THE VOICE OF THE

ISSUE 284 FEBRUARY 2021 www.tahawultech.com

MIDDLE EAST



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CHARTING A CLEAR GROWTH PATH

KEVIN ISAAC, SENIOR VICE-PRESIDENT, EMEA SALES AT SOPHOS, TELLS RME HOW THE COMPANY CONTINUES TO PROVIDE CUTTING-EDGE SOLUTIONS AND SERVICES THAT DRIVE GROWTH AND EMPOWER PARTNERS TO STAY AHEAD.







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CHARTING A CLEAR GROWTH PATH

Kevin Isaac, senior vice-president, EMEA sales at Sophos, tells RME how the company continues to provide cutting-edge solutions and services that empower partners to chart a clear growth path.



NEWSMAKERS

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INTERVIEWS

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STRATEGIC VAD PARTNER

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20 Driving the change

RME asked experts what they think are some of the major trends that will drive the channel business forward in the future.

PRODUCTS







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Printed by Al Salam Printing Press, Sharjah

Published by

CPI MEDIA GROUP

C P I M E D I A G R O U P. C O M

Registered at Dubai Production City, DCCA PO Box 13700 Dubai, UAE

Reception: +971 4 5682993 Operations: +971 4 5682994 Accounts: +971 4 5682995

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Keeping up...



Anita

Anita Joseph Editor here's trends and more trends. In fact, if there's one thing that's happening in the market right now, it's changes and shifts that companies are piecing together, to make sense of an evolving, growing market. Remote working is here to stay, if experts are to be believed, as is the role of the cloud. So, what other paradigms are defining the market now? How is the channel preparing itself? These and other related issues form the crux of this issue.

EDITORIAL

As we step forward confidently yet warily into the future, I think we'll all agree that it makes tremendous sense to know where we're headed and to plan for it. So, with this in mind, we have our special features section where experts take stock of the patterns and shifts in the channel business, as organisations navigate new realities. We also have a detailed cover story with Sophos about how, despite challenges, the company has managed to stay ahead of the game and helped partners grow and become more relevant for customers and the market.

In addition, we also have interviews with VAD Technologies, NetApp and D-Link about what they think the future of the channel will be. We also have the regular news updates and product launches, to make it a 'wellrounded' edition.

So, make sure you go through each page in detail, to know how and where to begin. Journey with us as we discover endless possibilities and opportunities where we thought none existed. Read, understand and explore. For where's the sense trying to grow, if we don't know where we're headed?

Happy Reading!



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TOP STORIES

INGRAM MICRO EXPANDS CLOUD AND SERVICE PROVIDER FOOTPRINT WITH RED HAT



Ingram Micro has announced the signing of a distribution agreement with Red Hat, the world's leading provider of open source solutions, as part

of the Red Hat Certified Cloud and Service Provider (CCSP) program to support the following countries: Afghanistan, Algeria, Bahrain, Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, The Democratic Republic of Cote d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Gabon, Gambia, Guinea, Guinea-Bissau, Iraq, Jordan, Kuwait, Lebanon, Liberia, Libyan Arab Jamahiriya, Mali, Mauritania, Morocco, Niger, Oman, Qatar, Sao Tome and Principe, Pakistan, Saudi Arabia, Senegal, Sierra Leone, Somalia, Togo, Tunisia, United Arab Emirates, Western Sahara & Yemen.

As part of this collaboration, Ingram Micro will work with Red Hat to qualify, recruit and onboard partners as Red Hat Certified Cloud and Service Providers. Channel partners in the region can benefit from the capabilities to build smarter with Red Hat solutions that offer the flexibility and scalability to help meet evolving customer needs through open, cloud-based technologies. The Red Hat CCSP program enables partners to expand on their trusted cloud services by helping them deliver managed services on hybrid and multi-cloud deployments using products already in their datacentersaccompanied by Red Hat's award-winning technical support. Dr. Ali Baghdadi, SVP & Chief Executive of Ingram Micro - META; Chief Executive of Ingram Micro Cyber Security - EMEA said: "We are delighted to be part of the Red Hat Certified Cloud and Service Provider program. We are confident we can bring great value to our partners and their customers with this agreement to support the building of next-generation IT infrastructure. We continuously strive to elevate our business with Red Hat and look forward to future collaboration and success."

"At Red Hat, we have always taken great pride in our extensive partner ecosystem and supporting those we work alongside to help them realize their aspirations,' said Adrian Pickering, Regional GM, MENA at Red Hat. "Fostering a culture of innovation worldwide is important to us, and we are looking forward to this exciting new chapter of collaboration with Ingram Micro. The coming period represents a great opportunity for distribution markets to achieve sustained growth, become more agile, and capitalize on the tremendous opportunities ahead. Robust IT infrastructure is an essential component of sustained success in this direction, and we are looking forward to leveraging our knowledge and expertise to further advance these markets."

HITACHI VANTARA ANNOUNCES NEW ADDITIONS TO STORAGE PORTFOLIO

I itachi Vantara has announced Virtual Storage Platform (VSP) E590 and E790 - new additions

to its storage



portfolio that put the focus on midsize businesses and the partners who deliver them. They bring enterprise-grade feature to midmarket organizations to help them accelerate their digital

transformation efforts. "The new VSP E Series features intelligent embedded management capability to simplify installation, automate provisioning and performance management. The VSP E590 and E790 are 2U platforms that enable best-inclass performance and simplicity with integrated data protection capabilities. The two new models leverage the same Storage Virtualization Operating System RF as the VSP 5000 Series for guaranteed data reduction and efficiency. The midsize business products offer performance and capacity in a condensed footprint at a competitive price" said Sanjay Naithani -General Manager MEP+EWA & Channel Alliances Director, EMEA Emerging Hitachi Vantara.





Ahmad Naiem, Sales Director, Asbis ME

Carol Anne Dias, Sales Director Middle East & Africa at TPV Technology

PV Technology Limited, the world's largest manufacturer of computer monitors, has announced Asbis ME as the distributor for Philips gaming monitors in the UAE. The partnership will see both companies extend their business relations that originally started with TPV Technology's launch of AOC monitors in the region.

TPV TECHNOLOGY APPOINTS ASBIS ME AS UAE DISTRIBUTOR IN NEW PARTNERSHIP

As one of their long-time distributors in the North Africa region that includes Algeria and Tunisia, Asbis ME has had experience in dealing with IT hardware in the UAE. This, along with its sound and robust infrastructure and existing trust between the two teams easily makes it the best choice as distributor for TPV Technology.

With this new partnership, TPV Technology aims to develop its channel, retail, and online business in the UAE, further creating a stronger path for both parties in the region.

"TPV Technology and Asbis ME has been partners in the region for a long time and extending our reach to the UAE is the best step to ensure we're getting best business with the launch of the new gaming monitors from Philips," said Carol Anne Dias, Sales Director Middle East & Africa at TPV Technology.

"We're excited to extend our partnership with TPV Technology to bring these Philips monitors to the UAE. As TPV Technology is already our partner in other markets, we have a long-standing support and confidence that we can bring the same level of success for them," said Ahmad Naiem, Sales Director, Asbis ME.

Philips' new gaming monitors feature 4K HDR support and up to dual QHD resolution. These displays also feature Ambiglow lighting that bring a whole new level of immersion.

TOP STORIES

SCALE COMPUTING AND VAD TECHNOLOGIES ANNOUNCE STRATEGIC PARTNERSHIP TO BRING HCI AND EDGE COMPUTING SOLUTIONS TO MENA REGION



Johan Pellicaan,

cale Computing, a market leader in edge computing,

VP and Managing Director EMEA at Scale Computing

virtualisation and hyperconverged solutions, has announced a strategic partnership with VAD Technologies, a leading distributor of IT solutions and services throughout Middle East and North Africa. The agreement will enable VAD Technologies and its subsidiaries to offer Scale Computing's award-winning HC3 IT infrastructure platform to its channel partners across the region.

The partnership will enable more businesses in the region to build affordable, high-performance HCI and edge computing solutions where existing technologies were frequently too complex and expensive to meet their needs. VAD Technologies benefits from the sales, technical and commercial training that Scale Computing provides within its awardwinning channel partner program.

"VAD Technologies provide IT expertise to the Middle East and North Africa," explained Johan Pellicaan, VP and Managing Director EMEA at Scale Computing. "Their team has the experience and innovative best practices to bring our technology to market and meet demand in the channel for organizations looking to best deliver their mission critical applications with hyperconverged and edge computing infrastructure."

"VAD Technologies is excited about our new partnership with Scale Computing, which will strengthen our IT infrastructure portfolio," said Mario M. Veljovic, General Manager at VAD Technologies.

D-LINK REDEFINES THE HOME WITH DIGITAL TRANSFORMATION AT CES 2021



his year at the Consumer Electronics Show, D-Link showcased its latest mydlink, Wi-Fi 6, 5G, and 2.5 Gigabit Ethernet solutions that digitally transform the home to meet users' needs during and post pandemic. **Home** Safety

As more people are staying home due to the pandemic, the safety of the home has become more important than ever. D-Link's latest mydlink cameras and sensors, such as this year's CES Innovation Award Honoree Whole Home Smart Wi-Fi Water Sensor Kit, keep the home connected and protected, without sacrificing privacy. **Home Entertainment**

Since more people are spending more time at home, entertainment is also an essential of everyday life. Not only do people need better, faster Wi-Fi at home to stay in touch with their friends and family, but streaming movies and gaming also require seamless, powerful connections, especially when these are happening simultaneously. **Distance Learning**

Distance learning has become prevalent for children and young adults because of the pandemic. D-Link enhances the digital learning experience with its 5G and Wi-Fi 6 solutions that provide high-speed connectivity and highperformance capacity so that education is still top quality for those learning from the comfort of their home. **Remote Working**

With remote working becoming commonplace, workers require reliable connectivity to ensure data privacy and business productivity, wherever they are. D-Link's 5G solutions feature groundbreaking technologies that provide the high-speed connections and supercharged capacity for users to maximize work efficiency.

Nuclias Connect

For small and medium-sized businesses, D-Link showcased their Nuclias Connect wireless network management solution. Nuclias Connect facilitates user-friendly, centralized control using existing resources or an onsite hub for better privacy and lower cost.

HP APPOINTS VISHNU TAIMNI AS HEAD OF MIDDLE EAST OPERATIONS

P Inc. Middle East, Turkey, and East Africa, has announced Vishnu Taimni as new Managing Director for the region effective February 1st. Mr. Taimni will be responsible for managing and growing HP's personal systems, printing, industrial graphics and 3D printing businesses in the Middle East, Turkey and East Africa, as well as focusing on numerous education activities that HP drives in the region. Speaking about the announcement, Charl Snyman, VP and Managing Director of HP Inc. in the Middle East, Africa and Eastern Europe, said, "We are pleased to welcome Mr. Taimni to the new regional role. Vishnu has been at the firm for the past 20 years and has an exceptional understanding of the organisation, our business strategy and approach to sustainable development".

"I'm excited to lead HP business in the region of huge potential", – commented Vishnu Taimni on his new role.

With over 20 years' experience in the technology industry, Vishnu



Vishnu's career began with Compaq's Computing Category division in 2000, which later merged with HP in 2002.



EXASOL AND VAD TECHNOLOGIES PARTNER TO BRING BEST-IN-CLASS ANALYTICS SOLUTIONS TO MIDDLE EAST CUSTOMERS



xasol, the high-performance analytics database, has announced a new strategic partnership with VAD Technologies, an established IT and technology value added distributor, headquartered in Dubai, UAE. Together, Exasol and VAD Technologies will bring Exasol's powerful analytics database to customers across the Middle East, helping them get faster access to data insights to become more agile in their decision making.

"We are excited to start the new year with this new partnership with Exasol in the Middle East," said Mario M. Veljovic, General Manager at VAD Technologies. "Businesses across the region have learned that access to realtime data insights and a reliable data

analytics solution, like Exasol's, can help an organization succeed. Hence, Exasol joins our technology portfolio at the right time, as we are constantly acquiring disruptive next generation technologies to ensure that our Partners can always offer the latest and in demand solutions to their clients."

Together, Exasol and VAD Technologies will combine the distributor's expertise and ability to take leading edge technologies to market with Exasol's highperformance analytics database to bring unprecedented scalability and flexibility to joint customers.

"VAD Technologies is an important strategic alliance for Exasol across the Middle East and North Africa. With a significant footprint in the public and _____

enterprise markets, the team at VAD serves an already established partner ecosystem, so we are very excited to bring together our channel expertise and change the game when it comes to data & analytics across the region," said Rob Adlem, Partnerships UKI & MEA at Exasol.

Keeshan Pillay, Enterprise Lead MEA at Exasol, added, "VAD Technologies has a proven track record of working with disruptive vendors and that is one of the key reasons we feel so strongly about working with them. We are confident in they will accelerate our mutual growth within their partner ecosystem and across the wider territory."

VAD Technologies joins Exasol's world-class network of globally connected partners and alliances.

HIPERDIST TO DISTRIBUTE ONESPAN DIGITAL IDENTITY AND ANTI-FRAUD TECHNOLOGY IN MEA

iperdist has signed a distribution partnership in the Middle East and Africa with OneSpan, the global leader in securing remote banking transactions. The agreement will see Hiperdist distribute OneSpan solutions to enable authentication, fraud analysis, electronic signatures, mobile app security and identity verification in its growing partner base throughout the region.

"Digital banking continues to grow in importance, and this partnership is well-timed as more financial services organisations look to strengthen their digital security," said OneSpan Managing Director Middle East FZE, Charbel Diab. With the rise in digital banking, access to a secure, user-friendly experience is critical to

customer acquisition and retention. Technology is critical if banks are to successfully transform and develop profitable digital platforms and services to meet these evolving market demands.

"The rise in the volume of digital banking and eCommerce transactions has made issues of identity management and fraud prevention critical. In fact, non-cash transactions globally are expected to reach over 101,046 billion by 2022, as per an estimate from Capgemini," said Govind Haridas, Business Head of Cybersecurity solutions at Hiperdist.

He continued, "As a result, it is important to arm our customers with the capability to continuously monitor and analyse these threats so that they can be neutralized in



Haridas, Business Head of Cybersecurity solutions Hiperdist

real-time with minimal impact. With its deep expertise in digital security and authentication applications, OneSpan and its products are a natural extension of our current portfolio."

OneSpan is a market leader in digital identity and anti-fraud solutions and was recently recognized for its digital identity and risk-based authentication platform by Frost & Sullivan. Delivering a range of technology solutions from digital onboarding and e-signatures to multifactor and biometric authentication, OneSpan delivers technology that helps reduce fraud, improve the user experience and simplify digital transformation initiatives.

To learn more about the OneSpan range distributed via Hiperdist in MEA, visit our website.

CYSIV EXTENDS SECURITY OPERATIONS CENTER (SOC)-AS-A-SERVICE TO MIDDLE EAST & AFRICA



ysiv, an innovator in the provision of SOC-as-a-Service, has announced it has extended its business operations into the Middle East and Africa (MEA) and is making significant investments to help fuel its growth in this region. In 2020, Cysiv acquired and re-branded SecureMisr, a Cairo-based provider of managed SOC and related security services, to accelerate its investment in the region. Cysiv, which was incubated within Trend Micro, a global leader in cybersecurity, was spun out as an independent company and publicly launched in 2018.

Cysiv MEA has expanded its offerings to include SOC-as-a-Service delivered from its global network of SOC's, including



inkShadow, the Next-Generation Cybersecurity Analytics, has announced its partnership with SGBox to jointly provide enterprises with unprecedented efficiency and visibility to their network security posture.

SGBox SIEM is a modular highly customisable solution designed to provide great visibility into network security posture and manage compliance requirements. SGBox analyzes huge amounts of security data to detect anomalies, security threats and avoid data breaches. SGBox its newest one in Cairo, Additionally, Cysiv's global center of excellence for software development has established a regional presence in Cairo, and the company has opened a sales office in Dubai and is expanding its sales team in the region. These investments are

being made because of the rapid global growth in demand for managed detection and response (MDR) services and the need for cybersecurity talent worldwide.

According to Gartner1, "By 2025, 50% of organizations will be using MDR services for threat monitoring, detection and response functions that offer threat containment capabilities."

SOC-as-a-Service provides clients with 24/7 security and compliance benefits. And because it leverages the power of Cysiv's cloud-native, next-gen security information and event management (SIEM) system, along with data science and automation, it delivers significantly better outcomes, and a better quality of service, than a traditional on-premise SOC. "We're very excited to be expanding our business into this region, and it is a privilege and honor to be serving such recognizable organizations in the banking, telecom, energy and other commercial sectors, as well as the public sector," said Partha Panda, CEO and co-founder of Cysiv, Inc. "The investments we're making in the region reflect our belief in the incredible opportunity, and in the tremendous talent and resources, of the region."

"This is a very proud moment for all SecureMisr employees and an exciting one for the regional business sector too," noted Badr Khairy, chairman of the board for Cysiv MEA. "SOC-as-a-Service provides organizations with an essential weapon in the ongoing need for stronger defenses against cyberattacks that continue to become more frequent, difficult to detect by traditional means, and more damaging. The team is looking forward to introducing clients to SOC-as-a-Service."

"The integration of a highly qualified, local security services team that understands the Middle East threat environment, combined with an advanced technology platform, with a subscription-based pricing model in one package, will deliver to the market a SOC-as-a-service alternative that is very appealing versus other fully on-prem or remote options," said Ahmed Abdelsattar, CIO of Qalaa Holdings.

LINKSHADOW PARTNERS WITH SGBOX, NEXT-GEN SIEM

security capabilities include automated responses to threats to help customers and service providers to mitigate the cyber risk. SGBox also addresses compliance issues running security checks and controls required from the main regulations such as the GDPR, PCIDSS, SOX, ISO 27001, and SAMA Cyber Security Framework.

Fadi Sharaf, Regional Director, LinkShadow commented that "LinkShadow empowers security teams to gain maximum insight through multiple features catering to Behavioral Analytics, CXO Visibility, Security Synopsis and Threat Hunting. Our partnership with SGBox will help add value to enterprises especially with its innovative user experience, high scalability, and cost-effectiveness. We are looking forward to a successful alliance".

CEO and Founder of SGBox, Massimo Turchetto said: "We are excited about the agreement with LinkShadow as their great security know-how represents an additional added value to be integrated into our SIEM solutions, allowing us to guarantee our customers an increasingly complete and effective product. In addition, this is a further step forward in the Middle East market, which is becoming increasingly strategic for us."

STARLINK REPORTS SOLID PERFORMANCE IN 2020 AND OUTLINES FUTURE PLANS



Nidal Othman – CEO & Mahmoud Nimer – President, StarLink

tarLink, the Trusted Cyber and Cloud Advisor in the META region shared their experiences and successes during the unprecedented and tumultuous pandemic in 2020. Also announced their strategic 2025 Roadmap at the virtual 2021 Sales Kickoff on 14th January.

Last year has gone down history in many ways and as organisations strove to adapt to the 'New Normal' they have learnt to survive, to be prepared for any uncertainties, and become resilient. It was no different for StarLink. Despite the volatile circumstances throughout the year, StarLink has emerged stronger than ever and closed 2020 with a double-digit growth compared to 2019.

Many organisations faced disruptions in their business operations due to the crisis which -on the positive side, aided in accelerating the digital

transformation journey and unlocked numerous opportunities. StarLink joined hands with vendors to collectively support enterprises with their business continuity requirements. At the same time, they also continued to strengthen their solutions portfolio with new strategic vendors especially with technologies that supported remote connectivity and enhanced application performance and security. Their adaptive Go-to-Market strategy facilitated innovative ideas and multi-vendor

events into fruition ensuring continuous customer and partner engagement.

Zaidoun Arbad, COO, StarLink said, "Challenges unlocks the true potential of people and organisations. We closed 2020 on a positive high and see tremendous opportunities in

DESPITE THE VOLATILE CIRCUMSTANCES THROUGHOUT THE YEAR, STARLINK HAS **EMERGED STRONGER** THAN EVER AND **CLOSED 2020 WITH A DOUBLE-DIGIT GROWTH** COMPARED TO 2019.

2021 and beyond. We wholeheartedly recognise the outstanding efforts of our teams and thank our vendors, partners and customers for their continuous loyalty and trust. As part of our 2025 Roadmap, we are working towards an IPO and new structural changes within StarLink where the cofounders Nidal Othman and Mahmoud Nimer have assumed the position of CEO and President, respectively. In line with our 2021 theme 'StarLink Connect', we will be engaging and empowering our teams and our stakeholders with business intelligence that will help transform data into actionable insights and together we will build a robust growth strategy".

"We are all set to embark on a new journey with a long-term vision and Roadmap. StarLink is driven by strong values, robust vision, and mission as well as strategic goals at every stage of the 5-year plan which will be assessed timely for necessary advancement". said Mahmoud Nimer, President of StarLink. He added that "StarLink is people centric and we are heavily investing in our teams to support our rigorous expansion plans. StarLink Technology Leadership is one such initiative which encourages our salesforce to invest in enhancing their subject-matter expertise in their respective domains, through adequate sales trainings to become ready for 2021 and beyond".

Nidal Othman, CEO, StarLink commented that "Our vision is to continue to reshape the distribution landscape through innovation powered by business intelligence. We foresee a ground-breaking technology landscape rebuild and are ready on all fronts to support our customers, vendors, and partners - be it cutting-edge solutions, skilled expertise, or market coverage. As always, we aim to deliver best-ofbreed technologies to our customers, and I am excited to announce that we are introducing a brand-new business unit to support this new era of StarLink's evolution as an innovative and disruptive solutions VAD. More details will be revealed as we course through the year".

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MANAGING THE ENTIRE

BUSINESS OPERATIONS

TO ACHIEVE CORPORATE

GOALS.

NEWSMAKERS

D-LINK 2.5GBE SOLUTIONS RAISE THE BAR FOR WIRED CONNECTIONS

-Link announced its new DUB-E250 USB-C to 2.5G Ethernet Adapter and DMS-106XT Multi Gigabit Unmanaged Switch at the 2021 Consumer Electronics Show. The emergence of Wi-Fi 6 and increase of network traffic has driven wired networks to require higher bandwidth. Single Gigabit Ethernet is no longer sufficient. 2.5GE is one of the latest technology trends driving innovation in networking and changing the consumer experience. D-Link's new 2.5GbE solutions upgrade networks

by providing a more reliable, stable, seamless network and easily multiplying the network speed by 2.5 times. D-Link's DUB-E250 is the smallest USB-C 2.5G Ethernet Adapter on the market that breaks network bottlenecks by enabling 2.5 times the bandwidth of a Gigabit ethernet connection and makes feasible many more high-performance online activities. Fully backward compatible with existing network equipment, the DUB-E250 allows for affordable, fast, worryfree transition to high-performance experiences. The DUB-E250 has also been recognized as this year's CES Innovation Award Honoree.

The DMS-106XT is D-Link's new unmanaged switch that accelerates

D-LINK'S NEW 2.5GBE SOLUTIONS UPGRADE NETWORKS SEAMLESSLY AND MUTLIPLY THE SPEED BY 2.5 TIMES. network efficiency and delivers uninterrupted online experiences. Featuring 2.5G Ethernet ports and one 10G Ethernet ports, users can connect to 2.5GE D-Link

notebooks for HD streaming and gaming while the 10G port connects to storage for quick backup or restoring of data. Turbo mode activates extremely low latency for high quality streaming and gaming with just one click, and customized LED provides users with instant network feedback. Its multi-gig ports are backwards compatible with existing cables and equipment so that it can be deployed where extra bandwidth is demanded without costly, timeconsuming re-cabling or equipment replacement costs.

TRIGON ANNOUNCES NEW GENERAL MANAGER



rigon's Board of Directors has announced the appointment of Kamran Khayal as the new General Manager with immediate effect. Kamran has been associated with Trigon (Al Ghurair Group Company) for over 20 years and was previously holding the position of Vice President. A Computer Sciences Engineer by background, Kamran brings in a work experience spanning 24 years.

TRIGON is one of the biggest I.T. Distribution and AV solution companies in the GCC / Middle East region and is headquartered in Dubai (UAE) with its branch offices in Saudi Arabia, Bahrain and Oman. Trigon is an authorized distributor for well reckoned IT and AV brands like Samsung, LG, ASUS, Acer, D-Link, Netgear, Ergotron, AOC, Philips, Barco, Transcend, ViewSonic, ELO Touch, etc.

As the business of the company continues to grow and gather momentum, the Board of Directors made the recent decisions to assist with Trigon's aggressive market strategy hence the restructuring reflects the

ambition of the Board to grow Trigon's position in Information Technology sector and to continue providing excellent customer propositions across all of its distribution channels. Kamran will be primarily responsible for coordinating and managing entire business operations to achieve corporate goals and in his new role he will be responsible for driving growth and innovation for Trigon's regional expansion plans as well as the key areas of B2B segment covering key verticals like Education, Healthcare, Hospitality and Retail.

Additionally, Kamran will be responsible for planning an aggressive strategy to turn Trigon Service Center into a substantiable profitable business unit.

Kamran has a

kamran has a great ability to cement a strong team together and has been instrumental in forming a strong and strategic partnerships with Trigon's vendors as well as customers.

EMT DISTRIBUTION SIGNS PARTNERSHIP WITH HORNETSECURITY

mt Distribution, a specialty IT & IT Security product distributor based around security, IT Management, and analytic solutions, has announced a partnership with Hornetsecurity for email security solutions.

Hornetsecurity is impressed by emt's experience, network and strategic direction. We are very pleased to have found the perfect partner in this awardwinning distributor so that we can achieve a leading position as a Cloud Email Security Provider in the APAC and META regions within a very short time," said Daniel Blank, COO of Hornetsecurity.

"The deciding factor for us to work together was that we both share the same mission, which is to offer the best possible managed services for the IT channel. We both want to provide MSPs and VARs not only with the most effective cloud email security on the market but also with excellent support to help them protect their customers from the latest cyberattacks. In particular, our 365 Total Protection service will be necessary for many companies to comprehensively protect their email

communication in Microsoft 365. With the increasing use of the M365 cloud service, we are seeing more and more advanced attacks targeting it, so additional protection is urgently needed," he added.

"Email remains one of the most widely used exploits to conduct cyber social attacks which are exponentially increasing. Hornetsecurity helps organisations to effectively protect user emails from targeted cyberattacks. Malware Protection, Advanced Threat Protection and Email Encryption features available with Hornetsecurity ensure complete protection against the most sophisticated cyber-attacks originating through email. Email



Sujith Sudhakaran Cloud & MSP Business Development Manager - emt Distribution



Daniel Blank

continuity and Archiving features available with Hornetsecurity are in great demand with customers looking for highly available productivity solutions," said Sujith Sudhakaran, Cloud & MSP Business Development Manager-APAC & META for EMT Distribution.

"Hornetsecurity have a highly effective channel program and an attractive MSP offering. Emt Distribution joining hands with Hornetsecurity in META and APAC will add great value to the channel partners by offering feature rich, trusted, and complementing products to address all major areas of Cybersecurity in the event of increasing cloud adoption and the growing remote workforce," Sujith concluded.

THREATQUOTIENT NAMED MCAFEE'S GLOBAL SECURITY INNOVATION ALLIANCE PARTNER OF THE YEAR FOR SECOND CONSECUTIVE YEAR

hreatQuotient, a leading security operations platform innovator, has announced that the company has been named McAfee's 2020 Global Security Innovation Alliance (SIA) Partner of the Year for the second year in a row. ThreatQuotient was selected by the SIA partner team for demonstrated technical innovation, market leadership, and strategic value that complements the McAfee solution portfolio.

Security operations teams use the ThreatQ platform to prioritize threat intelligence, quickly deploy threat data to existing sensor grids, and focus workflows to reduce time to detection (TTD) and time to response (TTR). ThreatQ supports multiple use cases including incident response, threat hunting, spear phishing, alert triage, vulnerability management and serving as a threat intelligence platform. ThreatQuotient's partnership with McAfee includes integrations for these use cases, as well as future use cases by adapting to changing business needs.

"ThreatQuotient is honored to be a two-time winner of this SIA award. McAfee has hundreds of partners offering cutting edge technology, and we feel that this award reinforces



ThreatQuotient's commitment to the success of our customers as well as our partnership with McAfee," said Matt McCormick, SVP of Corporate and Business Development, ThreatQuotient. "ThreatQ supports over 200 feed and product integrations out of the box, provides easy-to-use tools for custom integrations and streamlines threat operations and management across existing infrastructures. We value McAfee's continued partnership and shared belief that threat data and intelligence are a critical piece of today's cyber defenses."

AVEVA ACHIEVES MICROSOFT GOLD APPLICATION DEVELOPMENT COMPETENCY AND SILVER CLOUD PLATFORM, DATA ANALYTICS, AND DATA CENTER COMPETENCIES

VEVA, a global leader in engineering and industrial software has announced it has attained a Gold Application Development competency and Silver Cloud Platform, Data Analytics, and Data Center competencies, demonstrating a 'best-in-class' ability and commitment to meet Microsoft Corp. customers' evolving needs in today's mobile-first, cloud-first world and distinguishing itself within a small percentage of the Microsoft partner ecosystem. "AVEVA is enabling industrial organizations to embrace innovative digital platforms that will allow them to deploy faster, reduce energy consumption and emissions, and work more collaboratively", commented Steen Lomholt-Thomsen, Chief Revenue Officer at AVEVA. "These Microsoft competencies not only showcase our technology expertise, but also demonstrate our commitment to supporting customers and embracing innovation. By deploying our solutions, customers can be empowered to deliver better business outcomes, which will in turn help to accelerate their own

success."

Application Development Earning the Application Development competency helps partners differentiate themselves as a trusted expert to their customers through development and deployment of commercial or custom applications built using core Microsoft technologies like Windows Server and Windows 8 operating systems, the Windows Azure platform, Microsoft Visual Studio 2012

development system, Microsoft BizTalk Server and emerging cloud-based and web business models.

Cloud Platform

The Cloud Platform competency is designed for partners to capitalize on the growing demand for infrastructure and software as a service (SaaS) solutions built on Microsoft Azure. Differentiate your company with the Cloud Platform competency, and you will be eligible for Signature Cloud Support, Azure deployment planning services, Azure sponsored credit, direct partner support, eligibility to deploy certain on-premises, internal use software on Microsoft Azure, and access



to the cloud platform roadmap. **Data Analytics**

The Data Analytics competency recognizes partners who demonstrate expertise in specific aspects of Microsoft BI solutions to deliver, deploy, and support BI projects. Differentiate your company with this competency and receive access to internal use software licenses, technical and presales support, training for your IT professionals, developers, incentives, and marketing through the Partner Marketing Center and Pinpoint. Strengthen relationships with your customers by becoming a provider of SQL Server deployment planning services or SharePoint deployment planning services. Data Center

The Datacenter competency recognizes partners who are transforming data centers into more flexible, scalable, and cost-effective solutions. Partners can deepen customer relationships by becoming a provider of Private Cloud, Management, and Virtualization Deployment Planning Services.



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eypoint Intelligence, the world's leading independent evaluator of document imaging hardware, software, and services, has announced that Kodak Alaris has won BLI's coveted 2021 Scanner Line of the Year

KODAK ALARIS WINS BLI 2021 SCANNER LINE OF THE YEAR AWARD

Award. Given once a year, this award recognizes the vendor whose product line is deemed best overall based on its rigorous lab evaluations.

To determine the Scanner Line of the Year Award recipient, Keypoint Intelligence considers current scanners in the OEM's portfolio that have been submitted for lab testing. To judge the overall quality of the line, analysts look at the overall rating a scanner received after testing as well as the ratings in key categories such as Reliability, Productivity, Media Handling, Image Quality, Ease of Setup, Drivers/Utilities, OCR Performance, and Value.

"To win the Scanner Line of the Year Award five out of the last six years is a direct result of our ongoing commitment to invest in the Kodak Alaris portfolio," said Don Lofstrom, President & General Manager, Alaris division of Kodak Alaris. "Our engineers and product development teams are the unsung heroes who keep Kodak Alaris ahead of the technology curve. With decades of image science expertise, innovation is in our DNA and a driving force behind our company's success."



OKI EUROPE LAUNCHES 'ADAPT TODAY' CAMPAIGN OFFERING FREE BUSINESS AGILITY PACK

KI Europe is offering customers a free* Business Agility Pack valued at approximately \$580* as part of its 'Adapt Today' campaign. The offer is another step in OKI Europe's ongoing efforts to help businesses and organisations adapt and respond to the disruption caused by the coronavirus pandemic.

With many businesses needing support to remain operational, the Business Agility pack includes software tools and assets to help organisations quickly adapt their customer signage and communications to changing circumstances, such as adhering to government guidelines or reacting to evolving market and social trends, without having to rely on third party suppliers. The offer is available to new customers with the purchase of an eligible OKI colour printer and a set of OKI Original CMYK toners, alongside an extended 3-year warranty on product

registration. Customers that already own an OKI colour printer can claim their pack when they purchase a set of OKI Original CMYK toners*.

The Business Agility Pack includes a free** six-month subscription THE BUSINESS AGILITY PACK INCLUDES SFTWARE TOOLS AND ASSETS TO HELP ORGANISATIONS ADAPT THEIR CUSTOMER SIGNAGE AND COMMUNICATIONS TO CHANGING CIRCUMSTANCES AND MARKET TRENDS.

to The Design Hub and ABBYY FineScanner Premium, media for sector-specific applications and access to templates and artwork.

The Design Hub, powered by Shoppa, is a creative software that provides businesses with a one-stopshop for all design and printing needs, empowering businesses to create and print professional quality, fully personalised visual communications and marketing collateral in-house in a few simple clicks. With custom media files embedded within the print settings of The Design Hub, users can immediately print on a range of media types and sizes, at the touch of a button, without the need for specialist skill-sets. The Design Hub also enables users to monitor the consumables

levels of connected OKI printers, with automated notifications when new consumables

<image>

are required. Consumables are easy to source and purchase via links to authorised OKI partners for continuous, hassle-free printing.

"Since the beginning of the pandemic, we have focused on helping businesses and organisations adapt to the daily challenges they have been facing. This includes helping them respond to evolving customer demands by offering new services, as well as keeping customers engaged and safe while adhering to changing official guidelines," said Pamela Ghosal, General Manager Marketing Communications EMEA, OKI Europe Ltd. This offer applies to the following OKI printers: C612, C712, C800 Series (C834, C844), MC800 Series (MC853, MC873, MC883), Pro9431.



Reliable fast connection for all...

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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www.nordencommunication.com

FUTURE-READY '

Sakkeer Hussain, Director - Sales & Marketing, D-Link Middle East & Africa, tells RME in an exclusive interview how the company's forward-looking partner program empowers businesses to maximise their business potential and add value to their product portfolio.



ell us about D-Link's partner program. What are the key benefits of being a D-Link partner? As a networking leader and global

provider of comprehensive solutions in Switches, Wireless, Storage, IP surveillance, Security, VoIP and Cabling products, D-Link grants access to partners to sell D-Link solutions that unlock additional revenue opportunities, which can enhance their company's bottom line. With the additional marketing, sales, and support resources from D-Link, partners are able to better scale their business and reach a wider customer base. The company's easy partner registration process keeps partners selling, and help to acquire product knowledge with D-link certifications. For more than two decades, D-Link channel partners have been the sole way we go to the market, and the D-Link Solution Partner Program is designed to continue on the same path of partnership in the channel.

The partnership program designed for Middle East and Africa countries aims at creating a platform for two-way marketing information system (MIS) to help better understand competition, market requirements, launch new products/ technology and most of all create a loyal chain of D-Link partners with better mind share, commitment and focus.

Working through our existing distribution channels, D-Link provides enrolled partners with considerable support and rewards for achieving verifiable D-Link targets on a revised, quarterly basis. These targets, both qualitative and quantitative will provide excellent benchmarks for strong, sustained growth in the region.

The D-Link Business Solution Partner Program has four levels to it. The first is Authorized Solution Partner (ASP), then Preferred Solution Partner (PSP), Preferred VoIP Partner (PVP) and the fourth one is Empower Solution Partner (ESP). D-Link offers these levels in the Business Solution Partner Program to allow partners to choose the best fit for their business model. All offer exciting benefits that help partners maximize their sales potential when dealing with D-Link Solutions.

Benefits of being a D-Link partner: As a D-Link partner, resellers, VARs, systems integrators and solutions providers can scale their business portfolio, enhance their profitability and get the solutions to the market faster. Channel partners have access to all our partner-specific resources easily. Additionally, partners will also be able to raise their business profile by adding D-Link's business class solutions to their product portfolio. D-Link is committed to providing partners, useful tools, resources, and the know-how of managing and growing their business.

Perhaps the biggest market trend now is remote working. How does D-Link play a role here?

Remote working models have gained popularity and acceptance over the last year. To ensure remote working models succeed, it is critical to make sure the right technologies are at play, both at the employee's end as well as from the corporate point of view. Communication is key for such a business model and this is empowered by video conferencing and other networking solutions. For all these digital technologies to work, a strong, stable and seamless Wi-Fi connection and robust routers are imperative.

We take pride in offering pioneering routers that truly are the pillars of digital technologies. The company's state-of-the-art Wi-Fi 6 routers - DIR-X5460 EXO AX AX5400 and DIR-X1860 EXO AX AX1800 – can be the ideal tools to ensure uninterrupted connections. Powered with Wi-Fi 6 (802.11ax) technology, these routers provide faster speeds, greater capacity and less network congestion.

Additionally, Nuclias Connect and Nuclias Cloud Remote Network Management Solutions are part of our transformative remote work solutions portfolio and are genuine market differentiators.

Nuclias Cloud portfolio allows SMBs and large enterprises across retail, education and hospitality, as well as MSPs, to deploy professional-grade networks from anywhere and anytime, eliminating physical space constraints. Convenience, cost-effectiveness and ease of use make the solutions ideal for onboarding, studying, troubleshooting as well as monitoring and reporting network activity quickly and easily.

Nuclias Managed Wireless Networking Solutions offer the capability, hosting flexibility, and value that customers need to carry out their digital transformation efforts with minimal interruptions. The solutions offer centralised remote network management via an intuitive interface, and multi-tenant architecture that makes outsourcing simple for end-users.

What products and services does D-Link have, for the distance learning market?

The complete end-to-end innovative suite of Nuclias solutions (as mentioned above) are crafted to assist and empower remote learning and working. It is unique because never before have IT administrators set up, automated, monitored and scaled wireless networks remotely so easily and seamlessly. By minimising the burdens, lowering the barriers and solving problems, Nuclias Solutions play a key role in enabling the EdTech revolution to achieve its full potential — at the primary, secondary and tertiary levels. It helps to rebalance the on-campus learning equation by putting professional-grade managed wireless capabilities back into the hands of educators. Nuclias Managed Wireless Networking Solutions offer the capability, hosting flexibility, and value that educators need to carry out their digital transformation efforts with minimal burden, inconvenience, or distraction.

D-Link also enhances the digital learning experience with its pioneering 5G and Wi-Fi 6 solutions that provide high-speed connectivity and highperformance capacity so that education continues to be excellent for those learning remotely or through blended models.

Digital technologies are vital in ensuring uninterrupted learning experiences as educators and students alike adapt to e-learning or distance learning, and blended education models. A key variable to the success is a well-managed network security system, allowing IT administrators in the education vertical to efficiently control and monitor what students and teachers access while online, no matter where the location is - on-campus or remote. Through our innovative solutions, including our pioneering Nuclias portfolio, we aim to address real life challenges across industries.

Ensuring the seamless connectivity of remote devices is a challenge for organisations today. How can this be addressed?

Regular checking and monitoring of these devices are a must to ensure its seamless operations. Also, by investing in the right cloud and IoT applications that are secure and can take on large workloads, will go a long way in helping organisations maintain remote devices. Above all ensuring all parties have strong Wi-Fi connections and robust routers are also critical.

Give us an insight into some of the cloud solutions that D-Link provides. D-Link boasts a number of products and solutions in its cloud portfolio. mydlink portfolio features simple and easy-touse set of cloud services for the smart home. The app allows customers to view their cloud cameras, access cloud storage files and control their network from anywhere. Nuclias cloud portfolio is another flagship offering that enables enterprises and SMBs across verticals to control and secure their networks. At the recently concluded CES 2021, D-Link also showcased its latest mydlink, Wi-Fi 6, 5G, and 2.5 Gigabit Ethernet solutions that transforms users' home to enable them to work, learn and entertain in the new normal and post pandemic era. 🗠



More game time means more victories. With the Canvio Gaming portable hard drive you won't have to worry about deleting games to make room for the hottest new release. With up to 4TB of storage capacity for your data, your gaming library has room to grow.



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- > Works with PlayStation, Xbox and PC
- > Sleek black finish
- > Lightweight design
- > Less lag and more comfort to game playing
- > Firm wear-customized "always-on" mode
- *Average game size: 36 GB



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ARUBA // OPINION

SELLING AT THE EDGE – Three Key Considerations For Channel Partners

By Sherifa Hady, EMEA Channel Sales Director at Aruba, a Hewlett Packard Enterprise company



ruba recently published a new e-book 'Opportunity at the edge' in collaboration with Fast Future, calling for companies to start embracing edge technologies immediately in order to

technologies immediately in order to take advantage of the vast commercial potential they present.

The opportunities for channel partners to support companies on their edge journey are huge, but to take advantage they will need to be competitive, fast and ready to adapt what and how they sell.

So, to give them a head start, here are three key pieces of advice I think our partners need to know as we try make this future a reality.

1. Understand which sectors have the greatest immediate opportunities While the channel will always have one

eye on what's coming over the horizon, it is important not to miss out on the opportunities of today. Though we see edge networking creating future waves across the entire economy, we identified a number of specific industries that will be able to take advantage of the opportunities more quickly than others, and that are crying out for help developing and supporting the necessary underlying infrastructure or over the top services:

Education: A range of new revenue opportunities are opening up that could make a major contribution to the finances of education institutions if harnessed correctly. These include capturing video of the lectures and making them available for a micropayment to other institutions around the world, or allowing external businesses to book classroom and laboratory space on demand.

Healthcare: With artificial intelligence and machine learning offering far greater analysis of patient data than ever before, healthcare organizations have a real opportunity to better understand the efficacy of treatments and medications, allowing better targeting and less waste.

Large Public Venues: From overlaying augmented reality content on games to sharing multisensory virtual reality versions of what the players are experiencing, there are immense new possibilities emerging in sports and live entertainment. Other opportunities of the edge-connected venue include insight-driven personalized food and drink propositions, or at-seat retail offers for instant purchase and collection after the game.

2. Position yourselves as a strategic and trusted partner

For many IT decision makers, the challenge of the edge will be ensuring the IT function can lead the pursuit of edgebased strategies and deliver the right level of support with a proactive, enabling stance. With a long list of critical success factors, this should offer numerous open doors for channel partners.

Certainly, IT budgets and investment will have to increase in order to keep up with business need, but it's not just demand for hardware that the channel can take advantage of. Network security and analysis services will also become a necessity.

Partners who can provide strategic guidance on which applications and services (from AI to data analytics) the IT team can use to streamline their work, and then help integrate them seamlessly into the network, will be in high demand.

3. Focus on securing the network

One of the key findings in our research was that securing edge networks is an incredibly high priority for businesses – in fact addressing the security challenges of distributed processing was the number one critical success factor.

If there is one offering you should therefore be thinking about boosting with the edge in mind – it is security. Partners who can help customers find and stop threats faster and make this an integral part of the network infrastructure will have a unique opportunity.

Are you ready to help customers take advantage of the opportunity at the edge?

FEATURE // TRENDS 2021

DRIVING THE CHANGE

RME asked experts what they think are some of the major trends that will drive the channel business forward in the future. Here's what they said.



n your opinion, what are the two main technologies/trends that will drive the channel going forward?



AMANULLA KHAN, MANAGING DIRECTOR - MIDDLE EAST, TURKEY & AFRICA, LINKSYS

We expect to see a serious transition of home networks, which will evolve more as people continue to work and learn from home. 2020 set a new precedent for remote working that has caused many businesses to look at the possibilities of continuing the trend into a post-pandemic future. Based on this, enterprises will want to ensure that their employees have a reliable network at home that can replicate what is available to them in terms of a corporate network. Enterprise quality will be the most important thing in ensuring a sustainable remote working culture, especially in terms of corporate applications and resources. In line with this is security – it is critical for enterprise success to ensure that their remoteworking teams have secure networks to protect sensitive data. Essentially,

businesses will want to replicate the in-office network experience as closely as possible, wherever their employees may work from.

Companies will also come to rely more on cloud infrastructure, and will continue to accelerate investments in private and public cloud networks. With this in mind, the channel needs to focus on services such as connectivity, technology, and applications as a service – all of which will become the norm. There should be less of a focus on hardware infrastructure. The channel model needs to evolve into being a managed services provider that embraces cloud-based solutions, as this is what will be most important to an increasingly flexible working world.



FADI MOUBARAK, VICE PRESIDENT – CHANNELS, AVAYA INTERNATIONAL

One of the biggest trends driving the channel is the increasing preference among customers for the Opex consumption model. Leaving aside the pandemic and its impact on business, companies have been looking to reduce capital expenditure for years now, and that's only accelerated because of recent economic pressure.

The other big trend, and it's linked to the first, is a need for IT investments to

deliver faster time to value. Customers are gravitating towards micro-solutions that deliver quick wins and solve specific business challenges quickly. They're reducing their deployments into pieces and building out targeted applications or platforms over a period of weeks, and looking for an ROI that becomes obvious in months. There's definitely less of an appetite for largescale projects that are implemented over the course of a year.

The convergence of these two trends invariable leads to an uptick in cloud-based business. With benefits including reduced cost and complexity, scalability, and seamless mobile and app integration, businesses of all types have already begun their transition to cloud-based communications to quickly address their needs. They recognize the cloud's unique ability to support the flexible environments required to create seamless user experiences across multiple communications channels.

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HOZEFA SAYLAWALA, MIDDLE EAST DIRECTOR OF SALES, ZEBRA TECHNOLOGIES

As enterprises look ahead to 2021, they are dealing with an unforeseen set of circumstances for the start of a new year as they evaluate how to best optimize operations and accelerate growth. While the COVID-19 pandemic has strained operations across various industries and will continue to do so in the new year, it has also been a catalyst to accelerate key technology developments that can help companies succeed in 2021 and beyond. The ability to integrate new technology solutions to maintain operations and profitability, as well as optimize workflows to support continual peak demand and supply chain disruption is and will continue to be key. The pandemic has accelerated secular trends that were already under way, including e-commerce, automation and supply chain optimization. Some example use-cases include "buy online pick-up in-store" (BOPIS), ship from store and micro-fulfillment. Our ability to address these opportunities has been enabled by advancements in technology including the Internet of Things (IoT), cloud computing and dynamic intelligent planning. Enterprises have increased their spend on intelligent automation, including robotics and artificial intelligence (AI) in conjunction with machine learning (ML) and prescriptive analytics solutions. Enterprises who want to empower their front-line workers with insights that drive real-time actions will need to prioritize these technologies in 2021.



NABIL KHALIL, EXECUTIVE VICE-PRESIDENT OF R&M MIDDLE EAST, TURKEY AND AFRICA

ENTERPRISES HAVE INCREASED THEIR SPEND ON INTELLIGENT AUTOMATION, INCLUDING ROBOTICS AND AI, IN CONJUNCTION WITH MACHINE LEARNING AND PRESCRIPTIVE ANALYTICS SOLUTIONS."

The uptake of remote working, online collaboration, and online gaming, driven by COVID-19, underlines just how vital bandwidth, uptime, and latency have become. Fiber will remain the medium of choice. Making it possible to cater to the vast need for ultra-high bandwidth, stability, and stringent security criteria that technologies such as 5G need. Bandwidth and latency performance can only be realized by bringing FTTx networks closer to the wireless connection point. It requires a dense optical backhaul network with antennas integrated into fiber networks and connected to edge facilities.

However, there is also an increasing tendency to move towards the periphery. Throughout and beyond 2021, installation work will provide a boost to the channel market. For example, there will be a requirement for huge numbers of (camouflaged) antennas, powered over PoE across relatively short distances. Besides private internet traffic, these will be used in numerous industrial applications.

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Simultaneously, we see data centers are on steadily their way to 400G. As a result, there is a need for even more fiber, making Ultra-High-Density solutions are pressing requirement for the modern data center. Through 2021, we can expect data center management teams looking to focus on more efficient means of infrastructure management while exploring the use of Artificial Intelligence (AI) and hybrid solutions.

Dealing with these developments and finding the best possible solution for an organization's specific challenges and business goals will becoming increasingly complex. For channel organizations, it is therefore vital to deliver professional services and consultancy and engage in a dialogue with different vendors and industry stakeholders. After all, in an era of rapid digital transformation and accelerated innovation, there is no single 'one size fits all' solution.





SAMER MIHYAR, REGIONAL MARKETING MANAGER – MIDDLE EAST, AFRICA, TURKEY & RUSSIA, KODAK ALARIS

"COVID-19 has certainly affected the way we live and work, and business are adapting to the new norm. Enterprises and governments are looking into ways of doing business more productively and efficiently, they are looking into digitizing their business processes, introduce automation to electronic processes using technologies like OCR, RPA, and AI. Channel partner need to pick on that quickly and start offering similar solutions. Partnering with specialized vendors is a good start, there is no better time to start partnerships than now, vendors are looking to build long lasting relationships with reliable and focus channel partners.

As digital is becoming more dominant these days, channel partners need to effectively use social media to talk to their targeted clients. Video is a great tool, yet you don't see many salespeople jumping on LinkedIn to promote their solutions, connecting with potential clients and sending thoughtful messages, mainly because many of them don't see it as a useful way of getting new business, maybe that's right on the short term but definitely not on the long term. I am not talking about a straight out of the book sales pitch, but rather thoughtful educating and entertaining content that makes the targeted audience see the publisher as the go-to expert to solve their problem. This is definitely an underrated area that channel partners can benefit from".

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SYED SAMEER ALI, SENIOR SALES & OPERATIONS MANAGER - EUFY SECURITY, NEBULA & SOUNDCORE SPEAKERS -MEA, ANKER INNOVATIONS LIMITED

Technology trends

Our daily life is dependent on technology & AI for daily use, for instance, outside security (physical security) to recorded video (whether it is encryption or protected). As per the market trends, the overall smart home security & access control market will grow to 335 million USD at a CARG of 29.33% till 2022.

As per the customer behaviour, now they need more options & flexibility in their related devices. Now, the customer is moving away from traditional monitoring CCTVs to smart security that is wireless, weatherproof, has a 2-way communication and users can define the alerts based on when and where it is needed using the area to be monitored and timing.

Overall, customers need a solution for "prevention of crime before it happens "and they can design a solution that makes life easy & economical. So Eufy Security provides both the aspects of physical security & recorded video encrypted locally with no monthly charge.

Channel trends

Since the year 2020 was marked by a change of business from offline to online due to Covid-19, we are exploring better options to grow. Surprisingly, retail is bouncing back and slowly getting back on track, thanks to the efforts of the UAE government and the change in focus, with both online & offline sales.

Online business has grown tremendously & mostly benefited Amazon & Noon. Regarding channels like IR, SMB & other small players, they have survived due to an increase in demand for video conferencing & Wi-fi related products. I would like to advice channel partners that they need to come out of traditional trading and try new products that create an impact on business, like smart home solutions, smart security & economical video conference devices.



RING AND ETISALAT Collaborate on Safer Neighbourhoods



ing, whose mission is to make neighbourhoods safer, has teamed up with Etisalat, one of the world's leading telecom groups in emerging markets and the leading operator in the UAE, to offer a smart monitoring service so residents can keep an eye on their loved ones at any time and from anywhere. The Etisalat Smart Monitoring Service consists of four bundles of existing Ring devices and services. Each bundle is built around a premium Ring doorbell or security camera and includes a Ring Protect Lifetime Basic Plan along with a threeyear limited warranty.

The Etisalat Home Monitoring Service is available for both indoors and outdoors, and customers are offered a choice of Ring devices depending on the coverage area. Four Ring devices are eligible for the service: Ring Video Doorbell, Ring Stick Up Cam Elite, Ring Stick Up Cam Battery and Ring Indoor Cam Plug-In. Each option comes with free installation, a three-year warranty, free unlimited video storage, and the choice of paying in easy monthly instalments. "Ring is committed to keeping homes and communities safe and connected, and we hope to change the way homeowners view security by keeping an eye on their family and property no matter where they are. Ring re-imagined the doorbell so consumers could respond – using a smartphone – to someone at their front door at any time and from anywhere in the world, while simplifying the technology with the combination of App, Cloud and Security hardware. This year has taught us the importance of increased peace of mind, and Ring's collaboration with Etisalat is in line with the UAE's vision for smart living and we are confident that tech-savvy UAE residents will embrace the new packages", says Mohammad Meraj Hoda, Vice President of Business Development, Middle East and Africa at Ring.

For existing and prospective Etisalat customers, this is an opportunity to enjoy smart living with the benefit of a Wi-Fi camera with HD video, two-way talk, motion detection and night vision. Ring's remote functionality is particularly useful as UAE residents begin travelling again.



WALLIX SIGNS DISTRIBUTION PARTNERSHIP WITH SCOPE MIDDLE EAST

COPE Middle East, a regional value-added distributor (VAD), has signed a distribution partnership with WALLIX, a European Leader in Privileged Access Management, publisher of cybersecurity software and expert in Identity and Access solutions.

WALLIX protects identities and access to IT infrastructures, applications, and data. Specializing in Privileged Access Management, WALLIX solutions ensure compliance with the latest IT security standards and protect against cyber-attacks, theft and data leaks linked to stolen credentials and elevated privileges to sensitive company assets.

THE INITIAL FOCUS WILL BE TO HELP ENABLE RESELLERS ON WALLIX SOLUTIONS IN CONJUNCTION WITH CREATING MARKET AWARENESS." Fadi AbuEkab, CEO and Founder, SCOPE Middle East said, "Privileged Access Management, PAM is one of the most dynamic segment in cybersecurity and it is now a market standard. The integrated story enables us to take a solution-centric approach with WALLIX, and complement our existing offerings. We are excited about this new partnership."

According to Afi Hashim, Middle East and India Business Manager at WALLIX, "the access and identity security market is seeing an accelerated growth phase, it presents an outstanding opportunity for growth for our partners. With the rich expertise of SCOPE, we are aligning ourselves with a great distributor to make our solutions readily available to organizations in the Middle East market."

Under this collaboration, SCOPE Middle East will provide value-added distribution services that include creating value through demand generation, efficiency and access to markets through its extensive network of channel partners in the region.

"WALLIX provides the most flexible and easiest to deploy PAM solution, it is the ideal moment to add WALLIX to the SCOPE Middle East range of product offerings, this is also an exceptional development opportunity for our resellers across the region." said Yazan Jammalieh, Regional Sales Director – Middle East Africa and Turkey, SCOPE Middle East.







The initial focus will be to help enable resellers on WALLIX solutions in conjunction with creating market awareness, visibility for the brand, partnership and pipeline generation.

KEEPING UP WITH CHANGE

Mario M. Veljovic, General Manager, VAD Technologies LLC, tells Anita Joseph in an exclusive interview that better communication and flexibility are key to resilience in the channel .





outlook for the regional market in 2021? Predictions are still very difficult. Now everyone is happy of closing 2020 and looking to a fresh start and successful 2021. But personally, I am positive about this year, as we have a great line up of products & solutions that are in big demand to support the accelerating digital transformation needs of businesses in the region. The recent political changes in the region and big events at the horizon should let all see that the future is bright in the Middle East. Having our headquarters in Dubai was the right choice, as we see the UAE cementing its position as the regional business hub in the wider Middle East region.

hat is your

In a changing business landscape, has VAD planned any new initiatives this year to increase channel partner engagement and empower them to add value to their offerings? We always been a pioneer & innovator and accordingly been ahead of the market in scouting new disruptive products & solutions that will help businesses to reduce TCO and achieve fast ROI. We will continue this mission!

On the partner engagement front, we do not see the need to do anything

differently really this year, but rather continue to explore new and effective ways to communicate with our channel ecosystem even better. In the absence of events and social gatherings we need to find new ways to have unplanned encounters and accidental meetings with people that are not on the target list or in the business pipeline. The team has done an outstanding job during 2020 and it proofed VAD's resilience to major disruptions - something we can be really proud about.

THE FIRST THING BUSINESSES MUST DO IS ACCEPT THE FACT THAT CHANGE IS THE ONLY CONSTANT AND CREATE AN ENVIRONMENT WHERE THE TEAM ENJOYS THIS CHANGE."

What new technologies do you think are relevant today, that will help channel partners adapt to change? Everything that's Flexible, Scalable, and as a Service will be in big demand because businesses will still carefully evaluate the pace the markets will recover.

How do you think businesses can be future-ready? What is the first thing they should do?

The first thing they should do is to accept that "Change is the only constant". Accordingly create an environment where the team enjoys change and is rewarded accordingly. Allow the team to set time aside to explore, learn and make mistakes. While I am driven by efficiency, we have to accept that "Boredom" is the real mother of invention.

What's next for VAD?

We are not obsessed by touting big revenue growth goals or achievements, rather than ensuring we stay a reliable business partner for our vendors and resellers. We will add vendors when needed and when it blends well with our existing product portfolio. Despite lockdowns and social distancing, we have been able to bring exciting technologies from the US and Europe to the region and successfully launched them.

COVER FEATURE // SOPHOS

Kevin Isaac, senior vice-president, EMEA sales at Sophos

CHARTING A LEAR GROWTH Kevin Isaac, senior vice-president, EMEA sales at Sophos, tells RME how the company continues to

provide cutting-edge solutions and services that drive growth and empower partners to stay ahead.



any organization can be measured on two parameters: its performance and its direction surrounding world in which it operates. our business will be from our cloud native products - what we call our next generation products. This speaks volumes about our future readiness and world, which was already moving towards Digital Transformation, but is now moving at an accelerated rate due to the Covid-19 pandemic. According to a New IDC Spending Guide, worldwide spending on Digital Transformation will reach \$2.3 trillion in 2023, more than half of all Information and Communication

Over the past year, Sophos has helped businesses of all sizes defend against ransomware and other sophisticated cyberattacks. In fact, we recently launched our Rapid Response service, which helps organizations stop active attacks. We also introduced four open AI initiatives, which will help advance the use of AI within the cybersecurity industry. Overall, Sophos had a strong 2020.

Sophos is fortunate to have one of the best channel communities in the world and we are grateful to our channel partners for that. The support and collaboration that we have seen from our partners in the past year has been incredible. The main challenge channel partners are facing, like all of us, is isolation and learning to work in a new way as a result of the pandemic. Sophos has remained empathetic and connected to the needs of the channel, but we are solving this together as a community, not as channel and vendor separately.

The future of cybersecurity, in the context of the rapid digitalization that the world is going through, is well defined by two concepts: SASE (Secure Access Service Edge) by Gartner and Zero Trust by Forrester. SASE emphasizes a broadening and shifting focus on the identity of users and/or devices instead of a focus on data centers, highlighting the need for converged cloud-delivered SASE. A Zero Trust (ZT) architecture abolishes the idea of a trusted network inside a defined corporate perimeter.

Sophos has both the next-generation cybersecurity solutions and services that support the future of Zero Trust and SASE, as well as a clear strategy and innovation roadmap to embrace them further. Our partners can be assured of a scalable growth with us. In fact, partners should work with security vendors that are constantly innovating solutions, otherwise they're selling customers obsolescence.

As someone who has worked in the emerging markets, including the Middle East and Africa (MEA) for more than

20 years, I cannot over emphasize the importance of the channel in this region. Channel partners are almost like an extension of a vendor's operations, which is very different from the developed markets where a vendor has its own offices and operations. In emerging markets, like MEA, Sophos' trustful relationships with its channel partners and our reliance on them is huge.

While the mode of business in emerging markets is different with respect to the channel, when it comes to cybersecurity, the challenges faced by developed and emerging markets are the same. Cybercriminals never respect international boundaries and their business operations and targets are global. We provide cybersecurity to organizations of all sizes and verticals through our regional channel, which consists of more than 2,000 partners, and we are committed to growing this ecosystem further. As the leader of Sophos sales in EMEA, my vision is to make sure our MEA partners are highly proficient in Sophos' next-generation security solutions and services.

Could you elaborate on your services such as Managed Threat and Rapid Response and how your channel partners can benefit from them?

The cybersecurity industry evolved with Endpoint Detection and Response (EDR) and it has now become a standard tool for threat hunting. Sophos is leading the wave here with its Intercept X with EDR. EDR generates huge amount of data around attacks and threats and helps organizations make decisions based on these insights to better protect themselves. There are organizations that don't have a team to manage EDR. For such organizations, we created Sophos Managed Threat Response (MTR).

Sophos Rapid Response is for organizations under active attack. If either current or non-Sophos customers are under active attack and need immediate support ejecting an adversary and remediating any remnants, the Sophos Rapid Response team can quickly step in.

Cybersecurity is all about technology,



people and processes working towards reducing risks. Sophos EDR is the technology and our MTR and Rapid Response teams are people who provide partners with the solutions needed to reduce risks for their customers.

Could you share more details on your MSP offerings?

Digital Transformation is moving us towards consumption, and this consumption driven economy will move organizations towards managed services.

Sophos is well poised to leverage this changing behavior. Sophos MSP Connect is our dedicated program for MSPs, where they can meet all security needs of their customers by providing Sophos' nextgeneration security solutions. By working with only one vendor, MSPs can provide a complete portfolio of security solutions and services – that work together and are integrated – to their customers.

The Sophos Central security platform is at the heart of Sophos MSP Connect. Designed with MSPs in mind, the Sophos Central Partner dashboard lets MSPs manage all of their customers and control all of their Sophos products through a single pane of glass.

As a Sophos value-added partner, how do solutions providers and systems integrators differentiate themselves in an already crowded cybersecurity market? The Sophos 2021 Threat Report, as

well as our daily threat intelligence from SophosLabs and our MTR and Rapid Response teams, indicates that the threat landscape is ever-evolving. Channel partners need to protect their customers from cybercriminals who are constantly changing their tactics, techniques and procedures.

Sophos' partners can differentiate themselves by being on top of the threat landscape with Sophos' threat intelligence and next-generation security products, services and technology – all of which help partners better prevent, detect and stop basic and fastchanging cyberattacks. The additional differentiation for Sophos partners is Sophos Central, which helps them add more value to their customers because they can easily manage multiple accounts from a single pane of glass.

How does 2021 look from cyber threats point of view? What advice would you give to organisations for their cybersecurity?

The Sophos 2021 Threat Report flags how ransomware and attacker behaviors, from advanced to entry level, will shape the threat landscape and IT security in 2021.Three key trends analyzed in the Sophos 2021 Threat Report include:

1. The gap between ransomware operators at different ends of the skills and resource spectrum will increase

2. Everyday threats such as

commodity malware, including loaders and botnets, or human-operated Initial Access Brokers, will demand serious security attention

3. All ranks of adversaries will increasingly abuse legitimate tools, well known utilities and common network destinations to evade detection and security measures and thwart analysis and attribution

To defend against these attack trends, organizations need to have three main pillars in their cybersecurity:

1. Next-gen security solutions that provide layered security to prevent threats and unwanted software from infecting their devices and networks

2. A managed service that continuously monitors environments for organizations that don't have a security team

3. Cybersecurity awareness within organizations (i.e., phishing awareness training)

You launched Synchronized Security a few years ago. How has the response been to the solution?

Sophos' synchronized security provides a layered approach to security, one where our products and security solutions connect and share information with each other in real time via a Security Heartbeat to combat advanced threats.

Sophos is the only company in the world that has next-generation

endpoint and UTM/firewall solutions that are stable and fully integrated through a central console. Sophos synchronized security is one of the most integrated and user-friendly platforms.

From the feedback that we have received from our customers, one of their favorite features within synchronized security is the ability to manage firewall, server and endpoint security through a single cloud-based platform – Sophos Central. With synchronized security, they have everything they need at their fingertips with a single login.

What is Sophos' MEA channel strategy for 2021?

We will continue to focus on our Sophos Global Partner Program, which helps partners have a clear growth path with Sophos. It supports partners as they upsell and cross-sell across Sophos' next-generation product portfolio. We are also going to continue the momentum we have seen for Sophos MSP Connect in the region. Partners who are committed to Sophos will see a clear growth path with us.

What can we expect from Sophos in 2021 and beyond?

Sophos currently protects over 450,000 customers and over 100 million endpoints around the world. We are one of the fastest growing cybersecurity companies in the world. Our strategy



WE WILL CONTINUE TO FOCUS ON OUR SOPHOS GLOBAL PARTNER PROGRAM, WHICH HELPS PARTNERS HAVE A CLEAR GROWTH PATH WITH SOPHOS. IT SUPPORTS PARTNERS AS THEY UPSELL AND CROSS-SELL ACROSS SOPHOS' NEXT-GENERATION PRODUCT PORTFOLIO.

for the future is very clear – to advance our next-generation solutions that leverage synchronized security. We also have a clear vision of how we are going to enable digital transformation, considering the world's inevitable shift to SASE and Zero Trust. We also know from our threat intelligence that ransomware will continue to be an attack strategy for adversaries across all rungs of the cybercriminal hierarchy, from nation states to those selling and buying ransomware-as-a-service. We expect attackers to expand the number of pressure points they use to get organizations to pay ransoms. The one that is big now is double extortion where attackers first exfiltrate and then encrypt critical data. We're here to help partners understand these changing attacker behaviors, so they can provide customers with the best antiransomware technology, like Sophos Intercept X with EDR, and threat hunting services, such as our MTR and Rapid Response, to defend against ransomware now and in the future.

MINDWARE SIGNS Partnership with Rubrik for mena region

This new partnership and the addition of Rubrik's best in-class data management solutions for Microsoft 365 applications and Azure cloud environments, also positions Mindware to provide increased value as a strategic Microsoft distributor.



Philippe Jarre, CEO, Mindware (L) and Jan Ursi, Sr. Director, Channel & Alliances, EMEA, Rubrik (R)

indware, a leading Value-Added Distributor (VAD), has announced an agreement with Rubrik

to promote and distribute Rubrik's solutions through its vast reseller network across the Middle East and North Africa (MENA) region. This new partnership and the addition of Rubrik's best-in-class data management solutions for Microsoft 365 applications and Azure cloud environments also positions Mindware to provide increased value as a strategic Microsoft distributor.

"Cloud computing is seen today as an integral part of an organization's digital transformation strategy, especially with the remote working trend. In this scenario, Microsoft 365 cloudbased collaboration tools including productivity apps and security services and Microsoft Azure cloud computing service, when used together, unlocks opportunities to help organizations transform their business. In addition, Microsoft's two cloud regions in the UAE have delivered an increased performance for the company's cloud



MINDWARE WILL OFFER ITS VALUE-ADDED CAPABILITIES AND SERVICES TO ITS PARTNERS BUYING RUBRIK, INCLUDING FACILITATING TECHNICAL AND SALES TRAINING SESSIONS ON RUBRIK SOLUTIONS AND SELLING RUBRIK'S OFFERINGS ALONG WITH OTHER TECHNOLOGIES."



services and this has further accelerated adoption and strengthened vendorcustomer base," said Philippe Jarre, CEO, Mindware.

"As a strategic partner of Microsoft, we saw that organizations that consumed Microsoft cloud services are looking to invest in technologies that manage and secure cloud data and applications, to maintain business continuity. After a detailed market analysis, we decided to add Rubrik to our portfolio, since the vendor has purpose-built data management and protection solutions of Microsoft 365 and Azure, and both companies share a strong technology collaboration. With this partnership, Mindware adds a modern, cloud friendly data protection solution provider to its portfolio. Our two companies together will present great opportunities for our regional business and technology partners to collaborate and add value in the next phase of cloud data management," he added.

Rubrik will sell its entire product portfolio - comprising cloud data management, cloud backup and recovery, security and compliance and NoSQL database protection - through Mindware's extensive reseller network across MENA. As Rubrik's distributor in region, Mindware will offer several of its value-added capabilities and services to its partners buying Rubrik, including facilitating technical and sales training sessions on Rubrik solutions, and selling Rubrik's offerings together with other cloud and infrastructure software technologies, to offer solutions and create value for MENA customers.

"We are delighted to welcome Mindware as our trusted Rubrik distribution partner and to work together to promote the adoption of modern and cloud friendly data protection and recovery solutions across the Middle East. We look forward to working with Mindware to enable partners to take advantage of the rising demand for the Rubrik cloud management platform throughout the region," stated Jan Ursi, Sr. Director, Channel & Alliances, EMEA at Rubrik.

Rubrik is an award-winning Microsoft ISV partner and the fastest growing Azure storage partner in its history. Whether an organization is running on-prem or in Azure, Rubrik delivers all aspects of data management with consumer-grade simplicity and policydriven intelligence across all Microsoft apps – physical or virtualized Windows, SQL Server, Hyper-V, Office 365, OneDrive, and Azure. INTERVIEW // AXILION

AXILION: USING TECHNOLOGY TO MAKE CITIES SMARTER

Oran Dror, Co-founder & CEO and Mo Fayez, Country Manager, MENA at Axilion, tell Anita Joseph, Editor, Reseller ME, about how their cuttingedge solutions are helping to make cities safer, smarter and better.

ell us something about your company and the kind of products and solutions that it provides We are an AI and software company that harnesses the power of AI to help cities take control of their mobility challenges. Our cutting-edge X Way suite of AI Cloud Services (SaaS), available through Microsoft Azure, generates real-time traffic insights and optimized traffic plans, enhancing urban livelihood. X-Way utilizes powerful Digital Twin technology alongside extraordinary

Oran Dror, Co-Founder & CEO, Axilion

Al to reduce your city's traffic-related emissions, prioritise eco-friendly travel modes, improve pedestrian safety, adapt swiftly to changing travel patterns, and cut travel time by up to 40%. X Way has already helped cities to bring their visions of smarter, safer, and more efficient futures to life. Some of our success stories include reducing 140,000 tons of yearly carbon dioxide, increasing public transport ridership up 400%, and frequency by 66% and significantly enhancing pedestrian safety with reduced casualties at signalised intersections.

You recently opened your regional headquarters in Dubai. What does this mean for the business and for the region? We are a global company, we have offices in the US, Germany and France, and now we're in the UAE. From our perspective, when we look at expanding to new regions, we look at the availability of resources and how technology-ready the city is. For us, expanding into the ME is an exciting opportunity and Dubai, in particular, is focused completely on sustainability, safety and the welfare and quality of life of its people. This is extremely encouraging for us and the city itself has some of the best technologies globally, utilising the best of AI, and so Dubai for us is very

> future-ready. We are excited and waiting to see how it all plays out. We are getting a lot of support and encouragement and by being based in Dubai, we can conveniently reach out to the Asia-Pacific markets as well. In fact, the UAE is setting the trend in sustainability and 'smartness' and it is a great time to enter the market.

WE BASICALLY PARTNER WITH MICROSOFT AND ITS LEADING TECHNOLGIES TO STRIKE A BETTER BALANCE BETWEEN TRAFFIC, TRANSIT AND PEDESTRIANS."

Can you tell us a little more about the technologies that you're using? We basically partner with Microsoft and its leading technologies to strike a better balance between traffic, transit and pedestrians, reach carbon emission goals and make the streets a safer place for everyone. We also use Deep Reinforcement Learning Technology to maximise existing traffic infrastructure and assess the impact of traffic plan changes before they are deployed through auto-calibrated simulations. Conventional traffic management platforms pre-programmed in advance and based on snapshot assessments are inefficient in today's complex mobility ecosystem. Our Digital Twin technology automates the planning, analysis, and simulation processes and uses Deep Reinforcement Learning to continuously optimise your traffic signal network.

We also help companies in gain granular visibility into network activity and identify traffic issues and their rootcauses. Not only that: Customers can view live network information including details on traffic conditions, pedestrians, and micro-mobility users through an easy to use dashboard. Governments can plan entire city grids at one time rather than single intersections and prioritize traffic signals depending on the city's traffic conditions, needs or response scenarios.

'PARTNERS SHOULD EXPECT INCREASE IN DEMAND FOR AGILE, SECURE TECHNOLOGIES'

Partners can position themselves to add value in 2021 sales and marketing conversations by addressing communications, productivity, BYOD and collaboration strategies, says Bronwyn Hastings, Senior Vice President, Worldwide Channel Sales and Ecosystem at Citrix.

> he cloud and digital workspaces are no longer nice to haves The uncertainty of 2020 tested every organization's agility as they quickly transitioned to the

cloud and digital workspaces to maintain business continuity. This pivot permanently changed the way people think about work, demonstrating that work is not a place, but rather an activity that requires a flexible infrastructure to support, secure and empower teams. In 2021 and beyond, flexibility and scalability will remain critical as customers strategize on their long-term business continuity plans. They will increasingly look to the cloud, digital workspaces and collaboration tools to keep employees engaged and productive.

Customers will rely on a diverse partner ecosystem for guidance and support to shift to a solutions-focused approach that maximizes the value in a world where digital transformation that typically took place in years now must be completed in months. The channel will need to be competent in scaling these digital workspace solutions that solve the changing needs of customer requirements in a hybrid, multi-cloud model.

Employee experience will drive talent acquisition

As large-scale vaccination programs are underway worldwide, many employees will continue working remotely with periodic in-office schedules in a hybrid work model. In this "new normal," organizations will focus on hiring and retaining top talent with a strong cultural fit, regardless of location. With these changing market dynamics and a distributed workforce, it will be critical to focus on employee experience. Customers will look for end-to-end solutions to simplify the hiring, onboarding and retention process for both employers and employees. Organizations will require fast and seamless access to needed skills and talent from anywhere, and employees will require immediate access to work securely, productively and conveniently from anywhere on their preferred devices.

As a result, partners should expect an increase in customer demand for agile, secure technologies that solve these employee experience challenges. Partners can position themselves to add value in 2021 sales and marketing conversations by addressing communications, productivity, BYOD and collaboration strategies while providing secure and reliable access to all the resources workers need to do their best work, including apps, content, workflow automation, analytics and key business services. They will need to go beyond networking and IT, into all aspects of the business including HR, marketing, finance, professional services and more.

Targeted growth with line of business (LOB) buyers

Today, over half of technology purchases are made by non-IT, line of business (LOB) buyers who lead marketing, human resources, sales, accounting and other departments. This shift represents a sizeable opportunity for 2021 as we continue to move away from selling strictly to and through IT leaders. It gives our partners a chance to cross-sell, reaching new users and penetrating deeper into their install base. Additionally, as lines between key decision makers blur, it has never been more critical to ensure cross-functional collaboration when evaluating employee experience technology. For partners, emphasis on personalization is key in winning mindshare with non-IT buyers. It may take a little more effort but identifying prospects by job title, reporting structure, interests and other public-facing information such as their leadership style, experiences, needs of their position and how social they are will assist in developing authentic, targeted strategies. 🥯












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INNOVATING TO STAY AHEAD

Mohammed Darras, Channel Leader, META & SOUTH ASIA, Extreme Networks & Steve Lockie, Group Managing Director, Westcon-Comstor Middle East, discuss market trends and channel development plans.



Steve Lockie, Group Managing Director, Westcon-Comstor Middle East

he current unprecedented times have made organisations across the globe adapt quickly to new ways of working. How has Extreme Networks helped in addressing the needs

of organisations to have solutions that not only offer quality experience but also business resilience?

Mohammed Darras: There is still a level of uncertainty about what the future will look like. But, one thing is clear and it is that long-term business success requires new levels of organisational agility, flexibility, and security. This is why we have focused on providing cloud networking solutions that offer business resilience as well as a quality experience to not only survive but thrive in the future.

With hybrid working likely to become the norm, businesses need to give their workforce access to reliable connectivity anywhere and at any time. This is where cloud-driven networks step in to give organizations a way to centrally orchestrate and support highly dispersed remote and dynamic campus environments, while at the same time unlocking new potential through the integration of AI and machine learning. Thanks to AI and machine



META & SOUTH ASIA, Extreme Networks

learning, businesses receive intelligence that can inform future strategies and decision making.

To give businesses even more intelligence we became the first networking company to offer unlimited data to our cloud customers. With unlimited data, our customers have unprecedented access to historical data to help inform future planning. For example, a retailer can review data from Dubai Shopping Festival year-over-year and make strategic decisions in the long-term that result in increased sales. How did Westcon-Comstor transform its strategies & plans for 2020 to adapt to the impact of COVID-19?

Steve Lockie: There have been huge shifts in the consumer demand patterns during 2020 as companies were continuously required to adapt to new and uncertain market conditions. The need for remote working led to a surge in requirements especially for Unified Communications and Security Solutions. The customers have more aware than ever to have proper solutions in place to maintain business resiliency. We have seen a big growth in business managed by our Global Deployment Solutions (GDS) team. On the other hand, the small business segment has been the hugely impacted due to the

pandemic. We have made continuous investments into our GDS team to enhance their capabilities but at the same time we have continued to assist our partners targeting to SMB customers in creating new demand. Also, a big priority for us has been also 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 helped us conduct business with our partners with almost no disruption. As most of our partners were working remotely, we created a lot of 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.

As a socially responsible organisation, we continued supporting the venerable individuals impacted by the pandemic through our CSR initiatives.

As one of the world's fastest-growing cloud-managed network providers, how do you foresee the growth of this market segment and what opportunities does it hold for the resellers? Mohammed Darras: According to Omdia's 2020 Cloud-Managed Networking Report the cloud-managed share of the total networking market is expected to triple by 2024. This is no surprise. For us, the cloud is the future of networking and it's on a growth trajectory.

With 90 per cent of our business undertaken through the channel, we are responsible for providing resellers with best-of-breed, cloud-driven solutions so that they can take advantage of the market opportunity. We're therefore rapidly cloudifying our edge-to-core, wired and wireless solutions portfolio and delivering greater deployment flexibility and unlimited data insights to allow resellers to help organisations transition to and benefit from the cloud.

When carrying out sales, however, resellers need to continue to offer flexibility, especially in this climate – to not only benefit themselves, but their customers. Be that by always being on hand to help customers find the best cloud networking solution for them to enable remote work or by updating payment terms to offer greater financial flexibility.

What are the priorities for Westcon-Comstor in 2021 and what future initiatives are you planning to take during 2021?

Steve Lockie: At Westcon-Comstor, we are a 'digital first, data-driven' organisation and we will continue to make further enhancements through investments into our digital distribution platforms. We understand that our partners will need our continued support in the new normal and we will continue to assist them through our value-added offerings such as Marketing as a Service (MaaS). We will continue to further build upon the deep relationship we have with our vendors by continually investing in our technical capabilities and by aligning ourselves to their priorities.

Over the past years, we have continuously invested in setting up of local entities in various countries across the Middle East thus offering benefits such as door-to-door delivery and local invoicing to our partners. We have built strong in-country teams with good market knowledge across the region who are further supported by our highly experienced teams based in Dubai as well our central functions in Europe. Remaining close to the customers and maintaining excellence in customer service & support will continue to be our topmost priority.

Extreme Networks has been recognised as a Leader in the Gartner 2020 Magic Quadrant for Wired and Wireless LAN Access Infrastructure for three years in a row. What according to you are key differentiators that have set Extreme Networks apart from other players in the market?

Mohammed Darras: In summary, it's our expansive, cloud-driven portfolio and customer-centricity which has helped us to differentiate ourselves from others in the market. Thanks to providing complete and differentiated access layer applications, as well as offering a highlevel of global service and support, we have continued to be at the forefront of the Wired and Wireless LAN Access Infrastructure space. In addition to this, we have maintained strong relationships with our channel and customers.

We have also recently become the first networking company to offer universal platforms for enterprise-class switching and wireless infrastructure. Given requirements are evolving rapidly in today's world, universal platforms have been crucial to giving organizations a way to choose from different operating systems so that they can improve product usability, for example. With universal platforms, customers do not have to rip and replace – helping them to save money.

What are some of the key channel enablement initiatives that Westcon has conducted along with Extreme Networks?

Steve Lockie: Since the onset of the pandemic, we have been assisting our partners in creating new demand through our Marketing as a Service (MaaS) offering which includes creation and delivery of tailor-made digital campaigns focusing on Extreme Networks to generate leads. We have also recently conducted some very successful initiatives virtual events & training such as the 'Westcon & Extreme Networks EDGE Virtual Partner Summit' which was attended by over 150 resellers from across the region and the 'Triathlon series' for which we saw more than 80 resellers during each of the 3 training sessions. We also had Extreme Networks as one of the key sponsors for our verv successful IMAGINE Middle East event. We will continue to further enable our partners through our upcoming initiatives during 2021.

Can you highlight how ExtremeCloud IQ has been a game changer and has set a benchmark for Value Proposition in the Cloud Management Industry? Mohammed Darras: ExtremeCloud ™ IQ offers a completely fresh approach to end-to-end network management and operations by delivering a fully integrated platform that simplifies the design, deployment, and security of networks from the edge to the data center, while simultaneously unlocking valuable IT and business insights. Thanks to its abilities, it can allow organizations to make huge savings – in fact, it can save up to 30 per cent CapEx over any other solution on the market.

Unlike competitor offerings, ExtremeCloud IQ is available in three deployment options that support one goal: to provide customers with maximum flexibility, continuous innovation, and consistent user experience. In fact, customers can choose to deploy the solution in any major data centre environment such as AWS/GCP/Azure, or select local cloud options.

Finally, it also offers real-time development, continuous machine learning and AI innovation, and is ISO27001 certified to accelerate and protect a business' network environment.

What are the key strategic focus areas for Extreme Networks and can you outline your joint channel development plan with Westcon for the next year? Mohammed Darras: Having doubled our investments in the Middle East in 2020, we are laser focussed on developing our business in the market by engaging with new channel partners and strengthening our relationships with its regional distributors.

As a channel-centric company, we are committed to providing both VAR and MSP end-users in the META region with cloud-based, end-to-end networking solutions that meet their needs – and those of their customers. For us, this involves building SaaS channels so that organizations are given a costconscious solution to maintain consistent connectivity. Such channels also offer businesses the flexibility to expand or reduce network services on-demand depending on their individual needs, without sacrificing performance.

With Westcon, we are continuing to align our joint objectives to maintain growth in the META market to build upon the success which Westcon EMEA has experienced in growing its momentum revenue by over \$7million, while at the same time, notably increasing its number of transacting partners. We are also continuing to create end-to-end effortless networking experiences with ExtremeCloud IQ. We are closely working with the Westcon ME team to continually enable our partners through our joint channel initiatives. INTERVIEW // NETAPP

A 'SPECIALIST' APPROACH

Maya Zakhour, Channel Director – Middle East, Africa, Italy and Spain, NetApp, explains the company's partner ecosystem and roadmap for 2021.

> ive us a quick overview and update about NetApp's partner program. Every year, we assess the needs and

requirements of our partners and evolve accordingly. 2020 in particular wasn't a normal year, so we looked at incorporating certain features within our partner programs that would make it easier for partners to do business – such as introducing the consumption model. Earlier this year, we integrated a specific cloud first program within our partner program, to give our cloud-specialist partners the chance to earn the required rebates to sustain their business.

While the consumption model may not necessarily be a big opportunity what we did was allow partners to continue benefiting from rebates irrespective of the customer's demand. We also categorised the rebate pattern in a better way to encourage partners to work harder on accumulating Net New customers over the years. Partners need at least four Net New customers where they can achieve a good rebate. It is important for our partners to understand this, so that they know

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

how much we've supported them over the years.

Another aspect in our partner roadmap is our focus on being 'specialists.' We want our partners to be the specialists in this industry. We encourage our partners to especially be specialists in the area of cloud data services and take our "specialist" message to the market and help customers with their data fabric journey and offer data fabric solutions in such a way that they are able to own their data and manage it effectively to maximise opportunities. During this pandemic, we all would like to secure more business, and only when we have the right data and know how to manage this data, will this become really possible. Data is the new normal and data cloud services is a unique specialist area that we are encouraging our partners to grow in, understand and progress. We will continue to evolve our partner program to always cater to our partners needs and growth.

Innovation and differentiation are critical to survival today. So how is NetApp helping its partners innovate and differentiate their product and service portfolio?

Today, data is what will make you survive. So, what you really need is a specialist who will help you analyse your data-for example: where it resides, etc,. NetApp helps partners & customers with their journey to the cloud. When we speak of a journey to the cloud, it does not simply mean pushing all data onto the cloud all at once; a specialist will help navigate and manage a cloud data services environment and run applications based on the right data at the right time. So, I would say these are the solutions we are differentiating ourselves with today, and providing our partners, to help them differentiate themselves. However, the key differentiator is consumption patterns and providing financial facilities to customers. We have a solution called Keystone, which is popular in the US, Europe and other parts of the world and we are in talks

to bring this solution to the Middle East market in 2021, or at least something similar which acts as a service to our partners and customers. We have already done plenty of key go-to-market strategy studies with our partners which includes a stack of managed services for our customers through our partners. NetApp is continuously working with partners to offer a comprehensive range of solutions, and really, there's a lot as far as differentiation is concernedwhether its solutions or offerings, as well as facilities and flexibilities. So today, more than ever, this is the right time to partner with NetApp.

WE'RE LOOKING AT 2021 AS A YEAR OF GROWTH FOR NETAPP AND OUR PARTNERS AS TECHNOLOGIES CONTINUE TO EVOLVE AT BREAKNECK SPEED."

What were some of the challenges that 2020 posed, to your partner empowerment programs? How did you overcome them?

2020 was a difficult year for so many partners and customers with the scaling down of resources, among other challenges. But the main challenge was to address business continuity, and this was more of a challenge for smaller partners and slightly easier to manage for the bigger ones. So, what we did at NetApp was to invest in marketing initiatives that help the sales reach out to their customers in a better way. highlight key differentiators and other incentives to help both customers & partners along their journey. It worked well and we had so many partners thanking us not only for supporting them financially through our financial programmes, but also being creative and providing them with solutions, funds and a sense of renewed focus so as to help them drive initiatives, especially in virtual mode. We've engaged a lot with our partners in terms of activities, celebrations and enhanced collaboration in a remote setting. We worked with our partners and encouraged their sales teams in the same way we work with our internal teams. We provide them with exactly what the market needs. Today, the NetApp data fabric solutions is exactly what the market needs in the time of a pandemic-a platform that supports virtual desktop, data management and a lot more. Our long-term partners were able to spot opportunity and capitalise on our support as well. We also had a few good quarters and it's been going well for the company. With our channel driven model in the Middle East, we are able to view the crisis positively and emerge from the challenge stronger and more resilient.

What's your outlook for 2021?

We are looking at 2021 as a year of growth for NetApp and our partners as technologies continue to evolve at breakneck speed, with cloud being the centre of business continuity and enablement. I see massive opportunity for partners to crack new opportunities as some of our major partners have really understood the value of partnering with NetApp. This is not only because they started out with us, but because they have seen the difference we've made in the market and how our technology has been expanding to suit the market. We're no longer just a storage vendor, we've created a niche and let our partners experience and benefit from it. So, yes, I forsee a bright and growth-oriented 2021 for NetApp and its partners. 📟

EZVIZ LAUNCHES C3N CAMERA FOR OUTDOOR HOME PROTECTION



E ZVIZ, a global-leading home intelligence brand, has announced the availability of its C3N camera in the Middle East region, a brilliant addition to its colour night vision camera range.

The C3N intelligently protects exterior areas around your property day and night with 1080p video, real-time person detection, and three nightmonitoring modes. It makes it the ideal addition to a villa, apartment block or office as the C3N camera provides property owners with real-time images of their outdoor property and sends motion-triggered notifications when they are at home or away.

The C3N provides users with colourful details that are traditionally unavailable with other night vision products, such as the colour of cars passing by. With advanced PQ (Perceptual Quantiser) technology, night-time images are even sharper as the image brightness is adjusted dynamically.

The C3N camera's two built-in spotlights are versatile. Users can leave them on all night to illuminate dark areas, turn them off to enjoy privacy, or even flash them to warn trespassers. The spotlights also make three nightvision modes a reality: colour mode when the lights are on, black-and-white mode when the lights are off, and smart mode, which automatically turns the spotlights on for 90 seconds when it detects people.

With an IP67 design to withstand all weather and two external antennas to boost Wi-Fi connection, the C3N camera delivers long-lasting and reliable protection. Thanks to H.265 video compression technology, the C3N reduces storage space by 50% while rendering impressive image quality.

D-LINK ELEVATES MODERN SMART HOMES WITH COVR SERIES WI-FI 6 SOLUTION

-Link Corporation has announced its new COVR-X1870 Series Whole Home Mesh Wi-Fi 6 Systems, including multi-pack options that are all equipped with Wi-Fi 6 and mesh technology to provide faster speeds, greater capacity, and less network congestion for the modern device-dense smart home. With next generation speeds of up to 1.8 Gbps total, these Covr AX Wi-Fi 6 solutions are perfect for simultaneous 4K streaming, VR gaming, video calling, and keeping the smart home connected. They also feature 4 Gigabit Ethernet LAN ports and 1 Gigabit Ethernet WAN port for optional wired connectivity.

The Covr systems are packed with advanced features to provide users with the optimal networking experience. D-Link Wi-Fi Mesh allows users to



expand their network according to their needs, while Smart Roaming and Smart Steering ensure reliable, stable connection throughout the home. The COVR-X1870 series also features the latest WPA3 encryption. Setup is easy with the D-Link Wi-Fi App, which also offers enhanced parental controls.

Covr AX1800 Whole Home Mesh Wi-Fi 6 Systems

Single Pack COVR-X1870: Coverage up to 275 sqm/ 3000 sq. ft.

2-Pack COVR-X1872: Coverage up to 510 sqm/ 5500 sq. ft.

3-Pack COVR-X1873: Coverage up to 740 sqm/ 8000 sq. ft.

4-Pack COVR-X1874: Coverage up to 925 sqm/ 10,000 sq. ft.



The HP ProBook x360 11 G7 EE embraces the different ways learning happens – whether at home or in the classroom. With a flexible 360-degree hinge and an optional 5 MP auto-focusing worldfacing camera, students and teachers can create, capture, and draw whether in laptop, tablet, tent, stand, or book mode. The HP ProBook x360 11 G7 EE also features:

• Robust and durable design. Engineered for active students and busy teachers, the device can withstand desk falls, drink splashes, and power cord pulls. It has an anchored keyboard to help prevent keys from being removed, plus metal-reinforced corners and a Corning Gorilla Glass 3 damage-resistant touchscreen for added

HP'S NEW LAPTOP DESIGNED FOR LIMITLESS LEARNING

protection. The device also passed 19 MIL-STD 810H tests plus enhanced education testing to meet durability standards.

• Wipeable keyboard and display to promote cleanliness. Sanitisation is of utmost importance in today's learning environments. Tested for 1,000 cleanings, the chassis, keyboard, and display can be sanitised with commonly used household wipes.

• Fast, reliable wireless connection for remote learning. Wi-Fi 6 and HP Extended Wireless LAN allow learning to happen anywhere, providing more reliability in places with crowded networks – both on- and off-campus.

IT-friendly manageability and security. Make the most of limited IT resources with HP's manageability and security solutions. The HP Manageability Integration Kit easily deploys and manages education devices while HP Sure Sense and HP BIOSphere protect students and teachers from malware.

PRODUCTS

TCL CSOT LAUNCHES TWO FLEXIBLE DISPLAYS



CL CSOT announces the launch of two ground-breaking products, the 17-inch Printed OLED Scrolling Display and 6.7-inch AMOLED Rollable Display, at CES 2021. TCL CSOT is a subsidiary of TCL Technology, which is dedicated to driving greater innovations in semiconductor display.

The flexible 17-inch Printed OLED Scrolling Display, at just 0.18mm thick, is a unique example of a larger-scale flexible display technology. Highly scrollable and portable, it can easily fit in anywhere, just like a scroll painting.

Its OLED RGB self-luminous devices are manufactured with high-precision ink jet printing technology, without the



Kingston Digital Europe Co LLP, the Flash memory affiliate of Kingston Technology Company, Inc., a world leader in memory products and technology solutions, is poised to continue its SSD market leadership position with both new client and data center U.2 NVMe drives at CES 2021 this year. The new offerings include its first PCIe NVMe Gen 4.0 SSDs as well as an external USB 3.2 SSD:

• Ghost Tree: Kingston's upcoming High-Performance Gen 4.0 drive is perfect for the content creator and power user. Codenamed "Ghost Tree," Kingston is targeting speeds of 7000MB/s read and write, stretching PCIe Gen 4.0 x4 8-channel to the limit with capacities ranging from 1TB-4TB. need for fine metal masks. As a result, the cost is 20% lower than traditional display technologies and is more applicable for large-size displays and mass production.

The portable 6.7-inch AMOLED Rollable Display re-defines the standard form of a smartphone. With a rollable AMOLED display, it can be extended from 6.7-inches to 7.8-inches with a simple tap of the finger, turning it from a smartphone into a tablet and creating an entirely new user experience with its easily adaptable user interface.

Through the enhanced design of the smartphone's flexible screen, the curling and sliding radius of the flexible screen can be as small as R3mm, combined with the special sliding mechanism design. With the swipe of a button, the screen originally curled and hidden inside the case can be pulled out, enabling the phone to stretch out and draw back. The sliding life of the device is up to 100,000 times. The software interface can be adapted accordingly for single-hand use or multi-tasking.

KINGSTON PREVIEWS NEW NVME SSD LINEUP AT CES 2021

• NV Series: The latest Gen 3.0 x4 SSD is the ideal entry-level drive for first-time NVMe users with capacities up to 2TB.

• XS2000: Kingston's all-new USB 3.2 Gen 2 x2 external drive with 500GB -2TB capacities is perfect as additional storage for photos, videos and other files. The USB Type-C®1 interface allows for super-fast data transfers up to 2000MB/s.

DC1500M: The Data Center 1500M is an update to the DC1000M adding support for multi-namespaces. The U.2 NVMe SSD is designed to support a wide range of data-intensive workloads. "We are very excited to launch our first Gen 4.0 NVMe SSDs as well as an external drive this year," said Tony Hollingsbee, SSD business manager, Kingston EMEA. "When it comes to NVMe, we will have all customer segments covered from consumers to prosumers to data centres." DYNABOOK ANNOUNCES ARRIVAL OF NEW IITH GEN INTEL CORE VPRO PROCESSORS TO PREMIUM X SERIES DEVICES



Dynabook Europe GmbH has announced the availability of the new 11th Gen Intel Core vPro processors across its premium Portégé X Series. This includes the Portégé X30W-J - the world's lightest 13.3" convertible* - as well as the Portégé X30L-J and Portégé X40-J, ensuring dynabook's flagship range of devices continue to be equipped with the latest in Intel's cutting-edge technology.

Following the recent announcement of the arrival of the 11th Gen Intel Core vPro processors to the market, the updated dynabook range will boast the very latest in performance and securityenhancing features, making them even more well-suited for the modern, mobile professional.

"With the immediate availability of 11th Gen Intel Core vPro processors across our premium range, the Portégé X Series continues to deliver the very best in mobile computing," said Damian Jaume, President, Dynabook Europe GmbH. "Combining elegant engineering with the heavyweight performance enabled by Intel, the X Series heads our most comprehensive business range ever as we endeavour to meet the evolving needs of today's on-the-go workers."

Dynabook Europe also announced the arrival of its 11th Gen Intel Core processors to additional key devices in its Satellite Pro and Tecra families.

The Portégé X Series with 11th Gen Intel Core vPro processors is available now.

PRODUCTS

LG INTRODUCES CORDLESS LG CORDZEROTHINQ A9 KOMPRESSOR+STICK VACCUM



G Electronics (LG) introduced its latest cordless stick vacuum – LG CordZeroThinQ A9 Kompressor + – at the first all-virtual CES 2021. The new upgraded model delivers impressive cleaning results for all types of flooring and features a new charging station stand which automatically cleans out the dustbin and recharges the vacuum after use, maximising user convenience and minimising exposure to dust.

With its fully-automated dust removal system, the charging station makes emptying the vacuum painless and more hygienic. When CordZeroThinQ A9 Kompressor+ is docked in the stand, the contents of the dustbin container are automatically sucked into the charging station and collected in an attached dust bag. When the emptying process is complete, the vacuum cleaner continues to recharge while docked in the charging station.

The charging station provides exceptional space efficiency, designed to accommodate the CordZeroThinQ A9 Kompressor+ and its set of six accessories and nozzles. The 2-in-1 Combination Tool, Crevice Tool and Pet Nozzle can be stored inside the multi-functional stand for a neat, tidy appearance. With its interchangeable nozzles, LG CordZeroThinQ A9 Kompressor+ can be easily switched from a vacuum to mop and back again in seconds by changing the attachments. The Power Carpet Nozzle removes dust from carpets using powerful suction while the Power Mop attachment delivers spotless floors.

SONY ELECTRONICS ANNOUNCES NEW BRAVIA XR 8K LED, 4K OLED AND 4K LED MODELS WITH NEW "COGNITIVE PROCESSOR XR"



Solution on the sector of the new BRAVIA XR televisions, including the MASTER Series Z9J 8K LED and A90J OLED as well as the A80J OLED, X95J and X90J 4K LED televisions.

Powered by the Cognitive Processor XR, the brain of the new BRAVIA XR, the BRAVIA TV's use a completely new processing method that goes beyond conventional AI, designed to replicate the ways humans see and hear. When we see objects, we unconsciously focus on certain points. Cognitive Processor XR, powered by cognitive intelligence, knows where that focal point is by dividing the screen into numerous zones and detecting where the "focal point" is in the picture. While conventional AI can only detect and analyse picture elements like colour, contrast and detail individually, the new processor can cross-analyse elements at once, just as our brains do. By doing so, each element is adjusted to its best final outcome, in conjunction with each other, so everything is synchronised and lifelike – something conventional AI cannot achieve.

It learns, analyses and understands unprecedented amounts of data and intelligently optimises pixel, frame and scene for the most lifelike picture and sound Sony has ever delivered.



Jabra, leaders in personal sound and office solutions, announces the availability of the Elite 85t ANC earbuds in three new colors: Gold/Beige, Black and Grey. The Jabra Elite 85t launched in December of 2020 in Titanium/Black and is part of the newly announced ANC range added to Jabra's award-winning compact true wireless portfolio.

Users now have the opportunity to enjoy outstanding call quality, adjustable Jabra Advanced ANCTM, and the immaculate sound quality of the Elite 85t in a color that best represents them. The Jabra Elite 85t earbuds bring outstanding call quality for the user and the person on the other end, thanks to the 6-mic technology (three on each

JABRA ANNOUNCES NEW ADDITIONS TO ELITE 85T

earbud, two on the outside, one on the inside). The microphones on the inside and outside of the earbuds are used to provide Jabra Advanced ANCTM, which goes beyond an on/off solution. Users are offered a more personalized experience with the dual slider which goes from full ANC to full HearThrough, and anywhere in between.

The 12mm speakers allow the Jabra Elite 85t to produce a big sound and powerful bass, while still enhancing comfort and relieving ear pressure with its semi-open design. Jabra has also adapted the ear gels to an oval shape providing a better sealing in the ear, while ensuring they stay in place. With ANC on, the earbuds boast a battery life of up to 5.5 hours, with up to 25 hours in the compact charging case and are Qi-qualified – for wireless charging.

Jabra Elite 85t is available in selected retailers, MSRP (AED 799). The earbuds are available in Titanium/ Black, Gold/Beige, Black and Grey.

PRODUCTS

CLEARONE ANNOUNCES NEW ENTRY-LEVEL AND HIGH-END CAMERAS



Use the shering in the new year with a commitment to make true-to-life video collaboration possible for everyone, ClearOne, a global provider of audio and visual ommunications solutions, announced the immediate availability of two new powerful

cameras that enhance the ease and visual quality of online collaboration beyond the capabilities of integrated laptop and PC cameras.

With the new ClearOne UNITE10, the company's most affordable camera ever, and the feature-rich ClearOne UNITE 50 4K AF that includes Auto-Framing technology for automatic single- or multi-person capture, everyone can take on the new year with the confidence provided by stunning video that puts them in the best possible light.

For users who want to upgrade from the basic camera included in their laptop or PC, ClearOne has lowered the barrier of entry with its most affordable webcam ever, the UNITE 10. The small, powerful webcam supports up to 1080p video quality and offers autofocus. The UNITE 10 is also available to dealers and distributors in 20 packs for commercial sale.

TP-LINK UNVEILS ARCHER AX90 TRI-BAND WIFI 6 ROUTER WITH IOT PROTECTION



P-Link a leading global provider of consumer and business networking products, has announced the Archer AX90, an AX6600 Tri-Band WiFi 6 Router featuring robust WiFi 6 features, a powerful quad-core Broadcom CPU, and the brand new HomeShield security system, delivering more value to the high-end router category.

Eying at customer concerns concerning privacy and cybersecurity, TP-Link partnered with Avira to arm Archer AX90 with the latest HomeShield security system and guard clients, including IoT devices, from all cyberattacks. Whether it's a phone, laptop, TV box, or a smart home camera, the new HomeShield protects them all and schedules a daily scan to identify weak points in your network to prevent emerging threats.

Archer AX90 comes with 8-Stream WiFi 6 with OFDMA, 1024-QAM, a faster symbol rate, and TWT, all of which provide faster speed, broader coverage, higher capacity, and better power saving on clients. Archer AX90 also encapsulates 4×4 MU-MIMO and high-end WiFi 6 features HT160, enabling multiple clients to reach up to 4.8 Gbps WiFi speed. It supports simultaneous transmissions with lower latency thanks to OFDMA integration, keeping multiple 8K streams as smooth as possible.

Archer AX90 offers three asymmetrical WiFi 6 bands—4804 Mbps (5 GHz) + 1201 Mbps (5 GHz) + 600 Mbps (2.4 GHz)—to boost signal directions, broaden coverage, clear out congestions, and reduce interference.

INTEL ANNOUNCES FOUR NEW PROCESSOR FAMILIES

ntel has introduced new processors for business, education, mobile and gaming computing platforms - all designed to offer the premium PC experiences people deserve, with the most choices and no limits. "Only Intel has the breadth of products spanning multiple architectures; the large, open ecosystem; sheer scale of manufacturing footprint; and deep technical expertise customers need to unlock opportunities in this era of distributed intelligence," said Intel Executive Vice President Gregory Bryant. For business, Intel introduced the 11th Gen Intel vPro platform, an unrivaled business platform delivering the industry's highest performance and world's most comprehensive hardwarebased security.

Intel also launched the Intel Evo vPro platform, the best laptop experience for business users. Laptop designs are verified on the Intel Evo vPro platform are stylish, thin and light and provide an amazing immersive visual experience. Additionally, Intel announced Intel Evo Chromebooks, enabling a new class of premium Chromebooks.

In addition, Intel also launched a new line of 11th Gen Intel Core H-series mobile processors for gaming that extends the 11th Gen mobile family of products and pushes the limits of what's possible for enthusiastlevel gaming in laptops as thin as 16 millimetres. Led by the Intel Core i7 Special Edition 4-core processor with up to 5 gigahertz (GHz) Turbo, these H35 processors are specifically targeted for ultraportable gaming.

They feature new Gen 4 PCIE architecture for connecting to latest discrete graphics and deliver amazingly low latency and immersive game play on the go.

HUAWEI APPGALLERY Launches New Features for Users



uawei Mobile Services has launched its latest version of HUAWEI AppGallery, featuring a new and enhanced way to discover content – for users in the Middle East and Africa. The newest update empowers users to smoothly discover an array of new apps, games, and resources on the platform and delve deeper into high-quality editorial content and more exciting updates and engaging features.

The new features reflect HUAWEI AppGallery's dedication to providing consumers with the best discovery experience, as it currently boasts a global user base of more than 530 million monthly active users. Informed by its users' feedback, this new version is more than just a new look; it provides tailored and localised topics based on users' unique interests, while showcasing trending apps and games with striking visuals complemented by descriptive and immersive content.

"The new version of HUAWEI AppGallery brings an exceptional and redefined experience to our users, which makes discovering new content more exciting than before," said Adam Xiao, managing director of Huawei Mobile Services in Middle East and Africa, Huawei Consumer Business Group. "Whether you're interested in productivity, entertainment, music, games, life-hacks, or anything else, you will find an outlet that quenches your thirst in HUAWEI AppGallery. We are hosting some of the best up-andrising apps with incredible potential, and every day, we are growing in the quality and quantity of what we are offering our users".

User experience is at the heart of the new UI, and the 'Featured' tab is one of its innovative core highlights. This tab makes it easier for users to search for apps and games handpicked by HUAWEI AppGallery's editorial team. With two different tabs for 'Apps' and 'Games', users also have access to new relevant, curated content including articles, expert guides, reviews, and trending applications every week. This aligns with HUAWEI AppGallery's goal to provide something new, every day - so users can expect new content and surprises whenever they revisit. The 'Promotions' and 'Gifts' tabs highlight the latest offers regularly carried out in the platform, including lucky draws, cashback offers, exclusive promos, and challenges to win. This tab is localised, generating the most user interaction due to proximity relevance.

With special rewards and exclusive offers, users keep coming back to HUAWEI AppGallery. Users are able to access free premium services and extra in-game credits when they download or sign up to select apps. This empowers them to discover and play via HUAWEI AppGallery with additional exclusive benefits, and empowers developers to showcase their apps to millions of users.

As more updates roll out in HUAWEI AppGallery, the platform seeks to continue optimising its user experience and offer a wide range of the world's best apps, games, content, and services to cater to users' interests.

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