamatics is aggressively investing in expanding its ally network and has more than 170+ new business associates globally. The evolving channel ecosystem increases the sales momentum and ensures smooth implementation and support for its products. Teaming with Ingram Micro will provide Datamatics access to Ingram Micro's vast network of technology allies across the META region and Tier 2 & 3 locations.

Ingram Micro will be a distributor for TruBot, TruBI, TruAI, and TruCap+licenses in the META region, gaining complete access to various product modules and platforms, access to training & technical programs.

Datamatics Intelligent Automation product includes:

- TruAI Datamatics TruAI is a comprehensive Artificial Intelligence and Cognitive
 Sciences platform that helps enterprises leverage use cases related to pattern detection, text & data mining, and computer vision.
- TruCap+- Datamatics TruCap+ is an intelligent data capture solution powered by Artificial Intelligence & fuzzy logic that captures data from various unstructured documents with 99% accuracy
- TruBot Datamatics TruBot is an enterprise-grade multi-skilled bot that allows business users without any programming knowledge to design bots at the click of a button
- TruBI Datamatics TruBI is the vendor's BI

and data visualization tool designed to extract insights from different data sources. Murali Sathya, Vice President & Global Head of Channels, Datamatics Global Services Ltd., said "We are delighted to expand and strengthen our business with Ingram Micro in the META region covering 30+ countries. As we continue to invest in our IA products, our alliance will play a key role in reaching out to newer geographies and prospects. We look forward to working closely with the Ingram Micro team in assisting our associates & customers in their digital transformation journey."

Speaking about the agreement, Dr. Ali Baghdadi, Senior VP & Chief Executive, Ingram Micro META Region, said "Ingram Micro is always looking to bring cutting-edge technologies to the market, and we are inspired to ally with Datamatics. With our immense network of industry associates and established connections with the enterprise, we look forward to enabling our data-driven industry allies with Advanced Smart Solutions."

CREDENCE SECURITY JOINS COLORTOKENS TO BRING A MODERN SECURITY APPROACH TO ENTERPRISES IN MIDDLE EAST, AFRICA & INDIA





Garreth Scott, Credence Security & Lee Ealey-Newman, ColorTokens

redence Security, the Middle East region's premier value-added distributor for cybersecurity, forensics, governance, risk, and compliance solutions, today announced its partnership with ColorTokens, a global leader in unified, cloud-based security solutions. Under the agreement, Credence Security will offer ColorTokens' Xshield and Xprotect products to customers across the Middle East, Africa and India (MEAI) region.

"Traditional security approaches assume that everything inside of an enterprise network can be trusted," said Lee Ealey-Newman, VP Channels for EMEA and APAC at ColorTokens. "Yet the digital transformation we see in today's modern workplace means enterprises are adopting multi-cloud strategies, with an increased focus on dynamic microservices. Organisations need stronger security postures if they are to prevail against an increasingly malevolent threat landscape."

As targeted attacks and insider threats become more common across the region,

protecting the corporate perimeter is no longer sufficient. ColorTokens has adopted a Zero Trust approach designed to protect enterprise environments of all scale from careless, compromised, or even criminal users. Such an approach

drastically reduces the risk of unauthorised access to critical applications and data.

"We see a significant opportunity in this partnership to leverage Credence's established ecosystem, long-time expertise and local presence," continued Ealey-Newman. "Credence's value-added solution approach will help ColorTokens deliver optimal business benefits to a wider range of partners and end customers across the PAN-EMEA region."

ColorTokens' award-winning Xshield provides full visibility and security of workloads from the data centre to the cloud. It allows security teams to improve their security posture with granular drill downs and software-defined micro-segmentation that is unchained from the network. Xprotect provides advanced, proactive endpoint security, insulating devices from breaches, malware, ransomware and zero-day attacks with an easy to deploy, cloud-based approach that only grants permissions to company-sanctioned applications.

Xshield and Xprotect are part of ColorTo-

kens' Xtended ZeroTrust™ Platform. Together they deliver real-time visualisation and segmentation of an entire technology stack. Both seamlessly integrate with legacy security tools, allowing organizations to have tighter control over their environments and respond more effectively to threats.

The Xtended ZeroTrust Platform was built from the ground to deliver Zero Trust micro-segmentation and endpoint protection capabilities to enterprises of all scale — representing unparalleled protection and a new generation of security for dynamic, hybrid environments.

With real-time visualisation and segmentation of the entire IT infrastructure at their fingertips, security teams can block advanced malware, contain and respond to APTs (advanced persistent threats) and zero-day attacks. ColorTokens' solution also allows comprehensive risk management, including assessments for related potential costs from incursions. This allows stakeholders to quantify risks and prioritise how they will be addressed.

"Today's digital enterprises demand a modern approach to the management of security posture," said Garreth Scott, Managing Director at Credence Security. "ColorTokens Platform goes far beyond perimeter security, delivering unprecedented visibility, micro-segmentation, and a Zero Trust architecture for organisations of all sizes. Together, we are empowering customers across the region with the tools they need to protect their users and critical data."

NIT, AN INGRAM MICRO COMPANY, SIGNS DISTRIBUTION AGREEMENT WITH AETEK FOR META REGION

IT, an Ingram Micro Company, and a leading regional value-added distributor of IP surveillance and physical security solutions in the META (Middle East, Turkey and Africa) region, announced the signing of a distribution agreement with AETEK, a professional developer and manufacturer for IP surveillance technology. With this agreement, AETEK's full range of Camera Housing Products and its various PoE

accessories will now be available across the Middle East, Turkey, and Africa through NIT. AETEK is a provider of cutting-edge camera housings for box cameras, unique group of Outdoor PoE switches with Devices Management Software (DMS), and Outdoor PoE extenders, prolonging the operation range of high-power-consuming PDs, such as Speed Dome cameras or PVM (Public View Monitor), to mention a few. "We are pleased to be named

a key distributor of AETEK's product range, "said Bassel Al Fakir, Managing Director of NIT. "The demand for physical security products and solutions has intensified during the global pandemic, and with AETEK we aspire to cater niched surveillance-oriented products to the market, enhancing Solutions for NIT Reseller and System Integrators allies in the Region." "We are exciting to announce to appoint NIT as our distributor to work with to accelerate our goal of helping in META Region bring the physical and digital worlds together," said Tim Su, president of AETEK. "This cooperation brings a very strong sales and support team, giving the channel partners the specialist knowledge and complete total solution for the market," he said.

SERVICENOW DELIVERS NEW NATIVE WORKFLOWS IN MICROSOFT TEAMS TO POWER THE FUTURE OF WORK



erviceNow, the company that makes work, work better for people, has announced the expansion of its partnership with Microsoft to deliver elevated digital experiences

that meet employees where they are. At Microsoft Ignite 2020, ServiceNow introduced new workflows embedded in Microsoft Teams to improve employee productivity with seamless self-service and faster case resolution. Powered by ServiceNow's leading digital workflow platform, the Now Platform, the new capabilities also improve agent productivity by enabling them to more effectively collaborate and complete key tasks in Microsoft Teams.

Teams is Microsoft's fastest-growing business app to date. This was true in 2018, long before lockdowns started driving up numbers for remote work and learning. As of April 29, Microsoft Teams had 75 million daily active users, up 70% from just six weeks prior. That month, Microsoft saw more than 200 million meeting participants in a single day, generating more than 4.1 billion meeting minutes.

"We're helping customers solve for once-in-a-generation challenges as they capitalise on the promise of digital transformation," said Chirantan "CJ" Desai, chief product officer at Service-Now. "We are doubling down on Teams to find innovative ways for workflows to elevate engagement, culture, collaboration, and productivity – no matter where people are."

"WE'RE HELPING
CUSTOMERS
SOLVE ONCE-INA-GENERATION
CHALLENGES AS THEY
CAPITALISE ON THE
PROMISE OF DIGITAL
TRANSFORMATION."

Among other features, the new capabilities include:

Employee experiences in Microsoft Teams: Companies want to provide employees with support for whatever tools and devices they choose to use. By embedding ServiceNow natively within Teams, employees can submit requests, receive updates on in-progress requests, take action on notifications, chat with virtual agents for automated assistance, and connect with live agents when virtual agents cannot assist – all without ever leaving Microsoft Teams.,

Agent capabilities in Microsoft
Teams: Agents spend most of their time
in ServiceNow IT Service Management
but want to more easily leverage the
collaboration functionality in Teams
to communicate with employees and
collaborate with other agents. Additionally, the ServiceNow Virtual Agent Lite
plugin for Microsoft Teams offers a limited version of Virtual Agent for IT Service Management standard customers.
These conversations run in the web chat
client and in a virtual agent messaging
integration with Microsoft Teams.

D-LINK ME GEARED TO CATER TO INCREASED CLOUD ADOPTION IN UAE

-Link Corporation, a global leader in connectivity solutions for small, medium and large enterprise business networking, has announced that it is well-positioned to cater to the increasing adoption of cloud technologies by regional enterprises. Businesses across the globe from all sectors are accelerating their cloud objectives and evolving into digital-first enterprises, especially in the wake of the ongoing pandemic.

Sakkeer Hussain, Director, Sales and Marketing, D-Link Middle East, said, "As a company, our objective is to offer customers relevant ground-breaking technologies and superior products to enable them to thrive in the digital era. Customers are growing more receptive to innovations in cloud as they witness result-driven use cases in the region."

D-Link Middle East is a pioneer in cloud solutions and services in the region. The networking and connectivity leader heads the cloud solutions space with its elaborate portfolio of indoor and outdoor mydlink cameras, Nuclias Managed Wireless Networking Solution portfolio, market-leading Wi-Fi 6 routers, including two of flagship products - DIR-X6060 EXO AX AX6000 and DIR-X5460 EXO AX AX5400.

D-Link's Nuclias Managed Wireless Networking Solution portfolio has experienced a wide adoption in the regional market, especially as it was introduced during the peak of COVID-19 lockdowns. Regional businesses were able to implement solutions from Nuclias Cloud portfolio effortlessly to connect to company networks as the installation process demanded a minimal need for in-house IT skills. Customers can manage their networks from the cloud with this solution, which boasts benefits around control and convenience.

Hussain said, "Cloud technologies are central to D-Link's advanced product portfolio, whether it is our cloud routers, cloud cameras or cloud-managed APs. Cloud-managed networks will dictate the future for businesses as the cloud economy has been growing at a substantial rate."



Reliable fast connection for all...



Dielectric Self-supporting figure 8-Aerial cable from Norden ensures protection from Uv rays and other harsh environment factors. The lightweight wires also offer a good bend resistant performance making it more durable and reliable. The cables are made of standard galvanized steel and are designed for medium span aerial installations. They have ultraviolet and harsh external environment protection. Up to 12 fibres are there in each jelly filled plastic compound tube, which are stranded around a FRP strength member, water blocking tape and covered by a PE outer sheath. The upper part of figure 8 has seven number messenger wires made of stranded galvanized steel wire with PE outer sheath. They have small diameter, light weight, good bend resistance performance. The messenger cables support the fibre cables to withstand the tensile force for aerial installations. The PE outer sheath gives excellent environment and ultraviolet protection to the cable.







ow has Cloud impacted traditional channel business models? What is the biggest challenge? Over a decade ago, legacy channel business models mainly focused on product-reselling, or what we call a box-selling approach. So, there's no doubt that the advent of cloud computing and the increasing move towards solution selling was seen as a challenge by the channel ecosystem and that digital transformation in recent years has threatened entities that sell, distribute, and support hardware and software through the IT channel. It was critical for them to configure their new roles.

As a result, channel partners have had an opportunity for reinvention

in order to provide new value to their own customers. From upskilling to embracing the challenges that disruptive technologies bring with them, the channel needed to look beyond product integration and move towards consultancy to provide the value that their customers require to achieve their goals. In particular with cloud, the opportunity resides in the multifaceted patchwork the technology provides in order to make tailored solutions for enterprises.

At the same time, at IBM we have begun re-engineering our own channel program to prepare partners for a future of building these bespoke solutions and delivering integrated hybrid cloud services.

How is IBM re-engineering its channel program to help prepare

partners for an integrated, hybrid cloud ecosystem?

Earlier this year at IBM Think Digital, we announced the transformation of IBM PartnerWorld to incentivise our channel partners to move beyond integration as their sole domain. Our updated channel program adopts a framework of three specialised partner tracks - Sell, Build and Service.

Each track aims to support a different partner business model. The Sell track is designed around IBM's traditional programs for resellers, while the Build track focuses on partners developing offerings on IBM's platform and Service focuses on services providers. The restructured program represents a major pivot for us, enabling closer relationships with IBM partners as they collectively pursue the hybrid, multi-

cloud market.

We believe that hybrid and multicloud strategies are imperative for enterprises that aim to be consistently smarter in their operations. Organisations had traditionally focused on reducing capital expenses through the introduction of public clouds but it became clear that this approach was not able to meet the demands of the enterprise. The only viable solution was to embrace open source standards implemented in a hybrid and multicloud environment. Ultimately, a hybrid cloud strategy allows for a unified yet virtual computing environment that matches workloads to the most appropriate computing model.

Our strategy was also supported by IBM's acquisition of Red Hat which today allows us to continue to expand offerings to channel partners. The expertise in open source solutions has allowed IBM and Red Hat to expand offerings such as the containerisation of all our software portfolio based on OpenShift, as well as expand certification programs and support services to better equip partners for an IT world built on hybrid and multicloud deployments.

Tell us something about IBM PartnerWorld. How is it helping partners transform the way business is done?

IBM reimagined PartnerWorld to give partners the flexibility to engage in one or more pathways to success. IBM PartnerWorld now includes clear pathways for IBM Business Partners that create applications, develop code, integrate their intellectual property (IP) or deliver services with the IBM Cloud. As mentioned earlier, the new evolution of PartnerWorld expands the program framework to three specialised tracks-Build, Service and Sell-each with tailored offers that are designed to help Business Partners unlock meaningful benefits faster. By adding the new Build and Service tracks alongside the existing Sell track, IBM aligns with the growing trend of partners shifting and expanding their models to better compete in a market driven by cloud adoption. With 58 percent of partner revenue now coming from their own IP, partners are

increasingly focused on integrating and delivering cloud-based solutions and services

This includes helping clients with their hybrid multicloud strategies, as well. As IBM continues to enhance its Systems portfolio with IBM Cloud, including Red Hat and IBM Cloud Pak solutions, clients look to partners to help them improve IT agility and bridge mission critical applications on IBM Z, Power and Storage Systems.

Today, value begins from the customer. How is IBM ensuring that its channel partners' customer commitments align with business outcomes rather than technical thresholds?

Vendors and channel partners react to market demand. At IBM, we have a regional and global advocacy council where we have business discussions on a yearly basis on key points and key concerns related to the business. For example, transformation and customer behavior change was a one of main challenges shared during the last council meeting. As a result, IBM is speeding partner digital transformation to support partners in building and servicing customers with new programs. Our objective is to continue deploying resources to IBM business partners to progress and secure strategic opportunities.

IBM Cloud Paks help integrate technology offerings. Give us a better



ACCORDING TO IDC
PREDICTIONS, 65% OF
CIOS WILL BECOME
ENTREPRENEURIAL
LEADERS EVOLVING THEIR
ORGANISATION INTO A
CENTRE OF EXCELLENCE
BY 2023."

insight into how it works

IBM is addressing transformation needs through IBM Cloud Paks which are enterprise-grade container software and are designed to offer a faster, more reliable way to build, move and manage on the cloud. IBM Cloud Paks are lightweight, enterprise-grade, modular cloud solutions, integrating a container platform, containerised IBM middleware and open source components, and common software services for development and management. The three main advantages of IBM Cloud Paks is that they run anywhere. IBM Cloud Paks are portable. They can run on-premises, on public clouds or in an integrated system. The second advantage is that it is open and secure. IBM Cloud Paks have been certified by IBM with upto-date software to provide full-stack support, from hardware to applications. The third and the most interesting for end users is that it is consumable.

Research shows that IP-led solutions will be key to partner success in future. What is your take? This is absolutely true, and it is aligned with IBM's own strategy. According to IDC predictions, 40% of CIO's of top global companies to co-lead innovation by 2022. Also, according to IDC predictions, 65% of CIOs will become entrepreneurial leaders evolving their organisation into a center of excellence that engineer innovation by 2023. We have seen the change and the potential, and we led with IBM Nextgen Partner Ecosystem Program. The IBM NextGen solution has been working on creating a next generation ecosystem that will empower technology introducing advanced use cases across AI, blockchain, data analytics, robotics and IoT in healthcare, BFSI, transportation and logistics, retail, manufacturing, oil & gas, and the construction sector.

Thought leaders and innovators will associate with the IBM Embedded Solutions Agreement that will safeguard the IP of the solution provider so that they can market themselves and broaden their vision of exploring and innovating as per the changing market dynamics for mutual benefits both for the solution providers and clients.

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MIMECAST STRENGTHENS CHANNEL STRATEGY WITH LATEST APPOINTMENT



imecast Limited has announced that Jonathan Corini has been appointed the new senior vice-president of Global Channel Sales.

In this role, Corini will be responsible for the strategy and execution of Mimecast's global channel programme. Mimecast is dedicated to ensuring its partner community is supported, engaged and armed for success and the appointment of Corini will help unify and strengthen its commitment to the channel.

"Mimecast leans on partners as strategic advisors to help expand our global business. As we plan to grow in the enterprise market, Mimecast's technology partners, systems integrators and reseller community will be pivotal to that success," said Corini. "Exponential growth can be achieved when everyone is aligned and working towards the same set of goals. Mimecast's culture is infused with so much drive to make the world a more resilient place. I look forward to leveraging my experience building and growing successful channel partner programmes to further Mimecast's footprint in the Enterprise, Commercial, SMB and MSP markets."

Corini brings more than 20 years of experience building and managing technology relationships, as well as the teams responsible for driving joint sales within the Channel Partner community.

As the Senior Vice President of Global Channel Sales, Corini will oversee the strategy and execution of Mimecast's global channel programme and will work closely with the teams to ensure alignment and maximize the value for partners. Prior to joining Mimecast, Corini was the Vice President of Worldwide Channel Sales at Forescout Technologies where his team delivered a customer-first mission to all Forescout channel partners, spanning more than 90 countries and more than 1000 resellers. Under Corini's leadership, Forescout's channel partner programme received CRN's 5-Star Award in 2018, 2019, and most recently in 2020 for the Envision Partner Program. Before that, Corini held management roles with Tanium, Intel Security and McAfee

GENETEC ANNOUNCES STRATEGIC APPOINTMENTS IN EMEA

enetec, a technology provider of unified security, public safety and business intelligence solutions has announced a number of strategic hires in Europe to support the company's sustained growth in both Europe and the Middle East.

Francesco Serra has taken on the role of vice president of Sales for Europe, based in the Genetec European headquarters in Paris. Having held senior roles with Siemens, Avaya and Polycom, Serra brings over 25 years of management experience in the technology industry. His extensive background in sales and sales management will be an asset to the Genetec leadership team as the company continues to accelerate its growth year after year. In his new role, Serra will be responsible for driving the Genetec European sales and channel operations to deliver on the company's ambitious growth plans.

With over 15 years' experience in global partner management, and an MBA from Western University's Ivey school of business, Georges Tannous has taken on the new position of director of marketing for Europe, Middle East, Turkey and Africa. Also based







(L-R) Francesco Serra, Georges Tannous and Jakub Kozsak from Genetec

in Paris, Tannous will lead the company's EMEA marketing teams and guide the continued growth of the Genetec brand in the region while continuing to oversee the company's global portfolio of strategic technology alliance partners. A key player in the global Genetec Marketing Leadership programme, Tannous will work closely with the sales organisation to build powerful demand generation, channel engagement, and end-user awareness programmes.

"Francesco and Georges are experienced leaders with impressive track records of driving high-performance sales and marketing teams. They bring considerable experience to our European sales organisation, as we continue to accelerate our growth and expand into new regions such as East Central Europe," said Guy Chenard, chief commercial officer at Genetec.

Security industry veteran, Jakub Kozsak has also joined Genetec to become the company's new regional sales manager for East Central Europe. Having held senior sales position in the region with Axis communications, and L3 Technologies, Kozsak will be responsible for expanding the company's footprint in Eastern Europe.

FUTURE OF White the second of the second of

REMOTE WORKING HAS BLURRED THE LINES BETWEEN PROFESSIONAL AND PERSONAL AND USHERED IN A WHOLE NEW WAY OF COLLABORATION AND COMMUNICATION. BUT IS IT HERE TO STAY? EXPERTS EXPLAIN.

ith remote working becoming the new normal, how can companies manage

team expectations and create space for collaboration and trust in a flexible environment?

A-10: We are in the midst of a global event such as we have not seen in recent memory. This requires all of us to retool, revamp and readjust again and again. For businesses, it's critical that their application services can meet the higher levels of demand. Can you handle peak loads or does infrastructure need to be upgraded? Can cloud-bursting help alleviate the challenges caused by dramatic spikes in use? Can traffic or web workloads be split to quickly deploy new virtual application delivery instances for failover and continuity? Now, more than ever, organisations must take a "trust nobody" approach to security. Organisations of all kinds must take a Zero Trust approach. Embracing artificial intelligence/ machine learning and automation can help find known and unknown attacks in real-time. Combining these capabilities with actionable threat intelligence is especially important with the ongoing shortage in security expertise.

Digital Okta: I believe that in the technology-driven world, people used to meet and collaborate virtually even prior to these complications, so it's the adaptability that is needed to unleash creativity, with this being the only mode for collaboration. It gets better with practice, as people collaborate online not only for completing tasks, but for socialising as well. This created a foundation for better reach and accessibility among those outside the normal circle of colleagues. When people talk about creating a space for collaboration the strength of the team comes from supporting each other and through communication and contributing to your share. The strategy should be about facilitating the group then making decisions for the group.

Fortinet: Organisations must implement certain strategies to keep their employees productive, secure, and engaged, especially for those who are not planning to re-enter the office environment any time soon, if at all. We've observed that when employees work remotely, they miss out on the social interaction that they've become accustomed to within their traditional office environments. While this may not seem important, water cooler conversations, such as employees discussing their weekend plans, can have a significant impact on employee productivity. One way that organisations can drive this sense of motivation is by encouraging employees to leave the room at the beginning or end of calls to interact on a personal level, not just a professional one. Additionally, companies must equip employees with the technology they need to do their tasks effectively, specifically a laptop that houses essential applications and includes a pre-configured client to enable secure connectivity to their headquarters.

Infoblox: This pandemic brought major challenges not only to business processes, platforms and strategies but also to the mindset of how we execute business. Companies and government agencies in every sector of the business has to go through major transformation to be able to adapt with the new norm. This transformation starts with a mindset shift for teams to stay connected, motivated and productive regardless of the physical workspace. This requires investments from the leadership teams in virtual enablement programs to train their teams how to mentally and psychologically be ready to resume and be productive in the virtual reality. The business also has to invest in technology and tools to create a secure and reliable platform for the team to collaborate and meet, also to be able to deliver services to their consumers while maintaining a high level of customer experience.

NetApp: With businesses now adapting to the reality that remote





Infoblox: Wissam Saadeddine, Senior Regional Manager – RoME

working will be part of work culture, it is important for them to determine which employees will be successful in a remote set-up. Different team members react differently in different environments and have various needs - so a one-size-fits-all approach may not be effective. To build mutual trust in a collaborative culture, encourage exchange of ideas, and account for flexibility in a remote working set-up business must consider four essential factors -the role of the individual. their personality, their performance and their preference. What businesses need to understand now is to build trust in employees - across ranks in their capabilities, and encourage transparency while showing empathy and appreciation. Alongside this, it is also important that businesses provide remote employees with the right technology to conduct business activity and collaborate in a secure environment.

SonicWall: As more businesses adjust to working remotely, it's crucial to equip employees with practical tools that help them connect online and continue to collaborate. Virtual offices sometimes need a little help to bridge communication gaps. Give everyone access to connect from anywhere so teams can seamlessly share content across platforms and programs. Organisations, SMBs and enterprises are encouraged to review their business continuity plans on a yearly basis. This should account for everything for communication channels, leadership, infrastructure,

technology and more.

What steps have your company taken to transition smoothly into remote working? A-10: Since late January, A10 Networks has been monitoring the developments



support teams remain available 24/7. Through continued collaboration with our suppliers, we are closely monitoring our supply chain and have not yet experienced any near-term interruption to deliveries due to the global COVID-19 pandemic. Should the scale of the COVID-19 pandemic expand further, we will expand our contingency plans as needed.

Digital Okta: Thanks to Microsoft, modern workplaces have technologies that we've been able to adapt a long time ago, walking the talk of what we advise and implement to our clients. This made it easy from day one to achieve the utmost level of connectivity irrespective of where is the team is. - Digital OKTA as a Microsoft CSP partner has the readiness, capabilities, expertise

and 12 gold competencies to take you on a new journey with the knowledge, expertise and most importantly a proven track record of delivering success in this space for our customers. We firmly believe



VIRTUAL OFFICES SOMETIMES
NEED A LITTLE HELP TO BRIDGE
COMMUNICATION GAPS.
GIVE EVERYONE ACCESS TO
CONNECT FROM ANYWHERE SO
TEAMS CAN SEAMLESSLY SHARE
CONTENT ACROSS PLATFORMS
AND PROGRAMS."

that migrating datacenters to cloud is one of the key steps companies should think seriously about.

Infoblox
Infoblox invests
in people as a
primary goal,
where we
enable and
train our teams
to manage
and adapt
to the new
reality with
programs to
use technology

tools for meeting and collaboration, virtual mental wellness and sports activity programs. Infoblox also invests in virtual platforms for our teams to use in sales, marketing and post sales to be able engage seamlessly with our customers and partners across the globe.

NetApp The health and safety of our employees, partners, and customers is our number one priority. As a digitally transformed organisation, we've implemented work-from-home policy for the majority of locations in accordance with guidance from the CDC, WHO and local government and health authorities. We've enabled our employees to perform to the same levels of productivity by optimising all internal meetings for remote participation. Our employees also have access to the best collaboration tools to enable engagement with partners and customers.

SonicWall: SonicWall has a large remote workforce across EMEA. As a company we have thrived on a remote working model while providing continued support to our partners and customers. As our employees are routinely working from home, the infrastructure and policy needed for remote working are unquestionably already in place. Our scalable, remote access solution ensures that all our employees are protected outside





the safety of our corporate network perimeter.

Is remote working here to stay? Why? A-10: I believe remote working is definitely here to stay considering the number of advantages including lower overhead expenses and higher productivity as a result of commute time being saved and less workplace distractions. Organisations also have the flexibility to create teams where skills are preferred over employees' geographical location. Employees who work remotely tend to feel a higher level of empowerment. Today's UC applications have also made collaboration easy and inexpensive.

Digital Okta: There is no denying that telecommuting is here to stay and there would be a greater reliance on the cloud and the continuous rise of telecommunications and remote working. However, nobody could have predicted the inception and later spread of the coronavirus or its impact on the business. The steady increase of the remote working solution such as Microsoft Teams, Zoom and Amazon Chime usage has been skyrocketed and the trend is set to continue in the aftermath of Covid-19.

Fortinet: While I believe remote working is here to stay, it surely doesn't mean the end of office spaces. However, the number of employees working remotely will greatly increase and a new subculture of remote professionals will emerge. The pandemic has shown that remote working has a number if benefits - employees gain flexibility

to work along with an increase in productivity. The impact on office overheads is reduced and there are lower transportation costs and delays for an office commute.

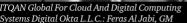
Infoblox: Remote working has proven its efficiency and productivity in many sectors, and has also given businesses the flexibility to operate without a physical existence. In the short- term remote working will stay as a hybrid approach. However, in the long term and after cloud adoption reaches its peak, I would expect remote working to be a definite reality. The technology industry is also shifting the strategy and investments to SaaS and cloud services to deliver the right tools to help transform businesses.

NetApp: I believe a hybrid workplace is the reality for the foreseeable future. This is because for many businesses, not all employees are required to work remotely - based on their role and responsibilities. But as the pandemic has proved, that remote working can be as productive as being in a physical office environment, I believe more and more businesses will have to offer employees the flexibility to work remotely.

SonicWall: Absolutely, regardless of the new normal situation, many organisations were transforming toward mobility. This is not only for users but for the full eco system around it. The nature of current century is boundless. One of the key elements of mobility is remote working. Of course, this comes with more planning and processes.

At SonicWall, we always put security first. SonicWall helps organisations apply the remote working transformation with seamless best practice flagship security practices.







NetApp: Fadi Kanafani, Managing Director Middle East



MANAGING CYBER THREAT

Maher Jadallah, Regional Director - Middle East, Tenable, says that in order to reduce overall cyber risk, companies should look for solutions that afford complete visibility into the entirety of the attack surface.

ow would
you describe
the modern
cyber-attack
landscape?
What do we
need to worry
about?

Digital transformation has led to an explosion of new technologies, connected devices and computing platforms. From IT to Cloud to IoT to OT, this complex computing landscape is the modern cyberattack landscape.

The tools and processes of yesterday are being used to solve today's problems – built and designed for the old era of IT when the attack surface was a static laptop, desktop or on-premises server. As a result, organisations struggle to understand and reduce their cyber risk.

This year we've seen the global pandemic create unique concerns with remote workers and potentially vulnerable personal devices now being connected to the corporate network.

Given the expanded perimeter, organisations should look for solutions that afford complete and live visibility into the entirety of the attack surface — be they IT or OT, traditional on-prem or in the cloud — as the first step toward reducing overall cyber risk.

What is Cyber Exposure Management and how is Tenable helping companies navigate their way through this new but important concept?

Cyber Exposure Management is an emerging discipline that helps organisations see, predict and act to address risk across the entire attack surface. Built on the foundations of risk-based vulnerability management, Cyber Exposure Management best practices introduce a common, risk-focused and metric-based language that everyone understands—from security and IT Ops to executive leadership and key stakeholders.

The Cyber Exposure Lifecycle provides a framework to continuously assess the health and security posture of the program:

See - Identify and map every asset for visibility across any digital platform

Predict - Leverage threat intelligence and business context to predict which vulnerabilities attackers are likely to exploit on assets that matter

Act - Remediate or mitigate critical risks and drive process improvement by communicating key metrics

Cyber Exposure Management unifies security goals with business objectives. This enables the organisation to make better-informed decisions based on addressing risks and driving improvements by measuring and comparing key security metrics.

What are some of Tenable's cutting edge products that help security leaders address their cyber security concerns?

Tenable is laser focused on providing solutions that allow our customers to holistically assess their environment - everything from IT to OT.

FRICTIONLESS
ASSESSMENTS
FROM TENABLE IS
A REVOLUTIONARY
APPROACH TO
VULNERABILITY
MANAGEMENT FOR
MODERN ASSETS."



The Cyber Exposure Platform translates raw vulnerability data into business insights organisations can use. It allows CISOs to see, predict and act on threats and vulnerabilities that pose the greatest risk to their organization.

Frictionless Assessment from Tenable is a revolutionary approach to vulnerability management for modern assets. It leverages native technologies deployed as part of the cloud asset to continuously assess instances for vulnerabilities. Tenable customers will be able to evaluate cloud assets without interruption, quickly detecting new vulnerabilities as their environment changes without ever having to schedule a scan or deploy an agent. With the life of cloud workloads commonly measured in hours, Frictionless Assessment is designed to solve a key challenge of achieving and maintaining accurate visibility into

cyber risk across all cloud-based assets.

We also recently announced new functionality within Lumin that will help CISOs and their security teams address the challenges of managing, measuring and reducing cyber risk in modern environments:

Remediation Maturity helps security teams measure their speed and efficiency of remediating vulnerabilities and compares them against external peers and Tenable best practices.

Mitigations evaluates the security team's response to critical risks when timely remediation isn't possible. It provides an inventory of end-point security controls for a completer and more accurate picture of an organisation's cyber exposure.

Predictive Scoring delivers more accurate and comprehensive insight into an organisation's overall cyber exposure. Predictive Scoring infers the Exposure Scores of groups of assets before they have been assessed in detail. This capability leverages the data lake of similar assets and the criticality of vulnerabilities found on these devices, helping guide security teams to identify and improve visibility to areas of potential high risk.

Tenable's predictive technologies are powered by Exposure.ai, which continuously analyses 20 trillion aspects of threat, vulnerability and asset information with machine learning algorithms to predict critical exposure points before they can be leveraged in an attack.

Can you tell us something about riskbased vulnerability management? Why does it score over legacy vulnerability management? Risk-based vulnerability management cuts through the immense volume of data, giving precise focus needed to act swiftly and effectively to focus efforts on the real risks within organisations' environments. Using machine learning, each vulnerability is analysed and correlated against severity, threat actor activity and asset criticality. This comprehensive visibility is communicated using metrics that align with the business' risks, so are understood by the board, with the ability to compare their security posture against internal departments and peers.

How does Tenable collaborate with security technology resellers, distributors and ecosystem partners worldwide to help organisations measure, manage and reduce cyber risk?

As a vendor, we look for and actively nurture relationships with partners that do more than just sell our products. We want to see commitment as we know that is what our customers demand, and we're prepared to offer the same. Our partners need to be as invested in the technology as we are, and from this basis we will actively work to help and support them build services and value around our solutions. This could include complementary technologies that ultimately address the challenge the customer is facing.

SPONSORED CONTENT





technology (ICT) sector to ensure that teaching—and learning—can continue even during lockdowns. Cutting-edge technologies such as 5G, artificial intelligence (AI), cloud computing, big data, and high-speed networking have enabled the successful digitization of the education industry, which is here to stay for the foreseeable future.

With the sudden surge of online learning in the Middle East, education is no longer tethered to the traditional classroom. Educational institutes are turning to trusted ICT experts to amplify their digital facilities and enhance the virtual classroom experience. Thankfully, there is a wide range of solutions that can connect and foster collaboration between teachers, students, parents, and school administrators, regardless of their time zone or physical location.

their time zone or physical location.

While the region's education sector has adapted out of necessity to meet the needs of the COVID-19 reality, it has done so using quick-fix solutions, for the most part. This was a result of needing to simply move as quickly as possible. It's been a commendable effort by and large.

In parallel, this has led to academic institutions stepping up their long-term digitization plans and rethinking their entire approach to online learning. By working more closely with ICT pioneers, educators are now getting the best out of their existing digital infrastructure, and investing more wisely in digital solutions that enable them to leverage the full potential of emerging technologies to facilitate innovation in teaching and learning management.

As a partner to many academic institutions in the Middle East and beyond, we've seen a specific desire

for full-scenario solutions that combine cloud, AI, big data, and IoT to accelerate modern education. The end result is always to ensure that all students receive quality, uninterrupted access to learning. As just one recent example, Huawei partnered with Ankabut—the UAE's Advanced National Research and Education Network

(NREN)—to develop a collaborative approach to research and education. This resulted in the roll-out of a strong cloud offering that enables Ankabut to access cloud services whenever needed. Instrumental to this was having a full cloud stack solution, including a cloud platform, software-defined networking, a high-speed data center network, and high-performance all-flash storage.

Such projects have revealed a lot about the future of digital education. Perhaps most importantly, that online learning is here to stay.

We see that countries are continuing their fight against COVID-19, and while physical learning environments may be used less, it is the perfect time to upgrade campus networks. For example, WiFi-6 offers an extraordinary new level of connectivity that can power the future of digital classrooms. Capable of supporting four times higher network bandwidth and user concurrency than Wi-Fi 5, today's Wi-Fi 6 solutions incorporate 5G-powered antenna and algorithm technologies to slash network latency—down from 30 milliseconds



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REGARDLESS OF TIME ZONES
OR PHYSICAL LOCATION."

to just 10
milliseconds.
This makes
things like
wireless
4K HD
conferences,
virtual
reality, and
augmented
reality
experiences
smoother than
ever before.
What is

remember throughout this digital journey, however, is that IT in education is about more than just storage and networks. Quality of education determines whether you can seize future opportunities. The use of information technologies in education has already become widespread in the major developed countries of the world. They have completed building information infrastructure and have begun to explore how to develop students' creative thinking abilities via deep learning. Various new forms of interactive research learning and team learning are emerging, promoting profound transformation in the education sector.

Investments in smart education must therefore be viewed from the perspective of building bridges that cross the digital divide, equalizing educational opportunities, and helping to empower a future workforce. This ultimately heralds a new era of education in which technology brings significant opportunities and broad prospects to drive innovation and national development.

GROWING FROM STRENGTH TO STRENGTH

Philippe Jarre, CEO of Mindware, tells Anita Joseph that the company's partnership with Dell Technologies is solid and that Mindware intends to leverage its strong operational and technical capabilities to deploy as quickly as possible the latest products and solutions from Dell Technologies.

ou've been recognized by vendor partner Dell Technologies with the EMEA Regional Distributor of the Year Award for achieving rapid regional strategic growth. So, what do you owe this success to?

This is indeed a wonderful accolade! It is standard practice for Middle East distributors to receive awards recognizing them at a regional level. However, this one is very special since we were compared to the big European players and managed to attain the top spot. That, to us, is an extraordinary achievement that we are very proud of. And it is the first time that a local distributor within the

Middle East has been awarded such an honour at an EMEA level which is an exceptional achievement!

In terms of our partnership with Dell Technologies we are one of the leading distributors of the company. There are a number of reasons for this. The first is because we maintain an extensive ecosystem of more than 4,000 partners, all of whom are skilled in various domains and always supported by our team when promoting and deploying the latest Dell Technologies' solutions. Mindware employs a dedicated Dell Technologies Business Unit that constantly works in close partnership with the vendor. We have been working with Dell Technologies for over 20 years and we keep a finger on the pulse when it comes to their latest technologies. We understand the complexities of solution-selling as



COVER STORY // MINDWARE

opposed to the typical transactional dealings. Last but not least, come our values; Mindware shares the same ideals & principles as Dell Technologies such as our teamwork spirit and winning culture. Our companies, therefore, work seamlessly together.

How has your channel partnership grown over the years to incorporate the technological requirements of vendors and also add value for customers?

Over the past two years or so we have been laser-focused on developing our team's technical competencies. Today, Mindware employs close to 40 technical architects who are specialised and certified in the latest technologies within our portfolio. We have had several discussions with Dell Technologies regarding their strategy to offer "as-a-service" solutions to customers in this region. Mindware has also been running a dedicated Cloud practice which is fully aligned with Dell Technologies to achieve its vision in the region. We definitely support this project and, to that effect, we have been training and enabling our partners to deploy Dell Technologies' solutions for Cloud migration, which is one of the major digital transformation drivers for any enterprise.

Your partnership with Dell technologies is significant and strong. How do you intend to build on this, going forward?

We intend leveraging our strong operational and technical capabilities to bring to market and deploy as quickly as possible the latest products and solutions from Dell Technologies. From an operational standpoint, in 2021 Mindware will consolidate under its umbrella all the other distribution companies of Midis Group covering Africa. This restructuring will not only



give critical mass to these companies, but also provide them with access to our Dubai Centre of Expertise on Dell Technologies as well as strong financial support.

Given the challenging market conditions right now, do you think there is need for a greater collaborative approach to addressing business challenges? How do you think the whole channel ecosystem can address this effectively?

The current pandemic situation has, in fact, accelerated the digital transformation aspirations and plans of regional organizations. They are looking to put in place

technologies that enable remote working/ work from home, and at the same time, protect against security breaches (which are becoming more prevalent in today's scenario). The channel needs to be able to provide comprehensive solution stacks, rather than siloed products. As a distributor, we are fortunate to have a portfolio of market leading technology vendors such as Microsoft and Dell Technologies that address the current IT transformation needs of enterprises, including cloud migration which - as mentioned earlier - is one of the pillars of a digital transformation strategy. As a channel player, if one lacks access to major technology vendors backed



by the proficiency to support such technologies, they will definitely miss out on new opportunities, become irrelevant and eventually disappear.

What is the biggest challenge in today's times (other than remote working and network security) that the channel is facing? How do you think this can be tackled?

The biggest challenge is - I believe - financial stability and cash-flow management. Channel partners need to ensure that they keep winning projects and, most importantly, ensure that payments flow in timely. In today's tough market conditions, wherein customers demand longer credit periods and are more frequently

defaulting payments, channel partners heavily rely on distributors to provide them with financial backing. Knowing that our success is directly related to the success of our partners, Mindware has been strongly supporting our channel ecosystem to overcome any financial challenges. Naturally, we do a lot of financial engineering that involves understanding the business risks and drawing up solution plans benefitting all parties involved.

The MENA channel market is highly competitive. What has Mindware's journey been like, so far?

The size of our business has doubled in the last three years and we will most



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likely hit the billion dollar mark by the end of 2020. Last year was critical for Mindware where we had double digit growth year on year. Some of the initiatives that helped drive our business included the acquisition of Arrow Electronics' enterprise computing solutions business in the Middle East; the launch of a new 'Solutions Unit' comprising of presales and services teams focusing on infrastructure, security and Cloud solutions. Lastly, the launch of our new Cloud Marketplace offering superior transactional experience to the channel community as well as a wide variety of Cloud solutions and services.

Despite our market facing multiple challenges this year, we have been able to use this time to consolidate our market position, refocus strategies, channelize our energies, gain share and build momentum. We will keep working hard and building on our strengths and I am confident that we will end 2020 strongly.

UPGRADING LANS THE SMART WAY

Ensuring that your LAN is future ready while retaining flexibility – and managing TCO

ver-changing requirements Previously separate systems and platforms are increasingly converging, and at the same time bandwidth requirements are growing fast, driven by cloud applications, IoT, Wi-Fi 6 and more. This calls for future-ready LANs, capable of supporting several generations of technology. However, upgrading a LAN can be challenging for a variety of reasons. The network impacts a wide range of users and the overall company IT infrastructure, while supporting many different functions - from VOIP and Cloud applications to wireless access and security. Scope for downtime is limited. What do you need to bear in mind when (re-) designing or expanding an enterprise or facility network? How might FTTO help solve some of the issues?

Providing power, bandwidth and flexibility while, reducing cost

There are several technology-related challenges to take into account, related to fast-growing bandwidth required for new applications, powering large numbers of distributed devices, and network flexibility, largely driven by convergence of previously disparate systems. Furthermore, upgrading office IT infrastructure also brings quite a few physical and logistical challenges - architectural limitations, for example in listed buildings, or the changing functions of departments or entire buildings.

As WiFi6 makes more advanced applications possible, the LAN needs to provide ubiquitous capacity, with plenty of bandwidth reserves, to the Wireless Access Point. After all, as more devices share wireless bandwidth it becomes increasingly diluted, possibly even to the point of becoming unusable.

With the fast increase of connected LED lighting, sensor technology, and IPequipped devices, Power over Ethernet is becoming a necessity. Providing current over Ethernet cabling allows devices to be installed and moved around without having to worry whether there's an electrical outlet close by. Power delivered through new generations of PoE is more than six times the level of the initial PoE standard. Without the right cable design, this may significantly increase heat buildup inside cable bundles. Often, a building will impose limitations to where cable can run. Older buildings may have protected status, and often spaces are simply too confined, or have cramped conduits and cable racks twisting at sharp angles. With fibre cables, the required bending can present significant problems.

As the functions of spaces in a building change over the years, it is vital that extensive rebuilding isn't required each time, and data transmission and power capacity can simply be re-routed. The number of people in a building may increase or decrease and new applications may be introduced over time. From a technical perspective, that means you'll need to ensure you can deliver enough bandwidth for even the most demanding requirements, as well as a growing number of mobile devices. Labour costs can also add up, especially when cabling has to be spliced on site, additional power outlets need to be introduced, or technical rooms have to be created.

Consider Fibre To The Office

A Fibre To The Office (FTTO) solution can help with the challenges described, avoiding the need to provide power outlets for individual devices, while ensuring vast bandwidth reserves as well as flexibility and providing the ability to scale up easily



and cost-effectively. Fibre is laid up from the central switch to a connection point in the office or workplace. Here, a dedicated Ethernet switch ensures intelligent media conversion from copper to fibre. Gigabit speeds can be realised while at the same time PoE is supported. Copper cables supporting PoE over standard RJ45 interfaces allow a single network cable to be used to provide data connection as well as electric power. Whenever building layout changes, devices can simply be repatched or added. They are immediately powered up and connected to the network.

No floor distributor is required, which saves a considerable amount of space per floor. Thick cable bundles are avoided, thanks to the use of pre-terminated fibre, optimised for fast and easy installation. Heat buildup and flammability are also avoided in this way, as well as by smart cable design.

Of course, as networks increase in size, or configurations change, keeping track of network configuration becomes increasingly difficult and every new connection is a potential point of failure. Cost and time investments are also reduced by automated monitoring, control and asset management and high bandwidth reserves and redundancy. Total Cost of Ownership can be optimised, while growth and energy consumption are balanced.

There's no one-size-fits all solution, as the challenges and potential benefits in each location are different, but our experts are always happy to discuss your specific situation and any requirements you may have!



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MANAGING THE CHANGE

Maya Zakhour, Channel Director – Middle East, Africa, Italy and Spain at NetApp, says that the partner community can be optimistic about the rest of the year, as the demand for cloud solutions - public, private and hybrid – will see increased growth.





OW HAS
COVID-19
CHANGED
THE CHANNEL
MARKET
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WHAT IS THE
BIGGEST CHANGE

THAT THE PANDEMIC HAS BROUGHT? With the onset of COVID-19, there was a lot of uncertainty with businesses scrambling to implement remote work strategies and cater to large remote workforce. Making business critical applications available for remote users was a key challenge and customers who deployed a cloud environment were able to adapt to this change rapidly. Partners were then compelled to up their game and turn their focus to business continuity solutions to help customers. We also seen that, overall, the payments cycle being affected, which was crucial for partners to continue providing customers with the solution they needed to enable a remote workforce. As a channel-driven organisation, NetApp developed a strong financial care program for our distributors and partners which they can extend to customers as well. The financial program gives our partners flexibility to deal with difficult situations especially when payments are delayed.

At a time when spending (both consumer & commercial) is being curbed, have channel partners had to lower their revenue growth expectations for the foreseeable future?

Every channel partner is paying even closer attention to profitability now than before, and COVID-19 has certainly provided a different level of uncertainty. Growth forecasts and expectations have had to be lowered, however, I believe that our partner community can be optimistic about the rest of the year, as the demand for cloud solutions - public, private and hybrid – will see increased growth as customers focus on future-proofing their business continuity strategy. Partners also have an edge with access to our market-leading solution portfolio

to help customers deal with rapid changes in their business. Our partners have the freedom to offer customers with benefits of NetApp's consumption model that helps them get the most of their storage investments. What we can assure our partners is profitability in these trying times – be it brining in a new customer, refreshing an existing on-premise solution, or selling top marketplaces of the top hyperscale vendors that no matter what NetApp solution they sell, they can be profitable even in these difficult times.

AS CUSTOMERS
CHANGE THEIR
APPROVAL
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ORDER TO MAINTAIN
PROFITABILITY AND
SUSTAINABILITY."

How can channel partners refocus their selling strategies post COVID-19? What are the key questions to keep in mind?

With TCO and ROI becoming the key terms for investments, the channel has huge opportunity to capitalise on the data consumption model through our hyperscale partners. As customers change their approval processes, it is important partners adapt their strategies in order to maintain profitability and sustainability. I would also encourage partners to think about the opportunities with AI especially as the technology is playing a big role in the healthcare sector.

What support systems and technology tools are channel partners putting in place to stay competitive and add value during this critical phase? What NetApp is doing to help partners add value to their services is provide them a number of support services, training tools and online resources in addition to a comprehensive solutions portfolio to help customers lessen the total cost of ownership burden. The challenges involved with IT purchasing can be exceptionally difficult with costs for data, infrastructure, cloud and myriad other technologies. With NetApp's consumption model, partners have the ability to provide companies with flexibility to lessen the complexities associated with IT infrastructure and lifecycle management. This gives IT buyers a clear, easy-to-understand path forward for managing IT, giving employees time to focus on more important business. In these difficult times, we are enabling partners to build a NetApp-focused services practice, to expand margin opportunity and offer the best return on their partnership.

How are channel partners incorporating planned and existing marketing programs into their new working strategy?

Businesses have started to adapt to the 'New Normal', and we are committed to enabling our partners in the Middle East with the necessary tools to help grow the business in uncertain times. Our enhanced unified partner program provides partners with much needed flexibility and recognises partners based on demonstrated expertise and their ability to accelerate the customers' digital transformation efforts. Our partners play a key role in establishing our leadership in cloud. For our cloud partners, NetApp has a Cloud Data Services Incentive where we expand support, tools and incentives. Our partners also have access to the NetApp Data Fabric to help customers accelerate their digital transformation strategy. Partners can continuously benefit from helping customers adapt this strategy to deal with the future.



SET, a global leader in cybersecurity, has launched new versions of its Windows security products for consumers. The new versions upgrade the protection in ESET Internet Security, ESET NOD32 Antivirus and ESET Smart Security Premium.

The wide range of security improvements cover malware detection, online banking, password security and smart home support – in line with ESET's goal to create a safer digital world for everyone to enjoy. With the ever-increasing volume of reported cyberattacks, it is vital that users are secured in their online activities. These product updates address key issues, including online payments and banking-related threats, identity theft and leaking of personal information, stolen passwords and connected device security.

ESET is continuously improving its solutions to ensure that users are equipped with the very latest

technologies in cybersecurity while keeping a low system footprint. The updates bring fine-tuning of the Host-Based Intrusion Prevention System and Advanced Machine Learning modules, along with a significant reduction in the size of the Machine Learning module.

Other key updates include the new Windows Management Instrumentation (WMI) and System Registry scanners capable of detecting malware that uses the WMI or the registry maliciously. The Connected Home module is also improved with better connected device detection and security issue troubleshooting.

Financial security is a top priority, and the upgraded Banking & Payment Protection features a special secured browser mode through which users can safely pay online. The new feature allows users to run any supported browser in secured mode by default. With secured mode on, the communication of the keyboard and mouse with the browser is encrypted to guard against keylogging.

In addition, Banking & Payment Protection now also notifies users when Remote Desktop Protocol (RDP) is turned on to alert them about the danger of malware abusing RDP.

Finally, ESET Password Manager has been completely rebuilt with new functionalities such as remote logout from websites and remote clearing of browser history, and is available via both browser extensions and native mobile apps.

Commenting on the updates, Matej Krištofík, product manager at ESET, said, "As cyberthreats continue to evolve in sophistication and frequency, it is vital that consumers and their devices are protected on every level. Technology is at the center of our lives, from online banking to connected homes, so it is more important than ever that our personal technology is safe and secure. We are proud to offer our latest Windows security product updates to consumers, reflecting our dedication to consistently improve and innovate in order to provide a safe digital experience for all."

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CLOUD SOLUTIONS SIMPLIFIED

arlier this year, the global workforce witnessed a paradigm shift in working patterns, brought on by the COVID-19 pandemic. From physical office spaces and face-to-face meetings, the idea of working from home caught on like never before, and now, as the world slowly limps back to normal, this trend seems to be gaining significant traction, with its flexibility and adaptability. In fact, an analysis by FlexJobs and Global Workplace Analytics found that in the US, from 2016 to 2017, remote work grew 7.9%; from 2005 to 2017, there was a 159% increase. Today, imaginably, the numbers are much higher.

QNAP steps in

QNAP (Quality Network Appliance Provider) provides a range of comprehensive solutions ranging from storage, networking and smart video innovations as part of its commitment to building a technology ecosystem based on subscription-based software and diversified channels. QNAP has successfully managed to integrate some of the latest technologies such as AI, edge computing and data integration into their solutions, helping customers navigate their digital transformation journey with ease and simplicity.

With QNAP's remote work solutions, organisations can provide

their employees with the freedom and flexibility to work from anywhere without impacting their performance or affecting productivity. Here are some of their latest, cuttingedge solutions:

myQNAPcloud Link

We've all been in situations where the files we need are just out of reach. Whether we've forgotten a USB drive at home, or we encounter compatibility/technical issues when connecting it to your device, these issues can easily derail important presentations, delay handing in assignments, and affect other everyday activities. With the simplified remote



QNAP PROVIDES A RANGE OF COMPREHENSIVE SOLUTIONS RANGING FROM STORAGE AND NETWORKING, TO SMART VIDEO INNOVATIONS, AS PART OF ITS COMMITMENT TO BUILDING A TECHNOLOGY ECOSYSTEM BASED ON SUBSCRIPTION-BASED SOFTWARE AND DIVERSIFIED CHANNELS."

access provided by myQNAPcloud Link on QNAP NAS, your data is always reachable wherever you are - providing a reliable and secure alternative to USB drives.

The myQNAPcloud Link app is integrated with myQNAPcloud and provides a perfect remote access service, linking you to your QNAP NAS from wherever you are. In the past if you wanted to access NAS device remotely, you needed to rely on the DDNS service and go through a series of complex, time-consuming registration and setting processes. myQNAPcloud Link spares you from these hassles, allowing you to connect to your NAS via the Internet with greater convenience.

The myQNAPcloud Link provides multiple benefits and greatly simplifies the entire remote access experience. After installing the myQNAPcloud Link, you receive an easy-to remember SmartURL that directs you to your QNAP NAS via the myQNAPcloud portal (www.myqnapcloud.com). You don't need to remember IP addresses or URLs anymore.

On the myQNAPcloud portal, you can directly access the shared folders of your NAS and share, download, and manage data and files. You can also access various web-based NAS services including Photo Station, Music Station, and File Station. If you have multiple QNAP NAS, you can access and manage all of them in one place.



Not just that, you have total control of who can access your QNAP NAS and services. The user is required to have an authenticated myQNAPcloud account (QID) and enter device account and password to access the QNAS NAS device. The two-step authentication enforces strong security.

QNAP Boxafe

SaaS is convenient and has been a good friend of remote workers, but it is vulnerable to data loss and data recovery limitations. With QNAP Boxafe, you can backup/sync files, emails, calendars and contacts from Google™ G Suite and Microsoft® Office 365® to a QNAP NAS. Backing

up hundreds or thousands of files from different employees is no longer a problem with this innovative solution.

Look at it this way: Data can be priceless. Even though cloud providers guarantee to secure data, you will still encounter human error and mistakes resulting in accidental data deletion, intentional data destruction causing great losses to enterprises, and faced with situations where enterprises are required to perform long-term data preservation and abides by compliant data protection methods.

Here, we must remember that there are certain data recovery limitations in Google™ Workspace and Microsoft 365®, such as recovery time limits

or permanent deletion. With Boxafe, you do not need to worry about data loss. You can backup files, emails, calendars and contacts from Google™ Workspace and Microsoft 365® into the QNAP NAS, which provides multiple benefits such as cloud backup with local NAS, security, data centralisation and reliability. In fact, all you need is a one-step-setup to backup thousands of files from different employees. Boxafe saves considerable time and energy.

QNAP provides comprehensive solutions for virtually all data protection requirements. To know more about these products or to make a purchase, contact alextsai@qnap.com.

EXCLUSIVE NETWORKS:

ACCELERATING CLOUD INNOVATIONS IN THE DIGITAL ERA



oday, the success or failure of any business relies on the effectiveness of their digital transformation strategies. The primary goal of any digital transformation initiative is the same for all organisations, whether small or large – to use technology to transform any service, process or experience into something more agile, flexible and cost-effective.

In order to realise and leverage the complete potential of digital transformation goals and technologies, organisations need to understand how cloud, cybersecurity and the channel can add genuine value and pave the way to their success.

Over the last decade, we have witnessed cloud evolve from being an industry buzzword to a key agent for business transformation. Cloud is fuelling a whole host of innovation, enabling businesses to stay relevant and thrive in today's dynamic digital ecosystem. According to an IDC study, more than 80 percent of companies are already using cloud services and cloud technology or are dealing with it intensively. By embracing the cloud, businesses can not only power innovation but also reap benefits such as a modernised IT infrastructure, enhanced collaboration and streamlined processes, allowing them to reinvent themselves to deliver exceptional value to customers.

However, to illustrate cloud as just a tool to improve traditional IT, as a better way to maximise resources or as a method to cut costs, is to sell it far short. Organisations need to look at it with a more expansive and ambitious view. In the Middle East, cloud is increasingly

becoming entrenched in corporate IT strategies as digital transformation gains traction in the region. A study by global research and analyst firm IDC highlighted that digital transformation will drive cloud investments, propelling the market to reach \$2.7 billion in 2020. While digital transformation presents boundless opportunities, it is not without its challenges.

The shift to digital results in interconnected systems and increased number of endpoints, which could leave organisations vulnerable to cyber risks and threats. This highlights the vital role of cybersecurity in digital transformation. Now more than ever, as digital transformation continues to redefine businesses, the channel needs to be in sync and enable customers to navigate the complex technology landscape. As a global cloud and cybersecurity valueadded distributor (VAD), Exclusive Networks is accelerating the market entry and growth for innovative cloud and cybersecurity technologies. We are devoted to bringing in world-class technology vendors and empowering resellers to accelerate digital transformation in the region.

Our business model of 'single-touch/multiple markets' specialist distributor has made us the number one choice for vendors and resellers alike.

Exclusive Networks has a unique market approach that combines specialist value-added technical and marketing support with the extensive reach of a global distributor, continuously redefining what it means to be a VAD.

We constantly evolve to stay ahead of fast-changing markets and technologies

to stay relevant to our vendor and reseller partners. We have been very focused on building a portfolio with vendors who are best in their field and investing in our people because we believe only a highly committed team can drive business growth and success. We now have 22 vendors across our cloud and cybersecurity portfolios – including recently onboarded partners Vectra, Checkmarx, Quest, One Identity and Hycu – all of which deliver unique market capabilities and technologies.

Subsequently, reseller partners around the world rely on us to create new business opportunities and generate revenue streams from new technologies. We also continue to demonstrate our unwavering commitment to empowering our partners by continuously delivering innovative enablement initiatives through our regular cloud and cybersecurity workshops; our Cloud Training Centre, which offers authorised and approved cloud training to technical and sales teams across the region; and our Cyber and Cloud super centre, which has gone from strength to strength since its launch two years ago.

In a day and age where digital is king, organisations need the right foundations to emerge successful.

This means getting cloud and cybersecurity right from the onset of their digital transformation journey is paramount and leveraging an expansive ecosystem is advantageous. As a trusted specialised cloud and cybersecurity VAD, we are constantly evolving and improving our capabilities to enable customers and partners alike to make great strides in the digital era.

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Call Home

Call Sabie (next door)

INNOVATION // NORDEN

EYENOR BODY CAMERA: A CUTTING-EDGE PRODUCT FOR THE EVOLVING MARKET

n changing times there is a great need to maintain surveillance and security. The state-of-the-art security systems from Norden Communication provides the best security for your facilities. Eyenor is designed with advanced technology to spot the finest details in any circumstances.

Norden Communication, with its expertise of over two decades, has made sure that it provides the best solutions and services for their customers. Offering the top-grade solutions for a safe and secure industrial environment that can be monitored and regulated with ease, Norden is constantly working to create highly customisable and efficient products that come with a long life.

Eyenor is a brand from Norden and their innovation focuses on bringing a greater choice of high-performance surveillance products to a demanding market. Eyenor offers a comprehensive range of IP cameras that suit the surveillance & security demands of the evolving market. With the new range of Eyenor cameras, they are one step ahead in the industry by introducing the latest

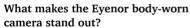
advancements like body worn cameras and temperature detection cameras.

EYENOR

Eyenor Body Worn Cameras are pioneered with a number of cutting-edge positioning and video processing technologies for a full-featured and reliable performance. Having an additive feature empowering recording in real time, moving speed, latitude and longitude, it has a revolutionary feature

of recording the actual process for ensuring more accuracy.

EYENOR



The high-quality and reliable Body Worn Cameras from Eyenor guarantees the best and uninterrupted performance for long hours. The wide range of Body cameras with high definition video quality and impressive performance caters to varying requirements The infrared night vision feature of the cameras allows it to capture images in dark environments with its wide field of view. They can take still images at resolutions up to 32MP for high quality photos and have a built-in GPS for Real-Time tracking and trace playback. The camera's built-in 3500 mAH battery delivers up to five hours of battery life on a full charge. The cameras are housed in an IP67 enclosure, making them water, drop and shock-resistant.





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PRODUCTS



NUBIA RED MAGIC LAUNCHES 5S GAMING MOBILE IN UAE

Red Magic, the gaming arm of global mobile technology company Nubia

has announced the launch of their much-awaited mobile 5s in the UAE. The powerful gaming mobile will be sold in the UAE through their authorized distributor, Blooms Group exclusively with Virgin megastore's'. The Red Magic 5s comes with ICE 4.0 active liquid-cooling with a turbo fan system that enhances gaming experiences to keep the phone cool and running optimally during intense use and even when charging.

Gamers can now power through the most intense games and play on the fastest data connections with 5G support. They can even speed through loading screens and applications faster than ever before with the latest UFS 3.1 memory technology and LPDDR5 RAM that the Red Magic 5s incorporates. It is equipped with a 6.65-inch ultrafast and super-smooth 144Hz eSports AMOLED display that delivers buttery smooth visuals and empowers gamers to stay in the lead with over 4000 levels of brightness control.

The gaming smartphone also features a Touch Choreographer that has been put in place to enable users to enjoy smoother gameplay as it automatically compensates in-game frame-rates to prevent stutter while keeping the frame rate stable. Users can enjoy eSports in an amplified manner with immersive, high-quality audio and 4D Shock Vibration feedback.

It sports a 64MP Sony triple camera set-up with a 64MP primary camera, an 8MP ultra-wide lens that is great for landscapes, and a 2MP macro lens for

zoom shooting. There is a super night mode that allows greater clarity in lowlight situations to help users capture better shots in all kinds of scenarios.

The Red Magic 5s is powered by a high capacity battery with 18W quick charging that is upgradable to 55W rapid charging; its 4500 mAh battery can fully recharge in 40 minutes.

Talking about the launch, Mohamed Fawzi, CEO/ Founder of Blooms Group said, "After our success in other MENA countries, I'm so proud to enter the UAE market, and we are looking for a partnership relation with Nubia Red Magic brand and Virgin megastore's' in UAE."

The sleek and stylish 5s comes in a sonic silver colour for the 8+128GB variant while the 12+256GB variant comes in a pulse red with blue shade.

The Red Magic 5s is now available at Virgin Megastores in Deira City Centre, Abu Dhabi Mall, Mercato, Mall of Emirates, Mirdif City Centre, The Dubai Mall, Wahda Mall, Dubai Marina, Yas Mall, Jimi Mall, Sahara Center and AL Marya.

KODAK ALARIS LAUNCHES NEW LINE OF LOW-VOLUME PRODUCTION SCANNERS

document capture portfolio with the launch of a new line of low-volume production scanners and a refresh of its web-based capture software.

Built for today and ready for tomorrow, the new scanners and software are scalable to meet rapidly changing business requirements as organizations increase their focus on digital transformation.

Based on the award-winning i2900 and i3000 Series Scanners, the new Kodak S2085f and S3000 Series are faster and more powerful while offering network connectivity and a better user experience. New models include the 85 page per minute (ppm) Kodak S2085f Scanner (A4 paper size) and the 100 ppm Kodak S3100f Scanner (A3 paper size).

Both of these models are equipped with integrated flatbeds to easily capture information from business cards, to books, and more. Also new to the Kodak Alaris portfolio are the 60 ppm Kodak S3060 Scanner, the 100 ppm Kodak S3100 Scanner, and the 120 ppm Kodak S3120 Scanners, which are all A3 scanners.

"Most businesses have a strong desire to automate business processes to save time and eliminate mistakes," said Lee Davis, Associate Director, Scanner Analysis and Software Evaluation for Keypoint Intelligence.

"But when it comes to automating certain kinds of processes, like those where paper-based information needs to be entered into a digital process, things get tricky. The new scanners and software from Kodak Alaris simplify this intersection, providing customers with an automated portal for integrating paper-based information into digital workflows and archives."

Some of the new features and benefits include:

True network shareability, meaning scanners can be securely accessed by any PC on a network. They can be shared without moving laptops or wires, and without purchasing



IT equipment. Multiple workers can securely use a single scanner much like an MFP but with far superior image quality.

Enhanced built-in image processing without relying on CPU power of a workstation or PC. The S2085f/S3000 Series deliver smaller file sizes, which minimises storage costs and speeds up retrieval. Perfect Page technology automatically turns poor-quality originals into crisp, high quality images while scanning at full-rated speeds.

The S2085f and S3000 Series include an optional rear exit "straight-through" paper path for exception documents, which streamlines scanning of thicker and large-format documents and eliminates paper jams. All of the new scanners are EPEAT® Gold Registered for environmental excellence.

PRODUCTS

RING VIDEO DOORBELL 3 AVAILABLE IN THE UAE AND SAUDI ARABIA

Ing, which aims to make neighborhoods safer, has announced the immediate availability of its next-generation mid-range Video Doorbell, Ring Video Doorbell 3, and its next generation Ring Chime and Chime Pro in the UAE through its retailers – Amazon.ae, Jumbo and Virgin Megastore and in Saudi Arabia through its retailers – Amazon.sa and Jarir Online.

With improved motion detection and enhanced dual-band wifi, alongside the features Ring users know, love and trust, including a 1080p HD camera and two-way talk, Ring Video Doorbell 3 is the latest addition to Ring's Video Doorbell lineup. The redesigned Ring Chime and Chime Pro are perfect for users who want to hear their Ring notifications inside their homes.

"At Ring, we are continuously pushing the boundaries on bringing the most innovative devices and features to our customers," said Jamie Siminoff, Ring's founder and Chief Inventor.

"Now, with near zone, users can receive the alerts they care most about. With Ring Video Doorbell 3 and the all-new Chime and Chime Pro, we're excited to continue bringing customers even more choice when it comes to their home security

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options, while keeping user privacy and control front and center," he added.

Ring Video Doorbell 3 builds upon the great features of the Ring Video Doorbell 2 to now also include a new, adjustable motion zone, called near zone, that can detect motion within five to 15 feet of the front door, as well as enhanced dualband 2.4Ghz/5Ghz wifi for improved connectivity. With Alexa compatibility, users can simply say, "Alexa, show me the front door," to see their Ring Video Doorbell 3's Live View, or say, "Alexa, answer the front door," to begin speaking with whoever is at their door.

Ring Chime and Chime Pro provide customers with audible notifications throughout their homes; and Chime Pro includes a built-in nightlight, as well as a Wi-Fi extender to improve and expand Wi-Fi connectivity across users' Ring Doorbells and Cams.

Ring Video Doorbell 3, Chime and Chime Pro are now available for purchase from Amazon.ae, Jumbo and Virgin Megastore across the UAE for AED 839, AED 149 and AED 229 inclusive of VAT and from Amazon.sa and Jarir Online in Saudi Arabia for SAR 899, SAR 149 and SAR 249 inclusive of VAT.

JABRA BRINGS COMPACT TRUE WIRELESS ANC SOLUTIONS FOR ELITE 75T RANGE IN UAE



ANC to its

Building on a leading track record of innovation in true wireless earbuds, Jabra introduces award-winning rue wireless

compact true wireless portfolio with the all new Elite 85t and upgraded Elite 75t series, with no compromises made on the sleek design or optimal fit.

The Elite 85t is engineered to defy the boundaries of how much noise can be removed in a set of true wireless earbuds.

It features Jabra's most advanced and powerful ANC technology, without compromising on the size or the signature design that looks and feels great to wear all day. With the Elite 85t, there will be no compromise in the discreet design or comfort, no compromise in the calls or music experience and no compromise in the effectiveness of the ANC.

The updates to the Elite 75t series – both Active and non-Active – will happen via a firmware update in the Sound+ app. Jabra is the first company to deliver ANC on an existing true wireless product line, creating one of the broadest true wireless ANC line-ups in the market.

The new Jabra Elite 85t earbuds bring outstanding call quality for the user and the person on the other end, with the 6-mic technology (three on each ear, two on the outside, one on the inside). On top comes improved wind noise protection enabling great calls anywhere. Microphones on the inside and outside of the earbuds are used to provide Jabra Advanced ANCTM, which allows for improved noise cancellation, filtering out more noise across all frequencies.

The product will be available at select retailers at AED 849 inclusive of VAT beginning December.

TP-LINK LAUNCHES ADVANCED VIDEO SURVEILLANCE BRAND - VIGI



P-Link, the world's leading provider of reliable networking devices and accessories recently announced the launch of their allnew video surveillance brand, VIGI. The latest label from the networking giant is all set to introduce 10 products explicitly designed to meet the needs of SMBs and provide professional-grade surveillance to small business owners at an

affordable price.

The VIGI launch is a strategic move by TP-Link to enter the surveillance field. Catering to the diverse demands surrounding security and privacy protection, VIGI leverages its strong R&D and production capacity and inhouse manufacturing to offer customers complete security solutions that can curb internal and external theft, ensure the safety of staff, and improve services. VIGI works around all kinds of security scenarios and is entirely focused on protecting businesses—whenever, wherever. Outstanding functions such as reliable quality guarantees and simplified installation ensures safety for businesses.





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