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# 

**MIDDLE EAST** 

## HELPING BUSINESSES TRANSFORM

KERRY GRIMES, HEAD OF GLOBAL PARTNERS, AVEVA, TELLS ANITA JOSEPH IN AN EXCLUSIVE INTERVIEW HOW AVEVA HAS BEEN HELPING COMPANIES IN THEIR DIGITAL TRANSFORMATION JOURNEY, WHILE LEADING THE WAY WITH THEIR CLOUD STRATEGY, SUCCESSFULLY MERGING OT & IT. SPECIAL

Reseller ME Forum & Excellence Awards 2020



### **INTERVIEWS**

\* Huawei\* Avientek\* HTC

**PRODUCTS:** 

\* eufyCam 2
Pro 2K

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STRATEGIC VAD PARTNER



ISSUE 284 // JANUARY 2021

## **HELPING BUSINESSES TRANSFORM**

An exclusive interview with Kerry Grimes, Head of Global Partners, AVEVA, about how AVEVA has been helping companies in their digital transformation journey, while leading the way with its cloud strategy, successfully merging OT & IT.

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teams working remotely.

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## Success is Our S



## **NORDEN**<sup>®</sup>

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## DIELECTRIC SELF-SUPPORTING FIGURE 8-AERIAL CABLE

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.



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## **NEW YEAR CHEER...**



Anita

Anita Joseph Editor 200 was totally unexpected-one which we didn't see coming. However, 2021 is already looking good, with its assurances of hope and optimism about a better future. While the challenges are many, innovation and adaptability are keeping businesses afloat and ahead. Both at the individual and corporate levels, the mood is upbeat and the sentiment, positive.

EDITORIAL

We at RME, are celebrating. Not just the end of the year, but also the excellence, innovation and resilience that the channel community has shown in the last 12 months in the face of adversity. At our Reseller ME Forum & Excellence Awards held recently, we honoured companies and individuals that showed courage and confidence when times were tough, and innovated to keep their businesses running. At the panel discussion and forum held alongside, we brought together industry veterans and top executives to discuss how the challenging market conditions and rapid technological changes of today can be used to identify opportunities and rethink the delivery of products and services. The list of winners is impressive and we've brought it all to you as a special feature here, so be sure to check it out.

We also have insightful interviews with industry frontrunners about how their services and products are withstanding the test of time-how they see the market and what lies ahead. Not to mention, the regular news updates and spotlight on the newsmakers.

This issue is special and we've worked very hard to make it interesting for you. So, while the market evolves and technology continues to underscore this journey, the January issue of RME brings in a note of cheer about what was achieved and consolidated in the last 12 months and the possibilities that lie ahead, in these uncertain times.

Here's wishing you, our dear readers, a safe and memorable 2021. Be sure to enjoy and celebrate new beginnings. Happy New Year, Happy Reading! Cheers,



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#### **TOP STORIES**

### HIPERDIST PARTNERS WITH SPARKCOGNITION TO STRENGTHEN PRESENCE IN MIDDLE EAST AND AFRICA

iperdist, one of the leading Value Added Distributors in MEA region is pleased to announce its partnership with SparkCognition, the world's leading AI company to distribute SparkCognition's DeepArmor and Darwin products in the Middle East and Africa (MEA) region. Together, the companies will make next-generation cybersecurity and automated machine learning solutions more available in these markets, with a particular focus on bringing DeepArmor Industrial to the region's oil and gas companies.

Hiperdist is part of the CIS Group which is one of the oldest and longest serving IT distribution groups in the MEA region. Hiperdist has 23 local entities in 17 countries with four regional hubs and 2000+ channel partners. Together, Hiperdist and

SparkCognition will further expand business operations in key countries such as the UAE, Saudi Arabia, Qatar, Morocco, Tunisia, Algeria, Kenya, South Africa and more.

"Our collaboration with Hiperdist will assist in providing greater access of our niche AI solutions to partners and customers," said Husam Khater, Vice President, EMEA at SparkCognition. "Along with Hiperdist, we look forward to solving the problems that matter most to businesses in the MEA region, by protecting their assets, optimising their operations, and catalysing their growth."The alliance with Hiperdist will support SparkCognition's automated machine learning product, Darwin, and its DeepArmor cybersecurity suite of products - specifically SparkCognition's DeepArmor Industrial. DeepArmor Industrial, which is the newest product in the DeepArmor suite of



Husam Khater & Govind Harida

products, has been built specifically to protect industrial customers' legacy operational technology (OT) from threats. As OT systems and industrial equipment."When we learned of SparkCognition and its offerings, we were keen to pursue a partnership, as their solutions offer companies tremendous business value," said Govind Haridas, Business Head, Cyber Security at Hiperdist. "We're excited to work collaboratively with SparkCognition to bring nextgeneration AI technology to our partners across MEA region."

### FORTINET ACOUIRES NETWORK MONITORING AND REMEDIATION INNOVATOR PANOPTA

ortinet, a global leader in broad, integrated and automated cybersecurity solutions, announced it has acquired Panopta, the SaaS platform innovator that provides full stack visibility and automated management of the health of an enterprise network,

including servers, network devices, containers, applications, databases, virtual appliances, and cloud infrastructure.

Ken Xie, Founder, Chairman of the Board, and CEO said, "Given the complex and distributed nature of many IT environments, organizations need a high performance, secure network to successfully achieve their digital business initiatives. With the convergence of security and networking through a Security-driven Network approach organizations can get the connectivity and performance that is crucial to protect today's hyper-



connected businesses. Fortinet's acquisition of Panopta complements our best-in-class security offerings with a SaaS platform that provides further network visibility and agile remediation for hybrid environments, including edge and cloud networks, to achieve even

greater security and business efficiency."

Fortinet's Security Fabric, combined with Panopta's scalable, network monitoring and diagnostics platform, enables Fortinet to offer the most comprehensive network and security operations management solution for enterprises or service providers.

The combined solution is expected to enhance real-time monitoring and effectiveness of the infrastructure that powers Fortinet's security services, including cloud-based. Integration between Panopta's solution and Fortinet's FortiGate Next-generation Firewall and Secure SD-WAN

solution will further enhance SD-WAN connectivity and performance. Panopta's platform is built to be partner friendly, empowering MSSPs, and value-add partners to easily integrate the multi-tenant solution into their own offering and quickly add value to their end customers. With the Panopta acquisition, Fortinet will deliver the industry's most comprehensive Security-driven Networking platform by adding new capabilities in network monitoring, detection and incident response. Features will include:

Unified Monitoring and automated Incident Management that reduces response and resolution times for NOC teams and, in turn, helps exceed SLAs. Cloud native monitoring for Kubernetes and PaaS workloads in AWS and Azure.

Fully configurable alerting workflows with out-of-the-box integrations for third-party enterprise and modern communication tools.

Another first-class partner-friendly service offering that remains true to Fortinet's ongoing commitment to its valued partners.

The financial terms of the deal were not disclosed.

#### TOP STORIES



BJ Jenkins, President and CEO at Barracuda

Barracuda, a trusted partner and a leading provider of cloudenabled security solutions, today announced it has acquired Fyde, a ZTNA

provider based in Palo Alto, Calif., and Porto, Portugal to expand the Barracuda CloudGen SASE platform with ZTNA capabilities. The Fyde solution is available immediately as Barracuda CloudGen Access to businesses of all sizes. It will be available in the coming weeks for Managed Service Providers.

Fyde's innovative Zero Trust solution enables secure, reliable, and fast access to cloud or on-premises applications and workloads from any device and location. Fyde's ZTNA solution addresses the security risks associated with traditional remote access by continuously verifying that only the right person, with the right device, and the right permissions can



Yoonus Changoth, SAP Technical Manager, Western International and Avinash Gujje, Practice Head – Infrastructure, Cloud Box Technologies

loud Box Technologies, one of the leading IT Infrastructure Solution providers in the Middle East, has successfully completed the implementation of a sturdy hardware layer to run the upgraded SAP ERP system of Western International Group, a diversified business conglomerate headquartered in the UAE. "We are extremely proud to be a part of the region's largest brownfield migration project while conversion of SAP ECC to S4 HANA 1909 system. The full cycle migration was possible with the support we received from our technology partners SAP and Cloud Box Technologies. They understand our need for real time data visibility which

### BARRACUDA ACQUIRES FYDE, A ZERO TRUST NETWORK INNOVATOR

access company resources. "Remote work is here to stay, cloud migrations are accelerating, and traditional corporate perimeters have disappeared," said BJ Jenkins, President and CEO at Barracuda. "Fyde offers a powerful ZTNA solution that works on any infrastructure, any device, and with any application on a corporate network. With this acquisition, Barracuda is providing distributed businesses a new way to modernise remote access, enforce global security and access policies, and achieve seamless connectivity without compromising productivity."

With this acquisition, Barracuda expands its differentiated capabilities for today's complex IT environments, enabling security teams to address many use cases, including secure single sign-on to SaaS applications, secure access to applications from BYOD devices, simultaneous access to applications located on-premises and on multiple clouds, mobile device security monitoring and protection against malicious websites and simplified privileged access.

#### WESTERN INTERNATIONAL FULFILS PROJECT WITH CLOUD BOX

would help our procurement processes, cash flow, purchase capacity, customer behavior patterns, etc. The seamless data collection and analysis made it possible for us to make intelligent and proactive decisions that helped us grow," said, Yoonus Changoth, SAP Technical Manager, Western International.

"One of the most crucial aspects of Western International's retail business is the reporting structure which helps them plan, prepare and work on their short and long- term goals. Our understanding of their need for thousands of reports to be populated to several departments was paramount in their current IT goals. The new database architecture provided by us enables reports to be drawn up within minutes. We are also certain that the Dell equipment provided fits well to their technology requirements," said, Avinash Gujje, Practice Head -Infrastructure, Cloud Box Technologies.

### TOSHIBA PARTNERS WITH REDINGTON FOR REGIONAL DISTRIBUTION



oshiba Gulf FZE appoints regional distributor, Redington Gulf to handle their memory and storage solutions product portfolio for Oman, Qatar, Bahrain, Kuwait and Saudi Arabia, formalising the partnership at GITEX 2020 in a signing ceremony.

Santosh Varghese, Vice President, Toshiba Gulf FZE said: "To remain at the forefront and position ourselves as market leaders for storage and memory solutions, we are excited to partner with Redington and are confident that in time, our brands will have the market footprint it deserves. We look forward to Redington Gulf's valueadded services for our products."

"Our partnership with Toshiba/ KIOXIA enables us to offer a wider choice of storage products to our partners in the region and become their preferred distributor for sourcing storage products. As part of this agreement, Redington will ensure the availability of products locally in the countries we are contracted, through our robust in-country distribution capabilities and an engaged partner network." said Jeetendra Berry, President-IT Volume Middle East, Redington Gulf. KIOXIA" (Previously Toshiba Memory) branded products were showcased at GITEX 2020 and included microSD/SD memory cards, USB memory and SSDs, specifically designed for end-users to store their digital way of life.

Toshiba Gulf FZE offered various activities at Gitex 2020 including seminars that helped prepare for future jobs and enhance photography as a hobby in the digital transformation era.

#### NEWSMAKERS

### TENABLE RECOGNIZED AS VENDOR OF THE YEAR BY INGRAM MICRO

enable, the Cyber Exposure company, has announced that it has been recognised as Vendor of the Year in the Networking & Security Divisional Award from Ingram Micro, the world's largest wholesale technology distributor. The annual awards recognize dozens of technology providers for their outstanding engagement and work ethic, and unwavering commitment to grow more profitably together.

"Our successful working relationship with Ingram Micro is very important to delivering on our Cyber Exposure vision helping joint customers around the world see everything, predict what matters and act to reduce risk," said Mark Thurmond, chief operating officer, Tenable. "We're honored to have been chosen as Vendor of the Year

and we look forward to our continued strategic alliance with Ingram Micro."

Tenable's investment in and commitment to the channel community is fundamental to its global go-to-market strategy. The Tenable Assure Partner Program pairs the company's industry-leading risk-based vulnerability management solutions with world-class distributors, resellers and managed security service providers to help joint customers secure their highly dynamic IT and OT environments. As Tenable extends its position as a category-leading cybersecurity company, strategic channel partnerships like those with Ingram Micro will remain a top priority.

Ingram Micro evaluated vendors across more than two dozen high-profile technology categories including cloud, business and consumer technology, advanced solutions and global markets. The winning partners were chosen based on a variety of criteria and key performance indicators, including

.....



Mark Thurmond, COO, Tenable

collaboration, marketing and sales.

"Minimizing risk and maximizing productivity remains top of mind for every business of any size," says Eric Kohl, vice president, U.S. Advanced Solutions, Ingram Micro. "Tenable has consistently leveraged the power of Ingram Micro's Security Business Unit to become today's fastest-growing, channel-friendly, Cyber Exposure vendor. We are thrilled to serve as Tenable's goto-market partner and celebrate their success as an Ingram Micro Vendor of the Year."

## CYBEREASON UNCOVERS MALWARE INVOLVED IN TARGETED CYBERCRIME

vbereason,

the leader

in future-

readv

attack protection,

announced that it

has identified an active espionage

three previously

unidentified

campaign employing



Lior Div, Cybereason co-founder and CEO

malware variants. The newly discovered operation uses Facebook, Dropbox, Google Docs and Simplenote for command & control in order to directly target victims' computers for exfiltration of sensitive data.

Cybereason attributes the espionage campaign to Molerats (aka The Gaza Cybergang), an Arabic-speaking, politically motivated APT group that has operated in the Middle East since 2012. Earlier this year, Cybereason researchers reported the discovery of the Spark and Pierogi backdoors that were assessed to be part of targeted attacks executed by Molerats against Palestinian officials.

Cybereason researchers' key findings include:

 New Espionage Tools Developed by Molerats: Cybereason identified two new backdoors dubbed SharpStage and DropBook,as well as the MoleNet downloader, all of which can allow the attackers the ability to execute arbitrary code and collect sensitive data for exfiltration from infected computers.

• Abuse of Facebook, Google Docs, Dropbox, and Simplenote Platforms: The newly

discovered DropBook backdoor uses fake Facebook accounts or Simplenote for command and control (C2), and both SharpStage and DropBook abuse a Dropbox client to exfiltrate stolen data and for storing their espionage tools.

- Political Phishing Themes: Emails used to lure the victims included themes like Israeli-Saudi relations, Hamas elections, news about Palestinian politicians, and other regional events including a secretive meeting between His Royal Highness Mohammed bin Salman, Crown Prince of Saudi Arabia, the U.S. Secretary of State and the Israeli Prime Minister.
- Connections to Previous Middle Eastern Campaigns: The newly discovered backdoors have been observed being used in conjunction with the Spark backdoor previously attributed to Molerats. The attackers also used these new espionage tools to download

additional payloads including the infamous open-source Quasar RAT that was used previously by Molerats.

Targeting Across the Middle East: The operation was primarily observed targeting the Palestinian Territories, UAE, Egypt as well as Turkey. Given the nature of the phishing content, Cybereason assesses that the campaign operators seek to target high ranking political figures and government officials in the Middle East.

While it's no surprise to see threat actors take advantage of politically charged events to fuel their phishing campaigns, it is concerning to see an increase in social media platforms being used for issuing command and control instructions and other legitimate cloud services being used for data exfiltration activities," said Lior Div, Cybereason co-founder and CEO. "This puts the onus even more on the defenders to be hypervigilant with regard to potentially malicious network traffic connecting to legitimate services, and it underscores the need to adopt an operation-centric approach to expose these more subtle indicators of behavior. Uncontextualized alerts won't uncover a stealthy attack like this, that's why Cybereason enables security teams to be operation-centric instead of alert-centric, so they can quickly make correlations across seemingly unrelated events on the network and beyond."

## MINDWARE JOINS AVNET IOTCONNECT PARTNER PROGRAM



Hari Kalyanaraman, Director, Product Management at Avnet (L), Philippe Jarre, CEO of Mindware (M) and Bruno Delamarre, General Manager, One Commercial Partner, Microsoft Middle East & Africa (R)

eading global technology solutions provider Avnet and Mindware, a leading value-added distributor (VAD), are partnering to bring Avnet's IoTConnect Partner Program to the Middle East and North Africa (MENA). Mindware will leverage the program to drive digital transformation initiatives and contribute to successful IoT project implementations across the region.

"Mindware will be a strong ally going forward providing access to Avnet's IoTConnect solutions across the MENA region," said Hari Kalyanaraman, Director, Product Management at Avnet. "This enables Avnet to expand our market and geographic reach while bringing new IoT technology capabilities to companies looking for scalable cost-effective solutions."

Besides having a wide network of regional resellers and system integrators, Mindware adds significant value to its channel ecosystem through its vast and diversified solutions team, comprising an active base of solutions and IT architects. Partners benefit from Mindware's expert resources to speed time to market and reduce cost.

"IoT is a big focus area for Mindware going forward, considering the fact that it is a powerful agent to accelerate the pace of digital transformation. We have identified Avnet as one of the key vendors in this space as it offers comprehensive IoT capabilities through one partner. The company helps customers in the early stages from component sourcing to hardware design and production. With this new partnership, customers can now rely on Avnet and Mindware for end-to-end capabilities to deliver actionable business insights. We are excited to collaborate with Avnet, which helps us diversify our IoT portfolio and introduce new and innovative technologies into the region," said Philippe Jarre, CEO of Mindware.

#### NEWSMAKERS

Both Avnet and Mindware closely collaborate with Microsoft and leverage its secure cloud computing services, Azure, AI and IoT capabilities. This makes the Avnet-Mindware partnership even stronger. Avnet's IoTConnect Platform optimises Microsoft's Azure IoT suite, which provides secure and scalable infrastructure and open edgeto-cloud IoT solutions including storage, compute and microservices of stream units, data and AI services that connect, monitor, and control billions of IoT assets.

"We are delighted to see Avnet and Mindware coming together to further enhance and enable highly secure Microsoft Azure IoT applications and solutions across the Middle East and North Africa. The explosion of data and devices has changed the way we collect and analyze data – and how we think about security. We look forward to building on our collective knowledge and expertise to further enhance our broad portfolio of capabilities and unlock customer value through innovation," said Bruno Delamarre, general manager, One Commercial Partner, Microsoft Middle East & Africa.

Avnet's IoTConnect Partner Program enables system integrators and original equipment manufacturers to build new solutions and service models for their practice. It enables developers to enhance these solutions with Avnet's smart applications, access devices certified for use on the IoTConnect Platform and enjoy easier proof-of-concept deployment. Participants in the program can leverage proven applications in combination with Avnet's extensive ecosystem of experts to accelerate and scale their IoT solution development.

## INGRAM MICRO LAUNCHES CYBERGRAMSM FOR GREATER CYBERSECURITY MOMENTUM

Ingram Micro has announced the launch of CyberGramSM, a Cyber Security self-assessment tool, developed in-house by Ingram Micro to help generate cyber security momentum for business partners. CyberGramSM is a user-friendly online platform providing deep insights on an organization's Cyber Security posture. Founded on established Cyber Security frameworks, CyberGramSM provides users with highly tailored recommendations to improve Cyber Security maturity levels end-to-end across the enterprise to help organizations enhance

the value proposition of Multi-Vendor Architecture solutions.

Dr. Ali Baghdadi, SVP & Chief Executive Ingram Micro META Region; and EMEA Cyber Security commented: "Ingram Micro is committed to continuing to provide the right value support of Cyber Security solutions to business partners across the region using our in-house developed Software, as well as Consultants and Solution Architects. Our combined approach, shares to best of our people, our processes, and our technology. Supporting our partners in increasing the business value of Cyber Security solutions for their customers enables our partners to address more new business at a lower investment, and generate



innovative leads." CyberGram enables users to evaluate their environment across distinct levels of Cyber Security maturity. Access CyberGramSM today at www.imcybergram. com and generate your Cyber Security Assessment Report.



#### NEWSMAKERS

## RIVERBED GROWS AS ORGANISATIONS SHIFT TOWARD REMOTE WORKING AND WORK FROM ANYWHERE MODELS

iverbed announced expanded product capabilities and strong market momentum of Client Accelerator, with nearly 100% sequential growth, as IT organisations look to accelerate business-critical applications and performance of remote employees as increasingly more employees Work From Anywhere.

Delivered in a software form factor, Client Accelerator extends best-in-class optimization and acceleration technology all the way down to the end user – laptops or desktops – eliminating performance problems caused by network congestion, latency, and increasingly unpredictable last-mile networks, providing accelerated access to on-prem, IaaS, or SaaS-based applications, even in less than ideal user conditions and regardless of location. Client Accelerator reduces network data congestion by up to 99% and offers up to 10x faster and reliable performance for business-critical SaaS apps, onprem applications and IaaS cloud workloads. Client Accelerator feature enhancements include added support for



Chief Development Officer at Riverbed

scaling up to 200k clients per customer instance, new reporting APIs and enhanced integration with Riverbed SaaS Accelerator, which eliminates network inhibitors that impact the user experience of key SaaS apps such as Office 365 and Microsoft Teams Live Events and Stream Video, Salesforce, Box, ServiceNow and more.

"In the continued Work From Anywhere reality, Client Accelerator offers a path to

### SAMSUNG UNVEILS LARGEST SHOP-IN-SHOP IN MENA REGION

amsung Gulf Electronics has announced the opening of its largest shop-in-shop in the MENA region, which is located in Sharaf DG Times Square Centre, Dubai. The new outlet will serve as a dedicated destination that showcases Samsung's latest innovations in the home appliances category and provides consumers with the best-in-class shopping experience as they explore and purchase products. Samsung is committed to creating experiences that transform everyday life and the brands' wide range of market-leading appliances at the new shop-in-shop. These products are part of the connected living experience, they are powered by artificial intelligence (AI) and connected via the internet of things (IoT) that can be controlled from anywhere, at any time, through SmartThings app available in all smartphones.

"The unveiling of our biggest regional shop-in-shop is a proud moment for Samsung. We are delighted that this project has finally come to fruition after an extensive design and planning process," said Burcin Arabul, Head of Home Appliances at Samsung Gulf Electronics. "Customer convenience has always been a top priority for Samsung. We want those who love our products to be able to have constant access at a location easily accessible to them. The profile and popularity of our home appliances continue to grow, and we are pleased our products that connect the world with the latest transformative, emerging technologies will now be on display and available in one of the most recognised and visited shopping locations nationwide."

Today, connected living is in high demand amongst consumers and this trend has been the driving force behind the introduction of Samsung Home IoT, the next-generation solution that saves time and money and offers less effort, greater convenience, and more immersive connectability for devices. As the most evolved smart home service with hardware, software, and dedicated platform, seamless connected living experiences are provided through an extensive product line, open IoT ecosystem, and AI platform for smart home.

Samsung's expansive SmartThings ecosystem implements IoT within all key fast, consistent and available enterprise applications wherever employees do their work," said Dante Malagrino, Chief Development Officer at Riverbed. "While there was an immediate and significant increase to remote working at the start of the pandemic, we expect to see a long-term shift toward employees increasingly working from anywhere, including hybrid work environments, where employees spend half the time in the office and the rest of the time remote at home, client locations, at cafes or while traveling for business."

By eliminating performance problems caused by network latency, congestion and unpredictable competition for last-mile network access, businesses can move from remote workforce triage to achieving improved customer/client/employee satisfaction, faster time to market, increased pipeline/revenue, improved reputation and lower cost/risk to the business.



areas of living, with the wide product lineup including TVs, refrigerators, washing machines, robot vacuums, air conditioners, ovens, lighting, the air purifier, air dresser, and automatic electronics. What's more, Samsung's intelligent AI assistant Bixby controls all connected devices.

Samsung aims to create an immersive home appliances zone that attracts consumers' interest, harmoniously presents each product's unique characteristics, and quickly becomes a flagship home appliances area with a contemporary look and feel to the design. The Sharaf DG outlet forms part of Samsung's vision to open a series of shopin-shops across the UAE with top customer electronics stores, and plans are also in place to expand retail investments in other GCC markets in the coming years.

#### NEWSMAKERS

## SIGHT DIAGNOSTICS SIGNS DISTRIBUTION PARTNERSHIP WITH PHOENIX CAPITAL

ight Diagnostics, the company delivering lab-grade Complete Blood Count (CBC) results in minutes, has announced a distribution partnership with Phoenix Capital to extend Sight's footprint in the Middle East. Through the partnership, Sight will provide OLO analyzers – the company's decentralized, lab-quality diagnostic technology – to medical centres across the Middle East to help providers make quick and informed treatment decisions.

There is an increasing demand for modern POC diagnostics in the Middle East and Africa, with the market projected to reach \$2.85 billion by 2024. About the size of a toaster oven, OLO is small, compact, and light-weight, allowing for quick, simple set-up wherever it's needed. Unlike traditional CBC analysers, Sight OLO does not require reagents or manual quality control checks, making it easy for smaller clinics or independent practices to access and operate.

Abdullah Saeed Al Naboodah, Chairman of Phoenix Capital said: "We chose Sight OLO because it simply meets the needs of the clinics we distribute to. With the influx of patients due to COVID-19, having access to fast, accurate fingerprick diagnostics is essential to quickly and correctly triage and treat our clinic's patients."

Phoenix Capital will first distribute Sight OLO to the nine medical centers it owns across the United Arab Emirates. Over the next year, Sight will work with Phoenix Capital to start expanding OLO's install base in the rest of the Gulf Cooperation Council region. "We're determined to democratize access to rapid, accurate, and convenient diagnostics in countries around the world," says Yossi Pollak, CEO and Cofounder of



Sight Diagnostics. "We're looking forward to expanding into this new market through our partnership with Phoenix Capital to help meet the needs of emergency rooms, clinics, hospitals, and other care facilities that have been impacted by COVID-19."

This distribution partnership follows a recent investment partnership between Phoenix Capital and OurCrowd, one of Sight's long-time investors that recently participated in the diagnostic company's \$71 million Series D funding round. The news also follows a historic normalisation agreement between Israel and the United Arab Emirates, signalling the countries' progress in sharing resources and technology to improve healthcare.s

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Edgematics

dgematics, a marketleading UK & UAE-

based all-in-data service provider, recently announced its plans to launch its latest product offering to the Middle East market, PurpleCube, to become one of the region's first pioneering end-to-end data analytics platforms which will seamlessly integrate Data Management, Machine Learning (ML), Business Intelligence (B.I.) and Artificial Intelligence (A.I.) all in one package. Set to cater for a variety of businesses across various industries with an all-in-one solution for delivering actionable analytics in the most cost-effective approach.

To effectively improve customer acquisition, retention and loyalty, businesses need to drive innovation and insights from all types of data in a faster way, though most data analytics platforms today are often complex, and costly to integrate, or fail to operationalise the customer-use cases efficiently for specific business models. PurpleCube's secure, scalable, and cost-

## EDGEMATICS SET TO LAUNCH PURPLECUBE, REGION'S FIRST FULLY INTEGRATED ANALYTICS AS A SERVICE DATA PLATFORMS

effective analytics as a service data platform has been designed to offer an affordable customer-centric solution with industry specific A.I. algorithms and pre-modelled B.I. dashboards for small and mediumsized businesses, with the aim to increase efficiency across operations, optimise sales, and reduce costs. The self-service platform helps businesses to instantly search billions of rows with Google-like search capabilities and natural language, giving them higher visibility and deeper insights from their data, whilst also leveraging A.I. algorithms to deliver predictive analysis fueled by machine learning.

PurpleCube's ground-breaking platform is designed to enable businesses to develop and manage their data analytics more efficiently with an easy-to-use interface for all users - and its ability to support over 150 data source connections, provision of a data preparation wizard, industryspecific A.I. algorithms, pre-modelled B.I. dashboards, A.I. enabled Google-like search and Pre-scripted R / Python models. As part of the pre-launch phase, PurpleCube will be running a series of informative webinars and virtual workshops, aimed at guiding new and potential clients about the key features, solutions and benefits provided by the end-to-end analytics platform.

Bharat Phadke, CEO of Edgematics, said: "We have created PurpleCube based on our extensive market experience and research findings for the need to fulfill the gap of a seamless, integrated analytics as a service data platform, which will drive innovation and insights for businesses enabling them to reduce costs, maximise sales, cross-sell or up-sell their products and/or services and enhance customer acquisition, retention and lovalty." Edgematics, the parent company of PurpleCube, boasts more than 100 years of industry expertise in digital transformation and data monetisation services, and delivers data products, services and IP frameworks for different industries. Edgematics aims to package its years of expertise and extensive knowledge within the data analytics field and deliver it through PurpleCube's secure, scalable and cost-effective analytics as a service platform solution.

## SEIDOR MENA ANNOUNCES STRATEGIC PARTNERSHIP WITH CELONIS

eidor, the multinational consultancy firm specialising in technological services and solutions, announced a new strategic partnership with Celonis, the global leader in Execution Management Systems (EMS).

The partnership between SEIDOR MENA and Celonis will enable customers to maximize execution capacity. The Celonis EMS leverages process mining technology to extract data in real-time from source systems and identify the most impactful execution gaps. History has shown that breakthroughs in processes, lead to breakthroughs in execution, which ultimately create breakthroughs in business. This is because processes have always been the backbone to business execution. They have an immutable connection. That is the exact founding insight that inspired Celonis to help thousands of customers discover, enhance, and change their processes to improve their business outcomes.

company in MENA, with a team of 125 professionals and activity in Saudi Arabia, UAE, Oman, Bahrain, Kuwait, Egypt, and Lebanon, increases support for customers, complementing the company's range of business services and solutions running on SAP. Ignacio Ruiz de Eguilaz, Managing Director, Seidor MENA, said: "Every company operates at a certain execution capacity. Execution capacity is the level of performance that a company can achieve with their available time and resources. And the problem is that most companies are not running at their maximum potential. During 2021 we are striving to enable customers to close execution gaps in their processes and to take intelligent action in real time."

The two partners have agreed to combine their expertise and support customers with best-in-class services and a holistic approach in order to achieve process excellence and the desired business outcomes. Together, SEIDOR MENA and Celonis are enabling companies to better handle procurement,



sales, finance and accounting, and seamless payment transactions by addressing all causes of inefficiency.

Karina Vogl, Vice President, Partner Management EMEA, Celonis, said: "Celonis believes that every company can unlock their full execution capacity. Powered by our market-leading process mining core, the Celonis Execution Management System provides a set of instruments, applications, platform capabilities, and a developer studio for business executives and users. The Celonis EMS offerings help companies manage every facet of execution management from analytics, to strategy and planning, management, actions, and automations. Partnering with SEIDOR MENA will help enterprises close the execution gaps that have been holding them back from achieving full execution capacity."

#### SEIDOR as a leading IT consultancy

### NEW MIMECAST REPORT SHOWS STEADY INCREASE IN MALICIOUS FILES IN GCC

**Interpret** improvement in the region and countries went into lockdown - there was a 93% increase in malicious files every month since then.

The report provides a detailed overview of threats seen in the region over the course of this year, highlighting some of the technologies and regional dynamics driving increased cyber threats. It draws on data from organisations in Bahrain, KSA, Kuwait, Oman, Qatar, and the UAE.

The report finds that spam remains the most prominent vector across all sectors throughout the region. Malware-centric campaigns have been observed to continue quarter-over-quarter. And as observed in previous threat research by Mimecast, these campaigns are increasingly sophisticated and continue to use a diverse range of malware during the different phases of an attack.

"As the world navigates a new normal, opportunistic threat actors continue to use a combination of attack methodologies to target vulnerabilities." said Jonathan Miles, Head of Strategic Intelligence at Mimecast. "These findings put the spotlight on the growing threat activity in the region, placing emphasis on a multi-layered approach to security. Organisations need to implement a cyber resilience strategy with due consideration given to protecting an organisation at its perimeter, inside the network and beyond the perimeter, by protecting its brand from exploitation." added Miles.

Additional highlights of the report include:

• Ransomware is becoming increasingly sophisticated and cybercriminals are concentrating their efforts on developing

this attack methodology.

• As a global logistics hub, the region's Transport, Storage and Delivery sector has endured repeated campaigns



Head of Strategic Intelligence at Mimecast

of attack and remains a key focus of threat actors.

• Many organisations in the region use Industrial Control Systems (ICS) many of which are running legacy software and hardware, leaving them vulnerable to cyberattack for either direct campaigns or to be used as pivots for wider cyber-attacks.

• Smart Cities will increase throughout the region over the next decade, creating an increased attack surface of interconnected devices and networks if vulnerabilities are not correctly managed and mitigated.

• An increased reliance on cloud computing, both regionally and globally, will require a defined approach to security responsibility and expectations between service providers and customers.

#### NEWSMAKERS

## SPECTRAMI JOINS HANDS WITH CIPHERTRACE TO OFFER CRYPTOCURRENCY INTELLIGENCE SOLUTIONS

pectrami, the region's primary cyber security value-added distributor has joined hands with CipherTrace, a leading cryptocurrency intelligence company to access CipherTrace's cryptocurrency intelligence solutions for anti-money laundering, financial investigations, and virtual asset risk mitigations for banks and other financial institutions throughout the Middle East, North Africa and Turkey.

The partnership with CipherTrace will allow the company to expand its product portfolio to include blockchain analysis, cryptocurrency investigation, and AML tools such as CipherTrace Armada and CipherTrace Inspector. Powered by the world's leading cryptocurrency intelligence and blockchain analytics, CipherTrace Armada delivers deep insights into a bank's money laundering risks from virtual asset service providers (VASPs). Armada supports banks and financial institutions in achieving AML compliance by providing critical visibility into risky cryptocurrency blind spots so know your customer (KYC) processes can detect and perform due diligence on virtual asset service providers (VASPs). The CipherTrace Inspector financial

investigations solution can be used to further identify risky attributes of crypto addresses and wallets.

Commenting on the partnership, CEO for Spectrami, Anand Choudha said, "With the growth in digital transactions and the increased use of cryptocurrency, there is also an increase in fraud. This is where CipherTrace helps banks, exchange houses, digital payment platforms and other financial companies to protect their customer's transactions and also provide

### THE PARTNERSHIP WITH SPECTRAMI WILL ALLOW THE COMPANY TO EXPAND ITS PRODUCT PORTFOLIO TO INCLUDE BLOCKCHAIN ANALYSIS & AML TOOLS.

visibility and security so that they are free from the risks."

Spectrami is one of the fastest growing cyber security value-added distributors in the region with a focus on providing advanced security products and solutions across the Middle East. The distributor has a strong network of channel partners spread all across the region, and it works closely with partners and their customers to offer them inpovative appr



Anand Choudha, CEO, Spectrami

them innovative and the most advanced cyber security solutions.

CipherTrace CEO Dave Jevans remarked, "as cryptocurrencies become increasingly accessible, more bad actors are using bitcoin and other virtual assets to launder money, commit fraud, and deploy in ransomware and phishing attacks. It is paramount for banks and other financial institutions to gain visibility into their payment networks to ensure they are complying with all AML and CTF regulations. We are pleased to be able to support Spectrami, one of the most highly-reputed cybersecurity providers in the Middle East region, with the tools their clients need to identify suspicious transactions and achieve compliance."

data processing at the IoT edge. In tandem,

organisations will spend over \$16 billion on IoT edge infrastructure in that time."

SAP is excited to bring our proven and innovative solutions to Microsoft

Azure for our manufacturing and digital

supply chain customers," said Franz

## SAP AND MICROSOFT PARTNER TO RUN INDUSTRY 4.0 IN THE CLOUD

AP and

have

an expanded

partnership to

to design and

enable customers

operate intelligent

digital supply chain

Microsoft

announced



Franz Hero, SAP Senior VP for Digital Supply Chain Solutions,

solutions in the cloud and at the edge. The partnership, which includes a collaborative approach to standards, consortia, and open source, will shape the future of supply chain and manufacturing.

As a result of this partnership, organisations will be able to use a

comprehensive set of SAP Digital Supply Chain solutions on Microsoft Azure, including SAP solutions for digital manufacturing, SAP Intelligent Asset Management solutions, SAP Integrated Business Planning, and SAP Logistics Business Network.

According to IDC research, "70% of IoT deployments by 2023 will include edge-

based decisionmaking to support organisations' operational and strategic agendas." The report also states that by "2023, 70% of enterprises will run varying levels of or digitalHero, SAP Senior Vice President forligent AssetDigital Supply Chain Solutions. "ThisAP Integratedpartnership gives our customers the abilityAP Logisticsto subscribe to our digital supply chain<br/>and manufacturing solutions in the cloud<br/>and enhances our offerings for Industryarch, "70% of IoTand enhances our offerings for Industry<br/>4.0. Building on this, SAP solutions will<br/>soon be available<br/>at the edge in

BY 2023, 70% OF ENTERPRISES WILL RUN VARYING LEVELS OF DATA PROCESSING AT THE IOT EDGE. soon be available at the edge in factories, plants, and automated warehouses in close proximity to sensors, machines, and control systems," he added.







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INTERVIEW // HTC

## REALITY GOES VIRTUAL

Daniel Khayat, Head of Product & VIVEPORT at HTC MEA speaks to RME about how HTC's range of enterprise VR solutions can be used to enhance interactivity and collaboration among teams working remotely.

AT HTC VIVE, WE ENABLE BUSINESSES OF ALL SIZES TO ENHANCE THEIR CREATIVITY, ACCELERATE TRAINING, STRENGTHEN COLLABORATION AND ENGAGE WITH EMPLOYEES AS WELL AS THEIR CUSTOMERS."



TC Enterprise products Virtual Reality (VR) basically began in the consumer business field and it was

mainly driven by gamers who were the early adopters of the technology. However, there is a huge potential in the enterprises sector where we see a great demand for VR in learning and education as well as in oil & gas and architecture and design; even in large location-based entertainments where gaming is done at a massive scale. Today, VR has grown tremendously and at HTC VIVE, we enable businesses of all sizes to enhance their creativity, accelerate training, strengthen collaboration, and engage with their employees as well as their customers. Our combination of professional-grade hardware, software, platforms, and services provide complete XR solutions.

For instance, one of the solutions we have with us is targeted at enterprises and individuals within organisations to help them work remotely and much more efficiently. This is XR Suite which is the first XR business solution from HTC. It removes physical distance, enhances collaboration and supports a whole new era of business networking, creativity, and productivity, all across a broad range of devices including VR headsets, PCs, laptops, tablets, and smartphones. It also helps you host different types of meetings and even small events using VR. Here, with VIVE SYNC you can have up to 30 people in different locations on their headsets and even those who don't have access to a VR HMD will be able to access these events from their PCs or smartphones and will be able to interact with each other using 2D, 3D and other different technologies. That said, you can host big events with many people fully immersive as well as applications targeted at museums and artists opening their works to people around the world. For organisations that would like to do some edu-entertainment events and team building exercises, we have a social angle where you can bring people together remotely.

#### Demand for VR Products

At the beginning, there was a lot of interest from companies to explore these technologies, as you know people are used to applications such as Zoom, Skype and Teams which are just 2D screens with a few interactions. However, with the pandemic, it has been observed that over 53% of people who work remotely feel unengaged and detached from any real involvement or decision making in their work. They don't feel part of a team. So, we noticed that demand for VR is growing, because those people who are feeling demotivated, need to feel connected and involved in what they're doing. As you will see, once you're fully immersed in the virtual environment and have the control in your hand, you won't even notice



anything around you. You don't get distracted by any notifications from smartphones or messages or emailnothing will take away your attention.

#### **Target audience**

These products of ours are targeted primarily at enterprises. It's pretty

much like purchasing an office application. Enterprises are required to purchase those kinds of licences and use them within their organisation to enhance remote communication and collaboration among its workforce and thereby improve performance and business outcomes.

For individuals, we are opening free beta versions to try and test them and share their experiences, with access to limited features. But enterprises that purchase the required licence will be able to experience the full range of features. We are currently targeting enterprises because these require a whole range of infrastructure and special licencesand an individual may join as an attendee part of a large enterprise virtual event. Whereas enterprises will be able to target different kinds of audiences to this applicationespecially now that most companies are considering VR labs, innovation labs and the like.

#### 2021 trends

At HTC we believe that technology is constantly evolving. Our engineers and R&D teams are working very hard to make constant updates and improvements. If you look at our applications now and where they were a few months ago, you'll realise there's been a breakthrough and so we believe that in the coming year there will be much greater demand and much more enthusiasm in new technologies. We work with our partner community and go hand-inhand with them to offer their solutions along with communication tools and our products and target enterprises.

#### Partner ecosystem

Our partner ecosystem in the ME & Africa starts with our enterprise channel distributor which is Mindware and through Mindware we are connected to different service providers of VR technologies. They are mostly solutions providerswhether it's in education and training, whether it's in virtual collaboration, healthcare, entertainment, architecture or health & safety, work with us and Mindware to provide hardware and software solutions along with our added services.







## Covr your Whole Home in Seamless Mesh Wi-Fi



## PURE STORAGE LAYS **OUT TECHNOLOGY**, **CHANNEL & BUSINESS PREDICTIONS FOR 2021**

hile the last rife with and for both

few months have been uncertainty challenges

individuals and businesses, there is finally some light at the end of the tunnel. With this in mind, here are the top technology, channel and business trends that organisations should keep an eye on, to ensure that they are best positioned for success in 2021.



TECHNOLOGY PREDICTIONS - PATRICK SMITH, CTO EMEA Digital transformation backlash For those

businesses that hadn't already embarked on a digital transformation journey, the pandemic forced them to overhaul their IT, and at speed. In 2021, businesses will need to refocus on the medium-term, rebalance and opt for solutions that fit their needs whilst remaining agile.

#### As ransomware peaks, back ups will offer the last line of defence

Whilst in many cases the pandemic has brought out the best in people, it has also brought out the worst in some. As such, in 2021 we'll see a continued rise in devastating ransomware attacks, which will lead to organisations turning to backup technologies and services as their last line of defence. Flexible consumption models will

give organisations the breathing space they need to win

With so much uncertainty still upon us, it's unlikely that we'll see the majority of organisations relaxing their purse strings anytime soon. Next year we'll see businesses keeping a closer eye on their spending and reducing overall costs

#### Tolerance for security and IT failure will drop even further

In the rush to digitise, organisations might not have given much thought to the complexity they were creating in their systems, resulting in costly periods of potential downtime. In 2021, I expect total intolerance to downtime and security issues from customers, partners and employees.

#### Forget containers — 2021 will be the year of the application

For several years, containers have featured in our predictions, whether it be containers going mainstream or the rise of stateful container workloads. As this space further matures, we see container granular solutions becoming important and application centricity becoming essential.



CHANNEL PREDICTIONS - MATTHIEU BRIGNONE, VP GLOBAL PARTNER ORGANIZATION. EMEA & LATAM

#### Partners will shift from shortterm fixes to helping modernise IT environments

As businesses were forced to switch their employees to remote working, there was understandably an immediate appetite for core IT commodities - demand for VPNs, monitors and other peripherals skyrocketed. The channel will now have to resume its role as a long-term strategic consultative partner helping customers modernise their IT environment as the world adapts to new realities that are here to stay. Creativity will distinguish the leaders from the laggards

The Zoom model has exposed where vendors have lacked creativity in maintaining their relationships with partners during 2020. Partners need to feel valued, incentivised and supported to grow and exceed sales expectations in 2021.



BUSINESS PREDICTIONS – JAMES PETTER, VP INTERNATIONAL Environmental and Social Governance (ESG)

commitments will set companies apart

2021 will be the year in which it will not only be socially unacceptable to have a heavy carbon footprint, but companies will also be judged on how they reduce their environmental impact. To do this, organisations will need to abandon expensive and carbon-heavy equipment refreshes. Businesses will become beholden to a 'need for speed'

Successful businesses will be those which can pivot quickly and efficiently to the changing environment without affecting the customer experience. Organisations need to ask themselves some tough questions around how legacy infrastructure is holding them back, and whether they can afford to lose customers if they cannot deliver at the speed needed.

## "Our Partners' Success is Our

by Kerry Grimes

## AVEVA: HELPING BUSINESSES TRANSFORM

Kerry Grimes, Head of Global Partners, AVEVA, tells Anita Joseph in an exclusive interview how AVEVA has been helping companies in their digital transformation journey, while leading the way with their cloud strategy, successfully merging OT & IT.

## Success"

ell us more about AVEVA SELECT. What's in it for partners? The AVEVA Select program is designed for our distributors with

full access to AVEVA's comprehensive software portfolio, enabling them to help companies accelerate their digital transformation journeys. AVEVA Select aligns to both market and technology trends, with programs designed to suit every product and solution specialization in the engineering and industrial segments. By leveraging the breadth of the AVEVA software portfolio, AVEVA Select partners can now help customers simplify design, optimise production, and maximise performance.

WE'RE GOING BEYOND OUR PREVIOUS CORE CUSTOMER BASE OF OIL&GAS AND POWER GENERATION & DISTRIBUTION, AND STARTING TO WORK WITH CUSTOMERS IN CPG, FOR INSTANCE, AND ALSO GENERAL UTILITIES, WHICH IS A HUGE MARKET IN THE MIDDLE EAST." Today, the AVEVA Partner Network has over 5,000 members providing opportunities for Alliances, Systems Integrators, Distributors, Solution Providers, and Technology Partners to participate in the AVEVA community. With AVEVA Select, partners will be able access the entire AVEVA portfolio through the channel that they have known and trusted, often for as long as 30 years.

The 'AVEVA Select' designation along with the territory they support will denote a partner capable of representing the entire AVEVA Portfolio to customers. The expanded AVEVA Select customer base will be able to leverage their installed Monitor & Control (M&C) and Planning & Operations (P&O) solutions from AVEVA to address new challenges, create opportunities and improve the performance of their industrial operations.

## How important is the Middle East market for AVEVA?

Very important. We're going beyond our previous core customer base of Oil &Gas and power generation& distribution, and starting to work with customers in CPG, for instance. We're expanding from our larger customers like ADNOC where we've done some great digital transformation work, and going beyond that into smart cities & infrastructure and also general utilities, which is a huge market in the Middle East as it continues to grow.

#### How has AVEVA been helping customers with digital transformation, particularly in 2020? What's been interesting is that digital transformation continues to play a significant role. Here, one of the

AVEVA STEPS IN TO DELIVER END-TO-END VALUE CHAIN OPTIMISATION THAT HELPS REDEFINE PROCESSES, ENABLE DEEPER COLLABORATION, REDUCE VALUE LEAKS AND SUSTAIN PRODUCTIVITY AND INNOVATION."

things that has become extremely important is the continuity of supply chains, and that's one of the things we help with. Remember that digitalisation of the value chain, also known as value chain optimisation, is an essential part of staying competitive. Therefore, it is crucial that all departments and different teams across the value chain collaborate on a journey that will provide significant impact the overall business. A value chain optimisation strategy will tackle the supply chain, operations, and optimisation and as operators and manufacturers continue to look for ways to remain competitive and drive profitability whether through operational efficiency or taking cost out, AVEVA steps in to deliver end-to-end value chain optimisation that helps redefine processes, enable deeper collaboration, reduce value leaks, sustain productivity and innovation and ultimately make better and more



robust decisions quicker across the operations lifecycle.

Many companies worldwide rely on our partner community to execute their operational vision. Local support, backed by regional technical support, enables faster decisionmaking, and a collaborative but autonomous service model makes it easy to do business. With over 5000 partners across the globe, customers have access to an experienced community of sales, delivery, and solutions experts.

What has the biggest challenge been for AVEVA in 2020, operating within a volatile and fast-changing market? The biggest challenge has been of communication, because, in order to help companies with their digital transformation, we've had to transform digitally ourselves. Till date, one of the biggest ways of connecting to customers was moving the in-person workshops we used to have with our partners, into the digital realm. We had to transform quickly and do everything digitally. In fact, we're at a point now where we can perform installations remotely now. So, there's no need to send someone onto the platform like it has been till now. I expect we will build on that because a lot of the work with customers is all about building trust and connecting well. I believe that one of the main reasons we've been doing so well with our partners

#### AVEVA // COVER STORY



set of tools that turn opportunities into business value. At AVEVA our cloud offerings are hosted in Microsoft Azure and Amazon AWS, which are two of the leading public cloud service providers. Each company provides a robust global cloud platform that incorporates strong security practices as well as ensuring high availability. We're leading with the cloud.

Let me put it this way: There are a lot of things which you'd want on the cloud and a lot of things you don't. There's a lot happening that our customers don't want to put on the cloud. So, what's interesting about our cloud offering, is that as we merge OT & IT, we can help customers find the balance that they want, between on-prem and the cloud. At AVEVA, we're working on this hybrid strategy that is specific

is that is that we have a solid relationship of trust and bonding with them as well as our customers. At the same time, to be able to get more customers, it is important to go out there and meet them in person. So, while the pandemic brought in its challenges, we've been holding our own, working with our customers.

## What is AVEVA's cloud strategy for the coming year?

We have our own cloud strategy with what we call AVEVA Connect. What it basically does is provide a central location to access the broadest and deepest industrial software portfolio, enhanced by the power of industrial Artificial Intelligence. In fact, AVEVA Connect provides a flexible, powerful I BELIEVE THAT ONE OF THE MAIN REASONS WE'VE BEEN DOING SO WELL WITH OUR PARTNERS IS THAT WE HAVE A SOLID RELATIONSHIP OF TRUST AND BONDING WITH THEM, AS WELL AS OUR CUSTOMERS." to the customer's needs and how they want to balance things. Our cloud strategy allows the customers to choose what their strategy is. We have a great partnership with Microsoft and Microsoft has its own cloud in the Middle East -in fact, we are one of their nine strategic partners in manufacturing and energy. So, we're working very closely with them on our connect strategy where they then provide the back-end hosting on Azure.

## What is AVEVA's plan for 2021 and beyond?

The pandemic forced us all to completely go digital, and we're perfectly happy and capable of continuing this even once it is completely over. However, we're also excited to go out there and see what the customer wants to do. If the customer wants us on site and they are taking the right precautions, we'll more than willing to send someone on-site. Our customers drive our turnaround by how fast they want things to go. Last year, we positioned ourselves in the market in such a way that AVEVA's going to do in fiscal 2021 what we did in fiscal 2020 and that's our goal. We're on track for growth in the new year and as we chart our plans and formulate strategies for the new year, we can see that we are perfectly positioned to do that. With our ability of crossselling into existing customers, even if the pandemic continues, we still see growth. For us, fiscal 2022 starts in April 2021 and we see a strong growth year for AVEVA. About 30% of our business in the Middle East is with the channel today. Our goal in the next several years, is that 70% of our business should be with our channel partners. So, we are expanding our partnerships, we are set for a robust growth trajectory. 👳

tahawultech.com Reseller ME Excellence Awards 2020

## TRIBUTE TO EXCELLENCE

his year's Reseller ME Forum and Excellence Awards 2020, sponsored by Security Partner – Eufy Security; Gold Partners – Hiperdist, Centena Group, Gulf

IT Distribution; and our Silver Partner – Norden, celebrated excellence and innovation across the channel industry.

The Award for the Best Partner Excellence Programme of the Year went to a company that had partner empowerment at the forefront of its channel programmes and was truly committed to the growth of its channel ecosystem. Winner: Avaya International.

The Cloud Vendor Of The Year title was bagged by a company that innovatively transformed its cloudenabled business environment and made an impact on revenue growth using robust technologies. Winner: Citrix.

The Cloud Distributor of The Year – MEA honour was bestowed on a company that redefined the existing status quo in IT distribution and created an entity that best meets the needs of partners and vendors alike. Winner: Al Jammaz Technologies.

The Innovative SMB Vendor of the Year Award was given to the vendor who significantly enhanced market share by empowering its partner network and focused on simplifying the adoption of emerging technologies for SMB clients and their customers, allowing them to increase efficiency. Winner: D-Link.

The next title, The Outstanding Channel Growth Award, recognised a company that created new and strategic channel partnerships and strategies to increase growth and empower the channel community. Winner: Emitac Enterprise Solutions.

The Marketing Executive Of The Year Award was given to a personality who optimised marketing strategies to promote growth and innovation. Winner: Kamlesh Lal, Dell Technologies.

The Outstanding Executive IT (vendor) Of The Year honour went to someone who consistently stepped up to improve vendor performance, optimise value and help build strategic partnerships. Winner: Fadi Moubarak, Vice President – Channels, Avaya International.

The Woman Executive Of The Year title went to a person who demonstrated a significant level of involvement and initiative in empowering the partner community. Winner: Maya Zakhour, Channel Sales Director – Middle East, Africa, Italy and Spain, NetApp.

The Outstanding Personality Of The Year Award recognised a trailblazer who turned adversities into opportunities in order to drive business growth and market share. Winner: Fayez Ibbini, CEO, Alpha Data. The Channel Marketeer Of The Year the cy Award title went to someone who was Winn

responsible for applying innovative marketing strategies to business, to ensure that it remains competitive and growth-focused. Winner: Sanchari Roy, BARCO.

The Collaboration Vendor of The Year Award recognised a strategic vendor for demonstrating outstanding values and showcasing strong commitment and spirit of partnership with the IT industry as a whole. Winner: BARCO.

The Digital Transformation Vendor Of the Year Award recognised a vendor that leveraged its expertise to drive digital transformation and business excellence across the region. Winner: Dell Technologies.

The Best Smart Home and Security Vendor Award was awarded to a company for its technical know-how and smart business approach in the home and security marketplace. Winner: Hyvision.

The Most Innovative Product Of The Year Award honored a company for its innovative and futuristic approach to products and services. Winner: Prestigio Click&Touch.

The Best Distributor of the Year title went to a company that achieved significant milestones and constantly innovated on its product offerings to drive growth. Winner: Asbis Middle East.

The Vendor of the Year title was chosen by the readers of Reseller Middle East who voted for their favorite vendor. Winner: Norden Communication Middle East FZE.

The Enterprise Reseller Of The Year Award honored a company that demonstrated impressive growth, an ever-expanding portfolio of products and solutions and industry-leading expertise. Winner: Raqmiyat.

The Systems Integrator of The Year Award was conferred on an SI that offered excellent service delivery to its customers and also managed to achieve consistent growth. Winner: Alpha Data.

The Cybersecurity Distributor of the Year Award recognised a company that demonstrated skill and innovation in the cybersecurity distribution market. Winner: Bulwark Technologies.

The Emerging AV Distributor of the Year Award was given to a company that demonstrated excellence and innovation in the Audio-Visual distribution segment. Winner: Avientek.

The Best Solutions Provider of the Year Award was given to that company which demonstrated its cutting-edge portfolio of comprehensive solutions and services that led the market. Winner: SecureTech.

The Artificial Intelligence (AI) Solutions Distributor Award recognised a frontrunner in the distribution of a spectacular range of cutting-edge AI and machine learning related products and solutions. Winner: VAD Technologies.

The Specialised Distributor Category Award went to a company that distinguished itself in the IT distribution space and made its mark in an increasingly competitive market. Winner: Westcon-Comstor.

The Emerging Distributor of the year Award was conferred to a company that charted growth in an overcrowded market place. Winner: Hiperdist Distribution.

The Value-Added Distributor of the Year Award recognised a company for evolving with technology trends throughout the years, while helping resellers and system integrators offer innovative solutions and services. Winner: Mindware.

The Security Value Added Distributor of the Year Award honored the strong technical, operating, and security awareness of companies that go beyond the traditional distributor role and helps create lasting business relationships. Winner: Starlink.

The Security Systems Distributor of the Year Award went to the company which redefined security distribution with a unique, growth-based approach. Winner: ScreenCheck Middle East.

The Readers' Choice Distributor of the Year had Reseller Middle East's esteemed readers voting for their favourite distributor. Winner: Redington Gulf. The Best Leadership Personality of the Year honored a front-runner who clearly led by example, and directed his business to create its own unique niche in an extremely competitive market. Winner: Husni Hammoud, Managing Director - ESET Middle East, Barracuda Networks and Ivanti (part of Midis Group).

The Channel Performance Executive Of The Year Award recognised an enthusiastic, result-driven channel executive whose efforts were responsible for keeping the business momentum going forward. Winner: Ashraf Hamid, Distribution Director – MERAT, at Dell Technologies.

The Woman Channel Executive Of The Year Award went to a special person who has been a strength to the channel community, constantly looking for ways to empower them and strive to better their business experience. Winner: Ekta Puthran, Regional Distribution & Channel Manager – MX, Middle East & Africa, of BARCO.

The Partner Champion Of The Year Award was awarded to a true victor who demonstrated excellence in his field. Winner: Praj Calthorpe, Deputy Managing Director (CONDO PROTEGO FZ LLC).

The Technology Marketeer Of The Year Award was awarded to someone who has been instrumental in capturing technology effectively to identify growth opportunities. Winner: Mallika Sharma, Exclusive Networks.

The Innovation Awards identified businesses that innovated to adapt to the changing market.

The Best Growth Initiative Award by a Distributor title went to Spectrami.

The title for the Partner Empowerment Vendor of the Year Award went to Veritas.

The Innovation Emerging Vendor of the Year Award winner was Zebra Technologies.

The winner of the Best Growth Initiative by a Vendor Award was Huawei.

The award for the Innovative Security Product of the Year went to Eufy Security.

Winners



### SECURITY VAD OF THE YEAR

VALUE-ADDED DISTRIBUTOR OF THE YEAR



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SECURITY SYSTEMS DISTRIBUTOR OF THE YEAR

EMERGING DISTRIBUTOR OF THE YEAR

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WOMAN EXECUTIVE OF THE YEAR MARKETING EXECUTIVE OF THE YEAR

MAYA ZAKHOUR CHANNEL SALES DIRECTOR – MIDDLE EAST, AFRICA, ITALY AND SPAIN, NETAPP

OUTSTANDING EXECUTIVE IT (VENDOR) KAMLESH LAL DELL TECHNOLOGIES

OUTSTANDING PERSONALITY OF THE YEAR

> FAYEZ IBBINI CEO, ALPHA DATA

FADI MOUBARAK VICE-PRESIDENT - CHANNELS, AVAYA INTERNATIONAL



SANCHARI ROY BARCO

**JANUARY 2021** 

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BEST LEADERSHIP PERSONALITY OF THE YEAR

#### CHANNEL PERFORMANCE EXECUTIVE OF THE YEAR



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HUSNI HAMMOUD MANAGING DIRECTOR, ESET MIDDLE EAST, BARRACUDA NETWORKS AND IVANTI (PART OF MIDIS GROUP) ASHRAF HAMID DISTRIBUTION DIRECTOR -MERAT, DELL TECHNOLOGIES

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WOMAN CHANNEL EXECUTIVE OF THE YEAR PARTNER CHAMPION OF THE YEAR



**EKTA PUTHRAN** REGIONAL DISTRIBUTION & CHANNEL MANAGER – MX, MIDDLE EAST & AFRICA, BARCO **PRAJ CALTHORPE** DEPUTY MANAGING DIRECTOR, CONDO PROTEGO FZ LLC

TECHNOLOGY MARKETEER OF THE YEAR

> MALLIKA SHARMA EXCLUSIVE NETWORKS



JANUARY 2021

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VENDOR OF THE YEAR (READERS' CHOICE) CLOUD VENDOR OF THE YEAR

## **NORDEN<sup>®</sup>**

## citrix

INNOVATIVE SMB VENDOR OF THE YEAR INNOVATION EMERGING VENDOR OF THE YEAR

## D-Link

## **淡,ZEBRA**

INNOVATIVE PRODUCT OF THE YEAR





Maya Zakhour Channel Sales Director – Middle East, Africa, Italy and Spain, Netapp



Santosh Sansare General Manager, Hiperdist Distribution



**Taj El-Khayat** Regional Director for Middle East & North Africa (MENA), Citrix

## **STAYING AHEAD OF THE GAME**



he RME Forum and panel discussion, held as part of the Reseller ME Forum & Excellence Awards 2020, brought together a panel of experts to discuss with RME Editor Anita Joseph how companies are navigating the rapid market & technological changes that happened last year.

Our six distinguished panelists included: Maya Zakhour, Channel Sales Director – Middle East, Africa, Italy and Spain at NetApp

Santosh Sansare, General Manager, Hiperdist Distribution

Taj El-Khayat, Regional Director Middle East & North Africa at Citrix

Mario M. Veljovic, General Manager, VAD Technologies V.M Manu, General Manager, Avientek

Firas Saifan, Executive Director, TSME

They spoke about lessons learnt, technologies adapted and the way forward, as the world continues to grapple with the crisis. Amidst the varying perspectives, one thing was clear: 2020 was tough, but innovation and adaptability kept businesses going forward. However, companies should be better able to learn and evolve, willing to innovate and transform completely if need be, and always prepare for the unexpected.

Speaking of NetApp's journey, Maya Zakhour said that the pandemic accelerated the company's transformation from being a storage vendor to a hybrid cloud data services organisation-moving completely from hardware, to a cloud/ software provider. For Mario Veljovic, the crisis was an opportunity to "test" their digital transformation initiatives

Mario M. Veljovic General Manager, VAD Technologies

VM Manu

General Manager, Avientek

and make greater efforts to stay connected to the partner ecosystem. Taj El-Khayat said that for them, from day zero, they had to take swift action to support their customers and partners to respond to this pandemic. Firas Saifan said the key learning was that one always has to be prepared-not just with resources, but with a complete ecosystem with partners and vendors-to really complement the cycle. For Santosh Sansare, it was all about reassessing strategies and adapting to technologies quick and fast. VM Manu said that the uncertainty created by the pandemic made them resolved more than ever not to cut back on their staff and to serve customers with renewed confidence and optimism.

Digitalisation, it was clear, is the way forward, with a focus on remote-first. Everyone agreed that while the tech mindset of people increased significantly in the last few months, Artificial Intelligence and Cloud took on major roles in business operations. Robotic Process Automation is also providing immense opportunities for digital transformation, as well as IOT, which helps to control people and devices more efficiently.

Undoubtedly, what was thought of as being just a sprint "turned out to be an endurance race," in Mario's words. However, there was little doubt that greater collaboration with vendors and partners helped them stay relevant and continue growing. As we bid goodbye to a tumultuous year, the panelists concurred that the future is bright and that the coming months will be all about solutions and customer service. The companies that succeed will be all about innovation, confidence and adaptability, and the realisation that we're are all part of the same value chain and, so will impact each other in more ways than one, will bring in greater collaboration, connection and communication in the business world.

Firas Saifan Executive Dir<u>ector, TSME</u>



## SETTING NEW Security Standards

Aloysius Cheang, Chief Security Officer (CSO), Huawei UAE, tells Anita Joseph in an exclusive interview how Huawei is helping to shape the security landscape of the country and of the region.





ooking ahead to 2021, how is Huawei helping to accelerate the UAE's digital transformation journey through its cybersecurity expertise?

As a leading global provider of ICT infrastructure and smart devices, Huawei plays an active role in the digital transformation of industries to bring digital to every person, home, and organisation. While digital transformation initiatives accelerate across the world, we feel we have a clear responsibility to ensure that cyber security and privacy protection remain a top priority. We have thus implemented and maintained a comprehensive, endto-end cyber security assurance system.

In my view, there are three pillars of cyber security today: people, processes, and technology. Huawei already has the technology in place. We are now focused more than ever on building the people and processes to match up to the technology.

Many Gulf countries including the UAE are trendsetters for new technological standards. As was seen at the recent GITEX Technology Week 2020, nations like the UAE have been frontrunners in transitioning to a connected, intelligent era. In keeping with this pace, Huawei is committed to training around 10,000 professionals in the UAE alone in the next three years, helping them to be future ready. Today we are doing this across the Middle East and around the world.

That's not all. Building and fully implementing an end-to-end global cyber security assurance and privacy protection system is one of Huawei's most crucial strategies for the country and for the region. We are referencing industry best practices to build a system that is sustainable, reliable, and compliant with applicable laws and international best practices and standards in cyber security and data privacy protection. This system covers everything from policies, organisational structures, processes, and management to technologies and standard practice. Huawei transparently collaborates with governments, customers, and partners
to tackle cyber security and privacy challenges and meet our customers' demands, while nurturing a vibrant ecosystem that will uplift the entire profession and promotes innovation.

### Obviously, security is a major concern now. What is Huawei's cybersecurity strategy and how is it helping to build an end-to-end cybersecurity assurance and privacy protection system? Cyber security is a key enabler for Huawei's business overall. Huawei's top-down cyber security governance structure supports the success of its business in the Middle East and around the world. The Global Cyber Security and User Privacy Protection Committee (GSPC) is Huawei's highest cyber security management body. Within that, the Global Cyber Security and User Privacy Protection Officer (GSPO) is an important member of the GSPC, and reports directly to the CEO of Huawei. The GSPC is in charge of developing Huawei's security strategy and plans, manages, and oversees how departments such as R&D, supply chain, marketing, sales, and so on, structure their security teams and ensure security in their business activities.

The system covers all departments, geographies, and processes. The GSPO also facilitates effective communication between Huawei and its stakeholders, including governments, customers, partners, and employees.

Over the past two years in particular, we have reviewed our approach to security and privacy, analysed the directions in which new technologies are heading, and the current and future challenges facing our customers. As a consequence, we have enhanced our cyber security and privacy frameworks. These frameworks guide the way in which we drive process transformation, solutions, security engineering capabilities, security technologies and standards, independent verification, our supply chain, and personnel management. This has enabled us to proactively enhance our end-to-end cyber security assurance capabilities and build resiliency.

The security of connected devices has always been a source of concern, regardless of the device AS PART OF OUR END-TO-END CYBER SECURITY STRATEGY, ALL OUR PRODUCTS INCLUDING DEVICES ARE DEVELOPED AND BUILT WITH SECURITY-BY-DESIGN & PRIVACY-BY-DESIGN."

manufacturer. How does Huawei ensure the security of its devices? Our new OS that will power all of our future devices is called Harmony, and it has already been tested for the highest level of security. This is the core operating system that controls all our hand-held devices. Some of our newest tablets already have this operating system.

As part of our end-to-end cyber security strategy, all our products including devices are developed and built with security-by-design and privacy-by-design. We have also adopted a zero-trust approach in building security in all our hand-held devices incrementally.

So first, we ensured that Harmony OS is secure. As such, the Harmony OS has been tested rigorously by independent 3rd party testing labs. It has obtained an industry security certification called Common Criteria to the level of EAL5, indicating that Harmony OS has been developed leveraging a high level of independently assured security in a planned development through a rigorous development approach. Subsequently, we also ensured that all the other security controls that are in place, such as facial recognition and biometrics, are all effectively implemented. Furthermore, we make sure that enables all our communications and transactions to be encrypted and fully secure for any ecommerce activities—part of the new norm driven by necessity during the pandemic.

Another area that we have innovated in is mobile apps. Dynamic and static privacy data access compliance detection technologies will detect exceptions in mobile applications, such as permission abuse, malicious behaviour, and pirated applications. This not only ensures that the AppGallery complies with Android Green Alliance 2.0, but also provides for a clean and sustainable application software ecosystem.

In fact, all our ICT products have full-stack security technologies incorporated into them, whether they are consumer of enterprise products. Some of these technologies include host intrusion detection, sandboxing functionality, container security, CPU side-channel attack detection, web application security, and intelligent risk control. We have also deployed memory code integrity measurement on 5G base stations, ensuring runtime code security. Furthermore, we have enhanced kernel integrity protection on mobile phones, and applied key security technologies such as the real-time detection of kernel attacks and AI-based detection of unknown threats to improve mobile phone security. Towards that end, equipment powering our 5G core and RAN are among those first to be certified under NESAS, a new third-party certification program jointly driven by 3GPP and GSMA that aims to provide an industry-wide security assurance framework to facilitate improvements in security levels across the mobile industry.

At the end of the day, building and fully implementing an end-to-end cyber security assurance and privacy protection system is one of Huawei's most crucial priorities. It has helped us to both expand and diversify within the UAE and across the Middle East, and is a foundation that is trusted by governments, enterprises, and consumers alike.

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### NEWS // ESET-SCOPE

## **ESET ENTERS INTO** DISTRIBUTION **PARTNERSHIP WITH SCOPE MIDDLE EAST**

SET, a global leader in cybersecurity, has announced that it has entered into a distribution partnership with UAE based leading value added distributor, SCOPE Middle East, to distribute the wide range of ESET cybersecurity products and solution across the region.

"We are delighted to partner with the pioneers in cybersecurity, ESET, who have been leading the industry for over 30 years now and boosting award winning products every year, said Fadi AbuEkab, CEO and Founder, SCOPE Middle East. "ESET is among those cybersecurity vendors which have been recognised by independent agencies like Gartner, Radicati and Forrester amongst others for its technical capabilities year after year."

Commenting on the partnership, Demes Strouthos, General Manager, ESET Middle East said "SCOPE Middle East with its extensive channel relationships and growing customer base, particularly in the SMB and enterprise market will represent an excellent opportunity to showcase ESET's endpoint security, cloud sandboxing, threat intelligence and other cybersecurity solutions to its partners and customers."

ESET along with SCOPE Middle East will provide sales and technical training to its channel partners on regular basis to ensure that its channel is abreast with latest technologies and solutions, thereby, enhancing their competitive edge in the market to explore new opportunities.

"The wide range of ESET products and solutions offer total scalability, from SMB

right up to midmarket and enterprises, as well as complements our existing product portfolio. We are confident that with comprehensive portfolio of ESET solutions and our strong channel base spread across the Middle East, we will open up several new business avenues for ESET that will enable them to expand their market reach throughout the region," said Yazan Jammaliah, Regional Sales Director - Middle East Africa and Turkey, SCOPE Middle East.

### About ESET

For 30 years, ESET® has been developing industry-leading IT security software and services for businesses and consumers worldwide. With solutions ranging from endpoint and mobile security, to encryption and two-factor authentication, ESET's high-performing, easy-to-use products give consumers and businesses the peace of mind to enjoy the full potential of their technology. ESET unobtrusively protects and monitors 24/7, updating defenses in real-time to keep users safe and businesses running without interruption. Evolving threats require an evolving IT security company. Backed by R&D centers worldwide, ESET becomes the first IT security company to earn 100 Virus Bulletin VB100 awards, identifying every single "in-the-wild" malware without interruption since 2003

### About SCOPE Middle East

SCOPE Middle East LLC is a security solutions company founded in 2001. It's an award-winning specialty value-added distributor (VAD) in Middle East, Turkey





Fadi AbuEkab, CEO and Founder, SC<u>OPE Middle</u>



and Africa (META) region specializing on innovative and best of breed Cyber security, Networking Performance, Mobility and Cloud Solutions.

SCOPE Middle East has business units around Middle East and GCC countries with significant sales channels for ESET, Commscope - Ruckus Networks, C3M Cloud Control, SOTI, Stormshield, Niksun, Nomadix, Netscout, Array Networks, Ruijie Networks, Garland Technology, mlytics & Encloud.

SCOPE Middle East is an Authorized ESET Distributor. Have any further inquiries? Reach out at marketing@ scopeme.com. For further details, visit the website -- > https://www.scopeme.com/ 🚥

### SOPHOS // NEWS

## SOPHOS ANNOUNCES 4 NEW ARTIFICIAL INTELLIGENCE DEVELOPMENTS



ophos, a global leader in next-generation cybersecurity, has announced four new open Artificial Intelligence (AI) developments to help broaden and sharpen the industry's defences against cyberattacks, including datasets, tools and methodologies designed to advance industry collaboration and innovation. This move accelerates a key Sophos objective to open its data science breakthroughs and make the use of AI in cybersecurity more transparent, all with the aim of better protecting organisations against cybercrime.

"With SophosAI's new initiative to open its research, we can help influence how AI is positioned and discussed in cybersecurity moving forward. Today's cacophony of opaque or guarded claims about the capabilities of AI in solutions makes it difficult for buyers to understand these claims. This leads to

THIS MOVE ACCELERATES A KEY SOPHOS OBJECTIVE TO OPEN ITS DATA SCIENCE BREAKTHROUGHS." buyer skepticism, creating headwinds to future progress at the very moment we're starting to see great breakthroughs," said Joe Levy, chief technology officer, Sophos. "Correcting this requires self-policing within our community to produce a set of practices that will advance the industry in an open and transparent manner".

It is difficult to overstate the criticality of this shift given the immense potential of how AI can benefit cybersecurity. Sophos evidence shows that defenders are increasingly facing human adversaries who are constantly upping their game, launching highly contextualised forgery campaigns or relentlessly developing new ransomware attacks. Scalable and effective defences against these and most other types of cyberattacks require assistance from AI.

Sophos is providing datasets, tools and methodologies in four important areas:

## SOREL-20M Dataset for Accelerating Malware Detection

SOREL-20M, a joint project between SophosAI and ReversingLabs, is a production-scale dataset containing metadata, labels and features for 20 million Windows Portable Executable files. It includes 10 million disarmed malware samples available for download for the purpose of research on feature extraction to accelerate industry-wide improvements in security.

### AI-powered Impersonation Protection Method

SophosAl's Impersonation Protection is designed to protect against email spearphishing attacks, where influential people are impersonated to trick recipients into taking some harmful action for the benefit of the attacker. This new protection compares the display name of inbound emails against high level executive titles that are unique to specific organisations and flags these messages when they appear suspicious. Sophos has trained the AI on a large sample set of millions of known attack emails.

#### Digital Epidemiology to Determine Undetected Malware

SophosAI has also built a set of epidemiology-inspired statistical models for estimating the prevalence of malware infections in total, which enables Sophos to estimate the needles in a PE file haystack. SophosAI has made publicly available this method that helps to determine malicious "dark matter," malware that might be missed and "future malware" that is in development by attackers.

#### YaraML Automatic Signature Generation Tools

SophosAI has developed a new method for automatic signature generation, called YaraML. SophosAI "compiles" industrial strength machine learning models into signature languages, essentially allowing AI to "write" the signatures. This represents a breakthrough for the security community.

These four advancements are the latest from SophosAI, which works creatively like a start-up incubator, but with the intellectual resources of a near billion-dollar global company, including SophosLabs, Sophos Managed Threat Response and hundreds of thousands of customers.

## KRAMER: REDEFINING The Audio-Visual Space

Sam Bonomo, Executive VP at Kramer tells RME in an exclusive interview, how the AV distribution market in the region is changing and growing.



bout the company Kramer Electronics has more than 4 decades of experience in the development and manufacture of professional audio-

video products, products in the sense of interfaces that allow professional audio-video systems to connect the various devices together. We are pioneers in creating solutions that blend cutting-edge cloud technologies, advanced software, and time-tested hardware. Most recently this innovation has included pioneering methods of delivering AV over IP, simplified scaling, and extension solutions with products such as the KIT-400 and wireless presentation and collaboration advances through the VIA range. The way we sell our products all over the world, is by basically targeting the

systems integrators, either through distribution or directly to them. We have around 20 sales offices around the world and we work with dozens of distributors in the rest of the world. Also, I hope I'm right when I say that we are the only company in our industry that provides a 7-year warranty on the vast majority of our electronic equipment and long-life warranty on cables.

### Entry into UAE

This region and market were completely out of reach for us for all these years. However, a lot of integrators and players from this market travel to our events, and we meet them at shows, so we were hoping that one day, we would be able to access this market, and we're so glad that it has happened! We met with a lot of people and eventually this led to the signing of a distribution agreement with Abcom Distribution LLC, a premier provider of customised business technology distribution specialised in the field of audio-visuals, who will represent Kramer exclusively in the UAE.

#### The UAE market

I've been with the company for over 20 years and involved extensively with the sales teams. So, let me say this: Sales teams are often divided between what we call the run-rate (those are the sales that come in on a regular basis) and those sales that are project-based, all the way from design to purchase, installation and after-sales service. The ratio will depend on the kind of market; in every market you will have both. Here, I'm convinced it's primarily a project-based market. A lot of integrators come up and talk to us about specific projects, all which are huge opportunities for us and something we can cater to, because we are not confined to any specific segment of the market. We are able to offer our products and solutions for every kind of project. Therefore, I expect this market to be around 90% project-based and 10% run-rate based for us, judging by the number of projects that are being planned and implemented.

#### Market differentiators

It is a highly competitive market; in particular there are two major American brands that are formidable competition here and for decades have enjoyed Kramer's absence in this part of the world. I think we're going to see a very tough reaction from either one or both of them to try and make sure we don't penetrate into their fortressand by that, I mean those integrators that provide them with projects. This is going to be our challenge-to be able to break through the existing wall and prove to the market that Kramer is a perfect alternative. We are fully confident of being able to do so, and making our presence felt here.

#### 2021 outlook

Everybody is now adapting to the new normal-remote working and all that. Technologies and investments will keep growing, but we will have to adapt to the change. Everything will be more seamless, collaborative and interactive, going forward.



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## **KEEPING PACE WITH EVOLVING TRENDS**

Bob Aoun, Regional Sales Director Middle East & North Africa at Poly and Steve Lockie, Group Managing Director at Westcon-Comstor Middle East, discuss technology and market trends for 2021.

> he year 2020 has been full of challenges and organisations across the globe have been pushed to invest in their IT infrastructure. How

has Poly been supporting the evolving needs of the customer?

**Bob Aoun:** Given the role our headsets and communications portfolio play in enabling individuals to work seamlessly from any location, our products and services have seen a huge increase in demand this year. In order to address the special needs of the pandemic, we implemented enhanced safety precautions at our facilities and actively took steps to ensure continuity of supply to meet the heightened customer demand. In addition, we also worked on strengthening our existing relationships with our channel partners and IT providers to help our customers move forward with the deployment of new endpoint technologies.

### What are some of the key learnings from the pandemic that you would like to share?

**Steve Lockie:** COVID-19 has resulted in widespread concern and economic hardship for consumers, businesses and communities across the globe. The situation around COVID-19 has caused a lot of disruption but it has also created new market opportunities specially in the IT industry. The need for remote working has led to a surge in requirements especially for Unified Communications and Security Solutions. Being has been the key mantra that has helped organisations to not only survive but thrive in the new normal. One of the key learnings for all organisations has been to maintain business resiliency by making the right investments.

Being one of the only few distributors in the region to have maintained a full functional supply chain through the entire period of lockdown, we were able to assist our vendors and partners in ensuring supply of infrastructure for critical projects including public sector specially healthcare. Also, a big priority for us like most organisations has been to maintain healthy cash flow in the business by keeping quality credit checks in place.

Our focus on digital distribution and the investments we have made into our digital capabilities over the past years have helped us conduct business with our partners with almost no disruption. As most of our partners have been working remotely, we have been creating more awareness for them to take leverage of our digital platforms such as PartnerView which allows them to access and manage all quotes, renewals, order tracking and history, and RMA submission with the click of a button.

There has been an exponential increase in the requirements for voice and video solutions during the ongoing pandemic. Do you foresee organisations continuing to invest in these solutions once the pandemic is over? Bob Aoun: Over the coming months, we'll see traditional company offices become places for human-first connections and empowering ideating, with a choice of spaces for employers to collaborate, think, create or simply check in with others. But in order to achieve this, companies will need to continue investing in voice and video solutions that create a great experience for every worker in each of these workspaces.

Videoconferencing bars with built-in native software experiences, particularly Zoom and Microsoft Teams, will play a key role in the development of collaboration spaces in offices. The integration of cloudbased services directly into hardware will also ensure every worker has a consistent meeting experience.

As home working is embraced in the long-term, companies will also need to consider not only investing in voice and video solutions for collaborative workspaces, but for the professional home office. It is no longer sufficient to provide workers with the bare minimum of a laptop with an integrated webcam and microphone. Whatever type of meetings workers attend, their voice delivery is a critical element for audio and video meetings and both user comfort and far-end participant experiences need to be considered. High quality home set-ups include professional headsets with highend audio and active noise cancelling and HD video conferencing cameras.

## How do you see FY2021 from a distribution perspective?

Steve Lockie: Customer needs will continue to evolve in the new normal and our vendors will have to continue innovating to support these evolving needs. Distributors will be required to keep innovating in order to support the partners and the vendors as they in turn adapt to support the end users. Being digitally enabled as a distributor is the key whether it is by investing into e-commerce platforms or whether it is being able to do events/ trainings remotely. We have received some outstanding feedback on how our valueadded services like Marketing as a Service (MaaS) have helped the partners in creating demand during the challenging times. We firmly believe that these valueadded services will continue to get even more relevant to the partners than ever as they adapt to an evolving market.

## What are your key strategic focus areas for the next year?

**Bob Aoun:** The fine line between "consumer" and "prosumer" will continue to blur in 2021. People will continue to work from home or adopt more of a hybrid working approach. The use of technology across our personal and professional lives will result in acute demand for headsets, webcams, videoconferencing bars and speakerphones to suit individual preferences for comfort, features and aesthetics, and Poly is ensuring it can THE SMALL BUSINESS SEGMENT SEEMS TO BE THE MOST IMPACTED DUE TO THE PANDEMIC, BUT BASED ON HISTORICAL DATA, IT IS ALSO THE FIRST SEGMENT TO BOUNCE BACK..."

provide communication and collaboration solutions to suit everyone.

Do you see any shift from traditional business models to a new normal? Steve Lockie: The consumer demand patterns have been shifting as companies are being required to continuously adapt to new and uncertain market conditions. The small business segment seems to be the most impacted due to the pandemic but based on historical data it is also generally the segment to bounce back at the fastest rate once market disruptions have settled. The focus on Unified commutations and security solutions will continue to grow.

We see a lot of business happening through GSI/GDS accounts. Our Global Deployment Solutions (GDS) team has been working with some regional and global telco's and extending its expertise on some huge multi-site projects across the region. We have been making continuous investments into our GDS team to enhance their capabilities.

With organisations using various collaboration tools instead of one standard platform, how is Poly positioned to provide interoperability with other IT communication vendors? Bob Aoun: Our service portfolio consists of a range of solutions that can easily connect with other collaboration tools, like Microsoft Teams and Zoom. Our cloud-based video service RealConnect, for example, provides users with a full collaboration experience by enabling video interoperability with Microsoft Teams without adding any complexity. Users can quickly and easily connect their videoconferencing systems to either Microsoft Teams or Skype for business meetings.

Earlier this year, Poly announced that it now has the largest portfolio of Microsoft Teams certified headsets available offering greater flexibility and choice with more than 20 of our headsets and personal speakerphones certified for Teams. Our latest portfolio of certified devices — including the Voyager 4200 Office Series and Voyager 5200 Office Series headsets — also has a dedicated Teams button that allows users to instantly invoke their Teams meeting as well as receive alerts and notifications.

In addition, our Poly Studio X Family and Poly G7500 recently became the first Zoom Rooms appliances to receive Zoom certification. These videoconferencing devices are fully managed via Zoom Device Management (ZDM) and deliver a streamlined out-of-the-box experience that meet Zoom's standards for audio and video quality. Our collective portfolio of Zoom certified devices makes it easy for users to collaborate from anywhere, with friction-free meetings that customers and IT managers expect.

What according to you are the next growth areas in the voice and video segment for the resellers? Bob Aoun: Cloud remains one of the biggest opportunities for channel businesses and its role has become more important than ever following a year of remote and hybrid working. The adoption of videoconferencing has risen

dramatically, with the migration of video infrastructure into the cloud a big driver of this adoption.

Cloud technologies are not only more accessible to resellers, but to customers too. The devices themselves are becoming more and more versatile, while platforms like Teams and Zoom are used by millions. Given this explosion in demand, the devices that add the most value will be platform agnostic, allowing users to seamlessly move between different platforms almost instantaneously. With so many consumers using so many platforms, the ability to accommodate the preference of your customer without changing your hardware saves both time and money. FOCUS // 2CRSI

# 2CRSI: POWERING Forward with Innovative Technology

Alain Wilmouth, Founder & CEO, 2CRSi, tells Reseller Middle East how some of its cutting-edge technologies are helping data centres cut costs and save on energy.

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CRSI has consolidated itself as one of the leading players in customised server solutions with a clear focus on HPC. In your opinion,

what differentiates you from your competitors?

2CRSi is a France-headquartered company that focuses on server design and manufacturing. We provide suitable products for industries that require data centres looking for highperformance and high-density systems combined with energy efficiency.

Our products are designed and manufactured in France, the United Kingdom, and San Jose, USA. With subsidiaries in Manchester and Dubai, we deploy our products on a very large scale in 25 countries for computing, data storage, and data transfer.

Our partner network encompasses well-known actors, as well as smaller growing businesses. We work in close collaboration with all of them to leverage any technology available in the market: from tried and tested equipment to disruptive technologies, we streamline and re-think the whole concept to perfectly match our clients' needs, in an energy-efficient and affordable way.

2CRSi has already been acknowledged by its peers for designing and engineering solutions that will lead the way to a greener future. Our R&D works to optimise our solution's density, compute power, and network speed capabilities. We also improve our solution's efficiency, flexibility, and ease of use by following the Open Compute Project foundation. Open Compute Project is a movement launched in 2011 by Facebook to define new architecture optimised to break IT standards. It focuses on resources sharing, energy efficiency, and complexity reduction.

Our positioning is definitely to provide high performance solutions to address very demanding customer needs. Where other players come with standard solutions, 2CRSI provides custom solutions, precisely tailored to target the needs of the customer. We streamline, we re-think the whole concept to come out with the final solutions in an energy efficient and affordable way. We believe in Green IT and energy efficient solutions and recommend enterprises to contribute to their country by being an example, we provide them our success stories to motivate them too. I believe this is where we are different from the others.

### Give us an insight into the immersion cooling technology that your company is advocating so strongly

To go deeper into energy-saving and performance, 2CRSI develops immersion cooling solutions. In fact, induction cooling is very old technology-it's the technology that's being used in electrical transformers for over 70 years. The goal of induction cooling is to remove excess heat in the easiest and cheapest way possible. Today, the energy used by data centres is as much as the whole of India. Also, out of all this energy used, almost 50% is used to cool down. With immersion cooling, we can save as much as 60% energy.

So how is this done? Here, servers are submerged in tanks, then filled with a non-conductive fluid that cools all the components down, allowing them to reach the highest level of data centre efficiency. Thanks to immersion cooling, fans become useless and data centres no longer need to invest in expensive and inefficient air conditioning systems. At the scale of a data centre, this represents 25% savings on the implementation of a data centre (CAPEX) and 40% on its operating costs (OPEX).

Immersion cooling is a sustainable choice: the life of the components is extended, energy consumption is reduced and the heat generated can be reused. I'd say that without immersion cooling, the Middle East would never have its place in the data map of the world-that's how vital this technology is, for the region. If you don't adopt this technology, there's no way the region can keep up because the cost of data at this point is too high.

#### Let's now talk about another area of 2CRSi's expertise: Edge Computing. What is the future of Edge Computing, especially now that technologies such as 5G are gaining ground?

In order to have the capacity to implement 5G effectively, it is not just enough to have 5G equipment, you need a strong base and supporting infrastructure. You need more strong, local servers, to begin with. Let me give you an example from France:

> today we have around 200 data centres in France, with the capacity to deliver all services on 3G, 4G and 5G. But with the quality and growth of 5G, we need to grow up to 3,000 data centres. That's the next challenge: the backend operations. To deal with 5G tower challenges is easy, the real issue is the backend support. In my opinion, this is what we need to focus on. 🚥

WE BELIEVE IN GREEN IT AND ENERGY EFFICIENT SOLUTIONS AND RECOMMEND ENTERPRISES TO CONTRIBUTE TO THEIR COUNTRY BY BEING AN EXAMPLE."

Alain Wilmouth, Founder & CEO, 2CRSi SPOTLIGHT // AVIENTEK



# PARTNER FOCUSED, INNOVATION-LED

VM Manu, General Manager of Avientek, says that the MENA region, being one of the fastest growing markets in the world, means that the distribution business here is poised for exponential growth as partners increasingly depend on distributors for their local support requirements.

ell us more about Avientek. Where did it start, how much has it grown, what are the products and solutions that you offer?

Founded in 2016, Avientek kickstarted its operations by distributing Audio Visual and IT products across Middle East, Africa, and India. Starting with solutions for mid-level and small-scale businesses we soon won over the trust and confidence of partners and clients alike to scale up to highend projects and business over a short period of time. Today, with a track record of yearly double-digit revenue, consistence excellence and trustworthy solutions, Avientek is a market leader for quality and innovative system solutions with offices across ME and India.

How significant is the Middle East & Africa (MENA) distribution market for Avientek? In particular, how has the market been in 2020? The MENA region contributes to more than 85% of our business and is our primary region of focus, driven by significant investment in large infrastructure projects by the governments in the region. In 2020, several large projects were delayed and we expect them to be executed in 2021. However, we were able to mitigate some of the loss by adding new products that were in demand during the crisis period such as video conferencing and distance learning solutions.

### What has Avientek's business strategy been, to lead the way in an increasingly competitive market?

As Avientek, we have always been partner focused – supporting partners in the best possible manner for



THE MENA REGION CONTRIBUTES TO MORE THAN 85% OF OUR BUSINESS, DRIVEN BY SIGNIFICANT INVESTMENT IN LARGE INFRASTRUCTURE PROJECTS BY GOVTS IN THE REGION."

solution design, timely deliveries, after sales support and credit facilities. We believe this strategy has been helpful for our growth. To add to this, we provide the much-needed trust and confidence in getting a project executed without any hassles. What are some of the main trends in the MENA region distribution market? What kind of technologies/solutions do consumers prefer? Will these change in 2021?

MENA region being one of the fastest growing markets in the world, we believe the growth will be exponential in the coming years for the distribution business, as partners depend on distributors for all the local support requirements. In the Audio-Visual Industry, we predict increased demand in the fields of video collaboration, distance learning, and other technologies that will be required to manage unforeseen situations such as the one we faced in 2020.

Tell us more about your partner ecosystem. How does it work? Our partner ecosystem consists of core AV Integrators, ELV / ICT solution providers, IT, partners and Security Solutions providers. A majority of our end-users are serviced through these channels. We also engage directly with some large end customers for product trainings and solution designing. INSIGHT // SALESFORCE



## FUTURE OF WORK IN A PANDEMIC WORLD

Brian Solis, Vice President – Global Innovation Evangelist, Salesforce, says that it is important to empower people to become more adaptive, more open to collaboration and doing new things.

alesforce has published its first Global Stakeholder Series: Future of Work, Now research study – a data-driven look at how the COVID-19 pandemic is shaping

people's attitudes about current work environments and their perceptions on the future of work.

People are expecting positive longterm change from their employers, and the data from this research provides insights to why organisations need to reimagine every aspect of their operations to move their business forward and positively impact society.

"Change is hard because change is human," said Brian Solis, Vice President – Global Innovation Evangelist, Salesforce. "Now more than ever, we must empower people to become more adaptive, more open to collaboration, and more open to doing new things. Soft skills are increasingly in-demand and we can use technology to expedite meaningful change".

Key insights from the research include:

### Working from anywhere is the new norm, but more access to technology is needed

In a world where coming into the office as large teams is restricted and limited, companies and their employees have transformed the "traditional workplace" and have adapted to new working environments. The focus has shifted



AS NEW WAYS OF WORKING BECOME THE NEW NORM FOR THE NEAR-TERM FUTURE, EMPLOYEE FOCUS IS NOW SHIFTING TO PERSONAL DEVELOPMENT. IN FACT, 65% OF EMPLOYEES BELIEVE THAT WORKFORCE

DEVELOPMENT MUST BE A HIGH PRIORITY FOR BUSINESSES." to digital-first engagements and experiences, while remote working has become commonplace across the globe. 60% of respondents expect working from home to become the new norm.

Technology is critical for companies to continue keeping employees safe and businesses running smoothly. Over one third of non-remote workers globally say they do not



have the technology to effectively work from anywhere.

### Employees know they need to adapt, expect companies to prioritise support in reskilling

As new ways of working become the new norm for the near-term future, employee focus is now shifting to personal development. In fact, 65% of employees believe that workforce development must be a high priority for businesses, and 70% say technology should play a major role within it.

This year has highlighted that planning can be difficult. Many businesses and employees are experiencing economic hardship, and uncertainty persists around job security. For this reason, workers have a renewed focus on reskilling. Half of respondents (50%) say they are more interested in online learning/training since COVID-19.

## Employee safety and well-being are paramount

Employees have concerns around access to jobs, access to healthcare, racial inequality and worries about

the environment. Sixty-one percent of respondents believe that businesses should make closing the gap on global inequalities and critical societal issues a priority. Technology has the potential to help employees stay healthy and keep an individual's well-being top of mind. In the current pandemic, around four in five respondents (79%) believe that workplace safety should be a high

## Businesses have the power to be a platform for change

priority for businesses.

Societal issues like racial injustice, income inequality and climate change were at the forefront prior to the COVID-19 pandemic, and continue to affect communities globally. However, as businesses get back on their feet, leaders are expected to do things differently to make long-term progress on these societal challenges. Sixty percent of respondents trust businesses to build a better future for younger generations, and are counting on them to do so, while half (52%) say it's critical that their employer gives back to the community.

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## FOCUS // ALJAMMAZ TECHNOLOGIES

## F5 APPOINTS ALJAMMAZ TECHNOLOGIES AS NEW VALUE-ADDED DISTRIBUTION PARTNER IN SAUDI ARABIA

AlJammaz Technologies has announced that it will operate as F5's new value-added distributor in Saudi Arabia.



lJammaz Technologies is now part of F5's Unity+ Partner Program, which has been specifically designed to address the evolution of

the market, F5, and partner business models. The program offers a clear path to success for serving customers with F5's best in class portfolio of products.

"Joining forces with F5 will bring huge benefits to Saudi Arabian organizations, opening up significant new routes to market and innovation," said Asim Saud AlJammaz, CEO at AlJammaz.

"We look forward to delivering secure and extraordinary digital

experiences by simplifying traditional application delivery, enabling modern app delivery at scale, securing every application wherever deployed, and using data to unlock the value of insights and automation."

AlJammaz Technologies is one of the leading Value-Added Distributors in the region. It has almost two decades of experience in the region, a 1500-strong active channel partner network and is able to provide go-to-market coverage for 85% of the Middle East.

"AlJammaz joins us as a value-added distributor at an important time for F5 in Saudi Arabia. COVID-19 has significantly accelerated digital transformation imperatives and we're seeing soaring multi-cloud adoption across the region," said Mamduh Allam, Senior Regional Director for Saudi Arabia Saudi Arabia, Egypt, and Bahrain.

"As a result, our customers are increasingly demanding seamless, rapid, secure and personalized experiences. More than ever, we are empowering organizations to get their apps to market faster, protect their business from existing and emerging threats, adapt quickly to changing conditions, and harness the power of AI to make better business decisions. AlJammaz will be central to delivering our solutions and services at scale across the Kingdom going forward."

Nasser El Abdouli, Director of Channel Sales for the Middle East, Turkey, and Africa at F5, added:

"Al Jammaz has both the track record and expertise to powerfully boost our go-to-market strength in Saudi Arabia. F5, with the addition of NGINX and Shape Security, now has the most comprehensive set of application services in the industry. Importantly, we can flex to whatever cloud is needed for the job, including virtual machines, container-native, SaaS, and purpose-built hardware. In every respect, Al Jammaz will be an important ally as we seek to realise a future where applications, like living organisms, can naturally adapt based on their environment. In other words, the combination of application services, telemetry and automation will enable the emergence of truly adaptive applications." 🗠

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## EMPOWERING THE REGION TO SUCCESSFULLY COMBAT CYBER THREATS

Anita Joseph caught up with Islam Shaker, Distributor Manager at Acronis, to discover more about the company's vision and expansion plans.

an you tell us something about Acronis's expansion plans in the Middle East? The Middle East is

a major market for us, since it is a major technological and business hub. We have a five-year expansion plan in the region, which represents a significant financial investment and major commitment to support the cybersecurity, data protection, and endpoint management requirements of organizations across the Middle East.

Announced at GITEX 2020, the company's expansion into the region is part of an accelerated growth plan launched in 2019 that has already resulted in three strategic acquisitions, including Israel-based CyberLynx. Several other acquisitions are already under consideration as we seek to make use of every opportunity across the region and tap into the enormous local talent and skills available.

Our expansion plan comes at a time when businesses and government agencies across the Middle East – such as the newly formed cybersecurity council in the United Arab Emirates – prepare for an expected increase in cyberattacks. With its increased presence, Acronis can empower the region's individuals and organizations with the strategies, services and solutions needed to counter today's new and evolving threats.

How would you describe the Middle East market at this point? What is Acronis's business model here? It is extremely competitive and much sought after. The Covid-19 pandemic has made it challenging, but there is still immense potential and the drive to keep going. We at Acronis, have innovative solutions and services to stand apart from the competition, especially where our cyber products and offerings are concerned. Acronis has a flexible business model, allowing customers to combine its products in a way that saves on costs and provides cyber protection for as many workloads, customers and people as possible.

#### What is your partner program like? Tell us more

Our channel partner program is unique and comprehensive. Our duty is to provide our partners with all the technical and marketing resources, as well as training and support in every aspect of business. To ensure that our users are cyber fit, Acronis' flexible, global program enables them to develop any application and sell any product, service, or support option – regardless of their business model or where they are based.

WITH ITS INCREASED PRESENCE, ACRONIS CAN EMPOWER THE REGION'S INDIVIDUALS AND ORGANISATIONS WITH STRATEGIES, SERVICES AND SOLUTIONS NEEDED TO COUNTER NEW AND EVOLVING THREATS." With the world switching to remote work and virtual collaboration models, cybersecurity has become a real threat. What solutions and services does Acronis provide, to help companies deal with this everexpanding threat landscape? The world is completely online now and virtual life is much bigger than we thought. Everything revolves around data and so it becomes imperative to back up and secure this data in more ways than one. Acronis has a range of cutting-edge solutions and services that offer companies complete protection as well as manage costs. For example, our Acronis Cyber Protect Cloud is the only solution that natively integrates cybersecurity, data protection and management to protect endpoints, systems and data. This synergy eliminates complexity, so service providers can protect customers better while keeping costs down.

The Acronis Backup extension for Plesk enables reliable cloud backup for Plesk web hosting servers, as well as granular, self-service recovery for web professionals. Its key features include full, image-based backups to the Acronis Cloud, so web hosters can protect entire servers and all the websites they contain. Also, web professionals can perform granular, self-service recovery of a website, or individual files, mailboxes, and databases using the Plesk UI. Then again, the Acronis Backup agent performs fast, incremental backups, reducing demand on the server and the network.

In fact, only Acronis' unique, integrated approach ensures the safety, accessibility, privacy, authenticity and security of all data, apps and systems, thus balancing the five vectors of cyber protection: safety, accessibility, privacy, authenticity and security.

## BE YOUR OWN BOSS WITH THE NEW NOKIA 5.4

HI Global, the home of Nokia phones, recently launched the latest addition to its 5 series smartphones – the Nokia 5.4.

The new handset from the European smartphone player has been designed to help people manage their increasingly busy lives while catering to the growing side hustle trend. Side hustlers supplement their salaries with an additional income stream - whether it is as a designer, writer, photographer or DJ, the rapidly expanding movement has seen more and more people turn their passions into cash, by simply using their phone.

Championing speed and performance at amazing value, the Nokia 5.4 is the perfect partner for budding photographers. The signature quad camera stamps out shutter lag completely and has been upgraded to 48 megapixels – that's 162 times better than the first Nokia camera phone (the Nokia 7650). This means you'll never miss a moment – whether your capturing your passion project or precious family moments.

Treasured videos will look richer than ever with professional colour grading for a cinematic feel to your home and work movies. As for that all-important performance, the Nokia 5.4 promises a faster and smoother experience. In fact, it has enough juice to power you through 42 commutes (mean global commute is 67 minutes) and still have battery left over to check in with the kids and your email.

Leaders in offering the latest security patch updates and Android upgrades, Nokia smartphones are beautifully designed inside and out. With three years of security updates covered, parents are safe for the time it takes their newborn to start walking, talking, speaking and telling their own stories. Bringing peace of mind to consumers, Nokia smartphones are number one in the 2020 brand trust rankings, raising the industry benchmark for upgrading more affordable devices.

Juho Sarvikas, Chief Product Officer and Vice-President of North America, HMD Global, said: "Time these days seems to be at an increased premium and during an extraordinarily difficult year for consumers, the "side hustle" has become more important than ever. With the Nokia 5.4 we wanted to combine high performance and great value to cater to the hustlers out there. I like to think we set the bar for what mid-range phones should offer, so it's hugely important to me to design phones that not only perform, but are also secure and built to last."

You can always depend on the Nokia 5.4 to prioritise what matters to you. Whether it's working, gaming, streaming, snapping or entertaining your little ones, your Nokia 5.4 will optimise its power to deliver more speed, longer battery life, better imaging and increased performance where needed. This is all thanks to the Qualcomm® Snapdragon™ 662 Mobile Platform. Optimised with the latest AI technology, this software is there to make smart decisions in the background, to help you with your day-to-day.

The Nokia 5.4 is now available in the UAE and comes in Polar Night and Dusk colors at an average retail price of AED 699.

## LG ANNOUNCES AUTONOMOUS ROBOT WITH DISINFECTING UV LIGHT

Gombining its core competencies in robotics, artificial intelligence and autonomous vehicles with a deep understanding of customer needs, LG Electronics announced that it is developing an autonomous robot that will use ultraviolet C (UV-C) light to disinfect high-touch, high-traffic areas. "This autonomous UV robot comes at a time when hygiene is of the highest priority for hotel guests, students and restaurant customers," said vice president Roh Kyu-chan, head of the robot business division in LG's

Business Solutions Company. "Consumers can have the peace of mind that the LG UV robot will help reduce their exposure to potentially harmful germs."

To be officially unveiled at Digital CES 2021, LG's new robot is expected to enable a new standard of hygiene by helping to disinfect high-touch, high-traffic areas. Because of its autonomous design, the robot will be able to move easily around tables, chairs and other furniture,



generally irradiating a room's touchable surfaces in 15 to 30 minutes, disinfecting multiple areas on a single battery charge.

"A higher level of hygiene will be expected by customers in the contactless ecosystem which we are now facing," Roh said. "LG is committed to leveraging its diverse expertise in robotics, artificial intelligence and autonomous driving to develop creative solutions to tackle tomorrow's challenges," he added.

## AMAZON PAYMENT SERVICES LAUNCHES IN MENA REGION

A mazon has announced the launch of Amazon Payment Services, a payment processing service in the Middle East and North Africa (MENA) region with a mission to empower businesses with simple, affordable, and trusted online payment experiences. The newly launched Amazon Payment Services provides secure online payment services that are easy-to-use, leveraging Amazon scalable and reliable technologies.

Established in 2013 as one of the first Fintech companies in the region, PAYFORT has gained a deep understanding of businesses' needs across the region. In 2017, Amazon acquired PAYFORT as part of the Souq Group acquisition. Since then, the focus has been on integrating PAYFORT and Amazon offerings to provide businesses with a convenient and trusted service.

With the launch of Amazon Payment Services, businesses that use the service will continue to have access to a range of payment services that enables them to accept online payments using both global and local payment methods, offer installments to the customers to make purchases affordable for their customers, and monitor payment performance round the clock. As of today, PAYFORT is Amazon Payment Services.

Omar Soudodi, Managing Director, Amazon Payment Services, said: "Today's launch marks another key milestone in Amazon's promise to build the future of digital payments in the region, empowering businesses to provide userfriendly payment experience for their endusers. We listened to businesses across a broad range of industries to continue improving our offering. Amazon Payment Services is a natural next step in our journey, focusing on four fundamental pillars of trust, convenience, selection and pricing, underpinned by a best-in-class experience focused on reliability, scale and operational excellence."

Amazon Payment Services processes transactions for thousands of businesses across multiple industries, ranging from aviation to travel and tourism, retail, insurance, real estate, government, and more. With such a diverse customer base, it has built strong expertise that supports businesses at every scale, from small and medium enterprises (SMEs) looking to establish their online presence to largescale enterprises requiring a dependable payment service to handle high volumes of transactions safely.

New businesses using Amazon Payment Services, will be able to easily accept online payments by choosing from selection of services that fit their customer needs and access rich content to help them with their digital transformation.

Amazon Payment Services has also introduced new and enhanced services that will allow businesses to serve their customers better, including detailed reports with actionable insights and real-time monitoring of their payment activities. As part of the new set of services, businesses can get better transaction authentication and reduce friction at checkout. Businesses can also build their own dashboard by merging their data from different sources which helps them track and meet their goals.



## VIEWSONIC PROVIDES QHD SUPPORT FOR NEXT-GEN CONSOLES



## ViewSonic<sup>®</sup> See the difference<sup>\*</sup>

iewSonic Corp., a leading global provider of visual solutions, has announced visual display solutions to support console gamers. With the recent launch of the PS5 console, and its lack of 1440p resolution output support, an urgent need arose among gamers. According to Sony, users will not be able to output a native 1440p signal, putting initial launch focus on 4K TV gamers. For hybrid (PC/console) gamers with QHD monitors, this results in downscaling to 1080p without a viable solution to experience highresolution gameplay that is compatible with their current hardware.

In order to give present and future gamers the best experience possible, ViewSonic has optimised several QHD gaming monitors to effortlessly support 4K signals, while auto-downscaling to QHD resolution. This provides gamers with the best experience, without needing to activate troublesome modes, or complicated software.

The ViewSonic Gaming Monitor support list includes:

- Elite XG270QC
- Elite XG270Q
- VX2768-2KPC-mhd
- VX3268-2KPC-mhd
- VX2705-2KP-mhd/VX2768-2KP-mhd
- XG2705-2K

ViewSonic is committed to providing continuous support for gamers worldwide, being on the forefront of fast-evolving gaming technology. PRODUCTS // EUFY



## eufy Security Launches eufyCam 2 Pro 2K

Wireless Home Security Camera



As we approach 2021 with higher hopes for our health and wellbeing, eufy Security, the innovative and smart home security system by Anker Innovations, is doing its bit to secure you, your family, your home and your privacy.

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eufy Security by Anker is launching the eufyCam 2 Pro 2K Wireless Home Security Camera. Taking home security systems to the next level, eufyCam 2 Pro comes with superior and smarter image enhancement with 2K resolution for live streaming and image capture. Besides its flagship features of 365 days of security from just 1 charge, and specialized AI for smart detection of humans, animals and vehicles, this camera is also equipped with Night Vision, Motion Detection, Instant Notification, Two-Way Audio and a 100db Anti-Theft Alarm. eufyCam 2 Pro is IP67-rated weatherproof and can withstand extreme climate conditions up to 55°C.

While eufyCam 2 Pro is loaded with features to protect your home and your family, your privacy is also highly valued. So eufy Security has taken every step imaginable to ensure your data remains private with you, stored locally with AES 256 military-grade encryption and transmitted to you, and you only. The data protection standards comply with the highest possible international data privacy laws with the help of 3 core technologies i.e. local storage (without any need of monthly subscription), end-to-end encryption to prohibit any peeking and on-device AI. These indepth data privacy handling measures even have been recognized by the BSI (British Standards Institute) through the ISO27001 and ISO27701 certifications.



eufyCam 2 Pro is now available at all leading electronics retail stores.

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#### YOU ARE PROUD OF YOUR MOST RECENT ACHIEVEMENT WHICH IS The shift to 100% digital marketing post COVID-19. As a B2B marketer,

face-to-face engagements seemed to be the most effective way of reaching clients and partners, with COVID-19 I had to do things differently and rely on digital as my main way of communication. This opened the opportunity for creativity in video production and live digital events. I built a fully functioning studio, produced a digital show for our partners, and ran live and engaging events for clients and partners.

#### FIVE THINGS YOU CANNOT LIVE WITHOUT

My family, Football, Manchester United, Music, Friends

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JANUARY 2021

Fast

#### THE MOST UNDERRATED TECHNOLOGY TREND IN YOUR OPINION IS

I genuinely believe that most brands are not utilising social media to its full extent. Today, and more than ever, there is an

opportunity to empower employees to become brand advocates on social media, particularly on platforms like LinkedIn and TikTok where organic growth can be achieved. The way brands create content needs to change though, add to that the necessity for upskilling employees to become brand advocates on the internet.

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

 Maintain the quality time spent with my family in 2020.
Stay healthy
Deploy my channel marketing experience in new markets
Grow my initiative, Masar
Education, to reach more students across the Middle East, Africa, and South East Asia

Invest in my family's futur

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