# THE VOICE OF THE CHANNEL

ISSUE 290 | OCTOBER 2021 www.tahawultech.com

"Match your digital workplace strategy with Barco, touch or touch-less, button or app. It will be your way of working."

Erdem Soyal Vice President of Barco Middle East and Africa

> Transforming the Digital Workplace with ClickShare Conferencing and Presentation Range





## **PeopleLink**

### A2Z OF ENTERPRISE VIDEO COLLABORATION

Future of Digital Workplace Virtual & Digital Classroom | Virtual HealthCare

www.trigononline.com

#### Video Conference AV Hardware

#### **Video Enabled Applications**





Al Ghurair Group Company NGI House, 8th Floor, Deira, Near Deira City Centre Metro, P.O. Box 32610, Dubai, U.A.E. Phone: +971 4 3426060 Fax: +971 4 3547779 Email: info@trigon-gulf.ae Web: www.trigononline.com





ISSUE 290 // OCTOBER 2021



#### TOP STORIES

5

News round-up from the channel business world.

#### **INTERVIEWS**

14 Kinda Baydoun, manager, **Channels & Distribution Middle** East at Veeam, tells Anita Joseph how it is critical to support the partner ecosystem during periods of change and volatility, with flexible and innovative solutions.



Mario M. Veljovic, general manager, VAD Technologies, on how the company's constant quest for disruptive & innovative technologies is reinventing the distribution space.



26 Bahaa Eddine Al Indary, VP - Sales & acting general









manager, Raqmiyat, on how the company is helping to drive digital transformation across the region.



Sakkeer Hussain, director -Sales & Marketing, D-Link Middle East & Africa, on how the company is growing from strength to strength by constantly innovating and keeping up with change.



#### FOUNDER, CPI MEDIA GROUP Dominic De Sousa (1959-2015)

Publishing Director Natasha Pendleton natasha.pendleton@cpimediagroup.com

EDITORIAL

Editor Anita Joseph anita.joseph@cpimediagroup.com

OnlineEditor Daniel Shepherd daniel.shepherd@cpimediagroup.com

DESIGN Senior Designer Analou Balbero analou.balbero@cpimediagroup.com

ADVERTISING Group Sales Director Kausar Syed kausar.syed@cpimediagroup.com

Senior Sales Manager Sabita Miranda sabita.miranda@cpimediagroup.com

DIGITAL SERVICES Web Developers Adarsh Snehajan

webmaster@cpimediagroup.com

DIGITAL

www.tahawultech.com

#### Published by



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

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

Copyright 2021 CPI All rights reserved While the publishers have made every effort to ensure the accuracy of

all information in this magazine, they will not be held responsible for any errors therein

## It's finally here!





Anita Joseph Editor

t's that time of the year again when all roads lead to the most anticipated and eagerly awaited event of the year: GITEX 2021. After more than a year of watered-down events and cautious optimism, this year's event promises to be bigger, better and bolder than before. Rightly so, what's in focus this time is technology and

EDITORIAL

its various ramifications. One cannot wait to see what GITEX has in store, with all the who's-who of the tech world converging onto a common platform.

AT RME, we share the excitement. This October issue is all about GITEX, with loads of interviews, a GITEXspecial feature and some cool off-beat 5-in-5 sections. Our cover story is all about Barco's ClickShare, a revolutionary communication & collaboration tool that simplifies the meeting space, especially now with hybrid working all the rage.

We also have interviews with the likes of AmiViz, AlJammaz Technologies, SolarWinds, NetApp, Raqmiyat and Cohesity, to name a few. In addition, we also have the usual opinion and spotlight columns. Plus, we also give you a round-up of all the important channel news from the region you must not miss.

Our special feature has some of this year's GITEX participants telling us about what they intend to showcase at the event and their views on how the technology landscape is changing the way we do business.

This issue packs a punch-there's loads to read and absorb. But hey! Don't forget to attend GITEX 2021-there's so much excitement and energy waiting to be unleashed. See you there!



E-mail: anita.joseph@cpimediagroup. com



Facebook: www.facebook.com/ TahawulTech



Twitter: @TahawulTech



Instagram: @TahawulTech



AVEVA, a global leader in industrial software, driving digital transformation and sustainability, has announced that it is

participating in GITEX Technology Week 2021 to be held from 17–21 October. Together with its strategic partner, Schneider Electric, AVEVA will demonstrate its AVEVA<sup>™</sup> Unified Operations Center for Smart Cities, which seamlessly integrates systems, sites, people and assets for cities of the future, at the Middle East's largest technology exhibition.

AVEVA's Unified Operations Center for Smart Cities drives streamlined operational efficiency and reduced energy costs, while promoting adherence to cybersecurity, safety, and regulatory compliance.

"Our Unified Operations Center is the command-and-control solution for infrastructure and smart city operators based on an integrative 'System of Systems'

## AVEVA TO SHOWCASE WORLD-LEADING SMART CITY SOLUTIONS AT GITEX 2021

approach. It can be used to collate information from various data sources to anticipate and resolve problems even before they are presented, coordinate various resources and processes for seamless operation, and generally make more strategic decisions. It converges OT and IT technology into a single pane-of-glass solution, where the operator can effectively monitor and control entire city operations through a 'City in a Box' approach as we like to call it," said Dr Tariq Aslam, head of MEA, AVEVA.

AVEVA's Unified Operations Center for Smart Cities and Schneider Electric's IoTenabled sustainability platform – EcoStruxure Resource Advisor offer smart city operators a powerful solution. The EcoStruxure Resource Advisor is a best-in-class, AI-assisted, cloudbased solution for managing cross-enterprise energy and sustainability data, which shows how operators can track data across more than 400 categories to have near real-time access to their resource performance.

access to alon resource perior



#### FOCUS SOFTNET CELEBRATES 25 YEARS AT GITEX 2021 WITH LAUNCH OF FOCUS X

Focus Softnet, the leading software development and enterprise applications provider,

has announced the global launch of its nextgeneration ERP solution - Focus X at GITEX Technology Week 2021. Featuring in-memory computing, industry-ready templates, available on mobile and thin client, Focus X empowers organisations with Artificially Intelligent and Futuristic Applications (AIFA) AI and machine-learning driven statistics, predictive analysis and forecasting.

"The power and promise of the future is no longer a dream. We are excited to announce the global launch of Focus X, our nextgeneration ERP solution at GITEX Technology Week 2021. The advanced architecture of Focus X unlocks the true power of the ERP, facilitating real-time insights and advanced data-processing capabilities, while offering superlative security," says Ali Hyder, group CEO of Focus Softnet.

Focus X also includes advanced AI engine that sets it apart from conventional ERP, as it allows user to communicate with ERP and ask it to perform tasks such as fetching data, documents, reports etc. AI based predictive analysis would help many vertical industries in forecasting sales, manufacturing and stock requirements with over 101 algorithms to suit even the most unique business requirements.

Moreover, Focus X brings banking right within the application, increasing security along with ease of use and simplification. Organisations can initiate real-time transactions, and automatically reconcile the bank statement with entries in the accounting ledger.

"Focus X includes a plethora of modules that simplify and automate a vast array of tasks for almost every function in the organisation. Its visually appealing and easy-to-navigate UI provides clarity, reduces stress and allows you to access information you want with unparalleled speed. No more staring at the screen waiting for data to load! And if you need something, you can just ask AIFA. Whether it is a report you need at a moment's notice, or data pertaining to a specific transaction, AIFA's VUI (Voice User Interface) is ready to serve you," Hyder added.

#### TOP STORIES

#### VIDEONETICS JOINS RED HAT PARTNER CONNECT PROGRAM AS INDEPENDENT SOFTWARE VENDOR



Videonetics, the world's first AI & DL powered Unified Video Computing Platform (UVCP™) development company,

announced that it has joined the Red Hat Partner Connect Program as an Independent Software Vendor (ISV) for Red Hat Enterprise Linux and Red Hat OpenShift in India and South Asia.

Videonetics Intelligent Video Management Software (VMS) 3.0 delivers unified, next generation user interface, military-grade security, rugged with unprecedented levels of high availability and a future ready solution, for any size of deployment. It analyzes the attributes of servers, storage, network communication and other associated devices, with its AI algorithms in real time, and intelligently uses the capability of those devices to offer a fault-tolerant, fail-safe, responsive and rugged system for video management. It handles cybersecurity threats with its multipronged security measures to ensure users' data privacy, security, and data integrity.

Avinash Trivedi, VP - Business Development, Videonetics said: "We are delighted to be recognised as a Red Hat ISV Partner. By collaborating with Red Hat, we can provide truly unified solutions based on opensource technologies and practices, with an added layer of security features and easier maintenance, that helps ensure greater confidence and stability for customers."

"We intend to deploy advanced container native technologies across cities, municipalities, industries, aviation & mass transportation, education, and healthcare for a wellconnected infrastructure," he added.



FUTURE OF WORK Nutanix, a leader in said hybrid multicloud at Na computing and deliv Citrix Systems Inc, deple are announcing a coml strategic partnership Platf through which HCI

they will provide

secure, on-demand, and elastic access to apps, desktops, and data from any device, in any location, at any scale through Nutanix hyperconverged infrastructure (HCI) and hybrid multicloud deployments of Citrix DaaS and Virtual Apps and Desktops services.

"Organisations continue to look for IT solutions to support the agility, flexibility and reliability required for a hybrid workforce,"

in said Tarkan Maner, Chief Commercial Officer at Nutanix. "Together, Nutanix and Citrix can deliver remote work solutions which can be deployed across private and public clouds, combining the simplicity of the Nutanix Cloud

NUTANIX & CITRIX TEAM UP TO POWER

Platform, powered by the industry-leading HCI software, with Citrix Virtual Apps and Desktops services, to empower workers, wherever they happen to be."

The partners have a successful track record of doing so, jointly powering remote work environments for thousands of customers, including large enterprises such as Fairway Independent Mortgage Corporation, large public institutions such as Arizona State University, and across vertical industries including healthcare, financial services and more.

#### AMIVIZ INKS NEW PARTNERSHIP WITH ZINAD



AmiViz, the Middle East region's first enterprise B2B marketplace, has announced that the ZINAD suite of cybersecurity services and solutions will now be available on its marketplace at www. amiviz.com, and that channel partners can buy the products through the web portal or the mobile app.

The entire stack of ZINAD solutions will also be available on AmiViz's Virtual Customer Experience Centre (CEC LAB). This will help resellers demonstrate to their customers the product

.....

capabilities and integration with other vendor technologies by providing a unique customerspecific environment in the cloud. Customers can request for a POC in the cloud or on-premise to explore the product capabilities. ZINAD is a leading cybersecurity services and solution provider with a global presence. Ahmed Kanoma – Regional Sales Manager at ZINAD said, "We are extremely happy to partner with AmiViz, and their B2B marketplace offers us a perfect platform to take our services and solutions to a wider audience at a faster pace and a lower cost, which will open up several new opportunities for us as well as allow partners to engage with us and explore new business opportunities."

#### HPE GREENLAKE EDGE-TO-CLOUD PLATFORM POWERS DATA MODERNISATION Hewlett Packard that provides a cloud experier



Enterprise has announced a sweeping series of new cloud services for the HPE GreenLake edgeto-cloud platform, providing customers with unmatched capabilities to power

digital transformation for their applications and data. This represents HPE's entry into two large, high-growth software markets – unified analytics and data protection. Together, these innovations further accelerate HPE's transition to a cloud services company, and give customers greater choice and freedom for their business and IT strategy, with an open and modern platform that provides a cloud experience everywhere. The new offerings, which add to a growing portfolio of HPE GreenLake cloud services, allow customers to innovate with agility, at lower costs.

"The big data and analytics software market, which IDC predicts will reach \$110 billion by 2023, is ripe for disruption, as customers seek a hybrid solution for enterprise datasets on-premises and at the edge," said Antonio Neri, president and CEO, at HPE. "Data is at the heart of every modernisation initiative in every industry, and yet organisations have been forced to settle for legacy analytics platforms that lack cloud-native capabilities, or force complex migrations to the public cloud that require customers to adapt new processes and risk vendor lock-in.

#### CLOUD BOX TECHNOLOGIES TO HIGHLIGHT DIGITAL TRANSFORMATION SOLUTIONS AT GITEX



Cloud Box Technologies has been gaining market inroads with the services and solutions it has been providing

customers in the UAE. For the first time this year, the company will be participating at GITEX Technology Week 2021. As a Platinum Partner of Dell, they will be focusing on Dell EMC PowerStore Storage as well as the advanced Dell EMC VxRail Hyperconverged Infrastructure Solution at Hall 6, Stand A1 at the Dubai World Trade Centre.

"Being a Dell partner gives us a strong advantage to be able to offer a set of world class products to our customers. As Cloud Box Technologies, we provide value added services and unique solutions to our customers who are looking to achieve their digital transformation goals. We are excited to be a part of the region's largest IT industry event and look forward to meeting our present as well as future customers," said Ranjith Kaippada, managing director, Cloud Box Technologies.

Partnering with best-of-breed vendors has enabled Cloud Box Technologies to be a trusted Systems Integrator to a diverse set of customers across different industries including healthcare, banking and finance, retail, manufacturing, etc. Additionally, the company has been recognised for its strong capabilities and experienced team that have been able to work with customers to provide tailor-made solutions to meet their business objectives.

Visitors will be able to interact with Cloud Box Technology senior executives and gather in-depth information about the company's solutions and services at the event.

#### VEEAM UPDATES EXTEND ADVANCED SUPPORT FOR CLOUD ADOPTION AND MODERN DATA PROTECTION



Veeam Software, the leader in backup, recovery and data management solutions that deliver modern data protection, has announced the new update to its flagship product, Veeam Backup & Replication, as well as multiple updates to its product portfolio that deliver enhanced cloud-native capabilities. Veeam Backup & Replication v11a follows the release of V11 in Q1'21. The most advanced data protection solution for Cloud, Virtual, Physical, SaaS and Kubernetes workloads has been

downloaded more than 300,000 times since its initial release.

Veeam extends its platform increasing value for customers as they move to the cloud, including expanded native protection for AWS, Microsoft Azure and Google Cloud Platform, Veeam backup repository integration for Kubernetes, and centralised management for IBM AIX and Oracle Solaris protection. Veeam Backup & Replication v11a provides even greater platform support, including Microsoft Windows Server 2022, as well as broader capabilities that help ensure that data is protected, no matter where it's located. "The cloud is not 'new' for most organisations," said Danny Allan, CTO & SVP, Product Strategy at Veeam. "According to our recent Veeam Cloud Protection Trends Report1, more than 40% of organisations have been using production services in the cloud for more than 24 months. Data is moving, IT platforms are changing, and Veeam continues to evolve to support these moves and deliver the most simple, flexible, reliable and powerful backup solutions.

### **MICROSOFT UNVEILS WINDOWS 11 TO COLLABORATE, CONNECT, AND CELEBRATE**

Microsoft has announced that Windows 11, an operating system designed for the world of hybrid work, is now available to businesses and consumers across the region.

Pre-loaded in select PCs and available through an upgrade of Windows 10, Windows 11 empowers productivity, inspires creativity, and promotes wellbeing in hybrid work environments, by allowing its users to strike a balance between productivity and play.

"Hybrid work may be the future, but it brings its own challenges," said Mohammed Arif, business group director, Modern Work and Security for Microsoft UAE. "Windows 11 has now arrived to bring an inclusive, easy, inspirational experience to everyone and help them achieve more than ever before. Tools that allow you to work from anywhere as if you were



speed, efficiency, and optimised experiences, be they through touch, digital pen, or voice input. Microsoft has included new accessibility options designed by and for people of determination, and a new design and new sounds provide a work environment of calm and ease. Snap Layouts, Snap Groups, and Desktops provide more powerful ways to multitask and optimise screen real estate.

Windows 11 was built for the

#### **MINDWARE TO FOCUS ON BUSINESS CONTINUITY** AT GITEX 2021



Mindware, one of the leading regional IT Value-Added Distributors in Middle East and Africa, has announced its presence at GITEX Technology Week. The company's participation will be centered around the theme of 'Business Continuity' with the aim of helping partners and their customers endure the current challenging environment, identify market opportunities, and eventually emerge stronger out of the pandemic era.

Nicholas Argyrides, GM - Gulf at Mindware said: "As businesses embrace the hybrid workplace model in the light of the pandemic, technology firms have clearly adapted to the requirements of this new environment by focusing on security, connectivity and accessibility. We have seen vendors launching new products and solutions to cater to the needs of organisations undergoing digital transformation. "GITEX this year is, unquestionably, a special one. Following our absence last year due to the pandemic, after more than 20 years of participation, our aim this year is to welcome the world back to the event and to the region. The current turmoil in the market lengthy lockdowns, ongoing budget cuts, industries bleeding losses - has been a major constraint to businesses. Supply and demand across all geographies and verticals have been disrupted. We hope to utilise GITEX as a platform to listen, advise, guide, and support our channel partners in a similar manner, to ensure their business continuity. We also wish to assure our associates of our company's resilience and permanence as their value-add distribution partner in both the good as well as the challenging times."

#### NEWSMAKERS

#### KINGSTON TECHNOLOGY RECEIVES INTEL PLATFORM VALIDATION ON DDR5 MEMORY

**Kingston Technology Europe Co** LLP, an affiliate of Kingston Technology Company, Inc., a world leader in memory products and technology solutions, has announced that its forthcoming DDR5 UDIMMS has received Intel Platform Validation. This marks the first and arguably most important milestone in validating compatibility between Kingston DDR5 memory solutions and Intel platforms utilising DDR5.

Kingston's introductory portfolio of DDR5 memory will be the first in a series of high performance, low to high capacity, multiple form factor solutions in support of DDR5 based platforms debuting over the next year. After developing the next generation of DDR memory, Kingston is providing over 10,000 DDR5 UDIMM samples to major motherboard manufacturers and technology partners in support of the platform launch. By supporting partners early, Kingston is doing its part to lay the foundation for a successful product launch.

"We are looking forward to unveiling our latest DDR5 portfolio and have made significant investments into enabling the upcoming launch," said Bernd Dombrowsky, VP Sales & Marketing, Kingston EMEA. "By early sourcing of components during a global shortage to enhancing our production infrastructure with the latest DDR5 platforms, we are able to support high volume demand. From the partner level through to the end-user, Kingston Is With You, and here to take the lead with the next generation of memory," he added.

### EUFY SECURITY INTRODUCES THE NEW OUTDOOR CAM PRO C24 (WIRED) TO ITS INNOVATIVE RANGE OF SMART HOME SECURITY CAMERAS

Adding to its wide range of Smart Home Security Cameras, eufy Security by Anker has introduced the new 'Outdoor Cam Pro'. This latest offering from eufy Security is loaded with superior technology to make it a Mini but Mighty Wired Security Camera.

With ULTRA 2K resolution and F2.0 aperture, Outdoor Cam Pro gives stunning colours and details during any part of the day. At night, with its built-in spotlight it illuminates the surrounding area when motion is detected and captures the footage in vivid colour. (Colour Night vision Feature is the added advantage).

With IP67 weatherproof-rating, the Outdoor Cam Pro stays safe with greater protection even during extreme weather. It's also equipped with 32GB memory card and



can be extended up to 128GB thus giving a subscription free security all-round the year.

The magnetic mount and 20ft Cables allows one to easily install the camera anywhere in their property. This amazing security camera from eufy Security is priced at AED 299 and is available at all leading electronics stores - Jumbo electronics, Sharaf DG, Virgin Megastore & Lulu Hypermarket etc.

### AXIS TO HOST DEDICATED SMART CITIES TECHNOLOGY CONFERENCE AT EXPO 2020



As part of its participation in Expo 2020, global security and surveillance leader Axis Communications will be hosting six high-impact technology conferences from 1st October 2021 to 31st March 2022. Covering topics that range from artificial intelligence for a smarter, safer tomorrow to securing the 5G era, the Axis team will be presenting these dynamic events at the Sweden Pavilion in the event's sustainability district in Dubai. Participants can expect to be inspired and engaged as Axis experts discuss key industry trends that are shaping our world and showcase powerful solutions for smarter, safer, and more sustainable cities. The first Axis conference titled 'Share in the discovery of smart cities' took place on place on 12th October 2021 and focused on how the organisation enables cities

worldwide to evolve from safe to smart through its innovative cameras, IoT sensors, and surveillance analytics. Axis empowers governments and businesses to understand, manage, and enhance three key areas of urban life: public safety, urban mobility, and environmental monitoring. Ettiene van der Watt, regional director - MEA at Axis, and Marcus Filipsson, Axis director of Special Marketing Projects, opened the conference. They will be joined by Andrea Sorri, the company's segment development manager of Smart Cities, who will discuss making cities more liveable.



### TRUE VALUE-ADDED DISTRIBUTOR







Meet us at Hall 1 (H1-C1) DUBAI WORLD TRADE CENTRE | 17 - 21 OCT, 2021

info@starlinkme.net www.starlinkme.net

## رقمیات Raqmiyat

## System Integration. Digital Transformation. **FORGING A FUTURE THAT CONNECTS IT ALL**

#### ○ The Future Of Smart Businesses

Enterprise Business & Digital Transformation | Cybersecurity | IT Quality Assurance | AI/Bot Platform | Next-Gen ERP | Robotic Process Automation | Enterprise Analytics

## The Next In Banking & OFinancial Services

Digital Banking | Enterprise Payment Hub | Payment Systems (Real-time & CBUAE) | Mobile Payments & Blockchain | Financial Peripherals |

#### The Tomorrow Of Technology Staffing

IT Professionals Outsourcing | Managed Services | Microsoft Services | Infrastructure & Datacenter Management | Helpdesk/End User Support | IT Training | Network & Security Management

UAE | KSA | India

www.raqmiyat.com

#### SAVOYE INTRODUCES AUTONOMOUS ROBOTICS IN MIDDLE EAST SUPPLY CHAIN

#### Savoye, a leading global player in the

design, manufacture, and integration of automated and robotics system in logistics and supply chains, has become a partner and integrator of HAI Robotics, world leader in Autonomous Casehandling Robotics (ACR) system. The partnership is poised to bring HAIPICK solution in the Middle East, where there is a notable demand for autonomous technology solutions in the supply chain and logistics sectors.

The HAIPICK system features autonomous and intelligent functions such as robots that pick and place boxes or bins on storage shelves up to five to seven meters high and able to carry up to eight loads to continuously feed goods-to-person picking stations. Further, the solution is flexible and works well even in extreme weather environment.

Alain Kaddoum, Middle East managing director at Savoye said: "This partnership with



HAI Robotics is another opportunity for us to offer an innovative and cutting-edge solution for supply chain organisations particularly in the Middle East. The HAIPICK solution complements our in-house solutions like goods-to-person X-PTS Pick Station, LED strip-based put-to-light shelves, INTELIS conveyors, and WMS and WES control software with HAI Robotics mobile robots, allowing us to deliver a distinct solution to our clients in the region."

### MANAGEENGINE ANNOUNCES NEW OFFERINGS UNDER UNIFIED ENDPOINT SECURITY PORTFOLIO AT GITEX 2021



ManageEngine, the enterprise IT management division of Zoho Corporation, has announced its participation in GITEX Technology Week 2021, which will be held from October 17-21, 2021 at the Dubai World Trade Centre. The company will use GITEX 2021 as a platform to launch its new endpoint data leak prevention tool under its unified endpoint security offerings, along with new intelligent ransomware prevention capabilities as an add-on to ManageEngine's flagship endpoint management solution, Desktop Central.

At the event, ManageEngine will also focus on its best-in-class IT management solutions and its

wide range of IT security solutions that can help organisations enhance their operational efficiency and strengthen their security infrastructure, respectively.

"With cyberattacks rapidly evolving in complexity, the level of security that was once sufficient is now

inadequate," said Rajesh Ganesan, vicepresident, ManageEngine. "Organisations need to stay a step ahead of attackers, and that calls for a holistic approach to security designed from the ground up and augmented with tools that have intelligence and real-time information to thwart every single attack." he added.

"The Middle East and Africa region is an important market for ManageEngine, and GITEX 2021 is a strategic event for us to promote our comprehensive IT management and security solutions and increase our brand visibility," said Nirmal Manoharan, regional director of sales, ManageEngine. ONE IN THREE SMBS IN UAE LAUNCHED NEW PRODUCTS DURING PANDEMIC: KASPERSKY

## kaspersky

When the pandemic began in March 2020, developing new products was a way to respond to the uniquely challenging situation for 30% of small and medium companies, according to a recent Kaspersky study. The lockdowns shook the financial wellbeing of the majority of SMBs in the United Arab Emirates (62%), and they had to take many cost-saving measures. In light of this, launching new offerings or business opportunities, as well as other measures taken, was an effort to survive.

In addition to the launch of new products and services, as an active response, nearly every fifth organisation entered new business sectors (18%). For companies in events, entertainment, art and culture, or even healthcare sectors, that might mean launching digital alternative of their physical offerings; for shops or restaurants – enabling online sales and building delivery process; for manufacturers – producing masks, sanitizers and other medical accessories or focus on goods for home comfort.

Among other anti-crisis measures, predictably the most common, was allowing all or most employees to work remotely (58%). But the majority of decisions still aimed to optimize expenses: organisations introduced budget cuts (46%), reduced pay or working hours (42%), diverted budgets or stopped investment plans (38%). One in ten companies had to take critical measures such as laying off employees (18%), or stop paying bills (16%).



## **PR09541WT**

### THE WORLD'S FIRST A3+ 5 COLOUR DIGITAL LED TRANSFER & SCREEN PRINTER

Grow your business by accessing lucrative new revenue streams with OKI's new Pro9541WT printer for the production of customized garments, hard surface goods, textiles and more. This innovative device integrates single pass, 5-colour printing technology and a special toner formula to deliver 'true' black, brilliant white and vibrant CMYK for luminous results on demand.





To find out more visit www.oki.com/me



#### PURE STORAGE INTRODUCES PURE FUSION

#### Pure Storage the

IT pioneer that delivers storage as-a-service in a multi-cloud world, has announced Pure Fusion, an industry-first self-service, autonomous storage platform that marries the best of enterprise storage with the agility and scalability of the cloud. Pure Fusion delivers a SaaS



management plane that pools storage arrays into availability zones and automates previously complex tasks such as workload placement, workload mobility, and fleet rebalancing. It also includes a new API framework that enables both storage teams and end users to operate in an ondemand, storage-as-code model that integrates with the developer tools they use today.

Pure Fusion delivers a new infinite scale-out storage model that unifies arrays and optimises storage pools on the fly, bringing the simplicity of the cloud operating model anywhere with on-demand consumption and back-end provisioning. End-users will be able to rapidly consume volumes, file systems, and advanced data services like replication without waiting for back-end manual work, making hardware truly invisible.

Pure Fusion, coupled with the powerful Pure portfolio, will take performance, density, and data availability to new levels.

"Customers want a new agile storage experience that is fully automated, self-service, and pay-as-you-go. Pure Fusion breaks down the traditional barriers of enterprise storage to deliver true storage-as-code and much faster time to innovation." -- Ajay Singh, chief product officer, Pure Storage.

#### AVAYA TO DEMONSTRATE COMPOSABLE SOLUTIONS ENABLING EXPERIENCES THAT MATTER AT GITEX

AVAYA

#### Avaya, a global leader in

solutions to enhance and simplify communications and collaboration, has announced its participation at the 2021 edition of GITEX Global, where the company will demonstrate the composable solutions that organisations need to keep up with changing customer expectations. Improving the quality of experiences through both the customer and employee journey has become among the most important differentiators and creators of brand affinity for organisations globally.

But with consumer and employee demands constantly changing, businesses are struggling to keep pace using legacy technologies.

According to Avaya's "Life And Work Beyond 2020" survey, over one third of respondents prefer a mix of ways to engage with and contact organisations, including a phone number on every webpage or app (69%). And 60% of employees support policies that embrace hybrid working.

At GITEX 2021, Avaya will showcase a vision of Total Experience that enables organizations to compose the solutions they need to address these trends, at cloud-speed, with Avaya OneCloudTM, the AI-powered experience platform.

The company's presence will also host a number of Experience Builders, a global ecosystem of Avaya experts, partners and customers accelerating digital transformation, meeting the API economy head-on, and elevating employee and customer experiences.

#### SNAP INC. APPOINTS NEW PRODUCT MARKETING LEAD IN MENA

NEWSMAKERS



#### **Snap Inc. has appointed** Zadi Hobeika as its new Product Marketing Lead in MENA, focusing on performance advertising solutions. The new appointment comes in line with Snap's continued investment in the region to scale its digital advertising solutions and ensure that brands effectively connect with its 75 million engaged, creative and diverse users in the MENA.

Based in Dubai, Zadi is an expert in the digital ecosystem, from both commercial and product perspectives. A tech enthusiast and entrepreneur, Hobeika is the founder of two successful startups - last of which was an E-commerce venture. He most recently played an integral role in launching TikTok's advertising business in MENA. He is rejoining Snap after being part of the initial team that launched Snap in the MENA market in 2017.

In his new role, Zadi will be responsible for defining Snap's advertising product strategy in the region. He will be focusing on performance-oriented brands, consulting with both brands and agencies teams on how they can drive significant business ROI, utilising Snap's full suite of video and Augmented Reality products. His responsibilities include building awareness and adoption of Snapchat's performance advertising solutions.

## STRENGTHENING CHANNEL PARTNERSHIP

Kinda Baydoun, manager, Channels & Distribution Middle East at Veeam, tells Anita Joseph how it is critical to support the partner ecosystem during periods of change and volatility, with flexible and innovative solutions.

IN MY OPINION, THE SECRET TO A SUCCESSFUL PARTNERSHIP BETWEEN VENDOR AND CHANNEL PARTNER IS WHEN THIS COLLABORATION BRINGS SUSTAINABLE AND PROFITABLE BUSINESS TO BOTH PARTIES."

Software in the Middle East. Since the beginning of my career in the IT industry, I have been on the infrastructure side, so changing to the software side of the business for the first time, makes me feel very excited and motivated. I have a lot to learn and serving Veeam – the leader in backup, recovery and data management solutions that deliver Modern Data Protection – makes me feel that my career aspirations are being fulfilled.

My new role allows me to leverage my broad network and contacts, as well as deep regional market insights to continue building Veeam's channel ecosystem in the Middle East. My strategic approach is to segment the channel ecosystem and focus on the development and empowerment of partners and distributors who have selected Veeam as their Modern Data Protection vendor of choice. I also intend to recruit new high-potential partners and cloud service providers into the ecosystem.

#### Veeam has always had a strong channel growth story. What has been the chief driver of growth so far?

In my opinion, the secret to a successful partnership between vendor and channel partner is when this collaboration brings sustainable and profitable business to both parties. With thousands of success stories across all industries, reliable products, a clear vision, continuous investment in R&D and dominating solutions provider in the industry, I believe any channel partner is eager to be a part of this success story.

At a time of great change and uncertainty as far as the business climate is concerned, how do you see the channel roadmap for Veeam's partners evolving? I strongly believe that we need to be very close to our channel partners



during this difficult time of uncertainty by showing them support, empathy, and patience. Today, customer IT departments are facing budget cuts. In this scenario, Veeam is coming up with creative solutions, such as introducing subscription-based financial models and more flexible credit terms in collaboration with our distributors and alliance ecosystem. At the same time, we are helping our highly qualified partners transition to the Veeam ProPartner Network where the most suitable program will be chosen based on the partners capabilities, like the Veeam Cloud Service Provider (VCSP) program. This program is a great way to offer the entire portfolio of Veeam 'as-a-Service' to the partners' customers. Here, partners/service providers will be invoiced only once their customers start using the service.

Will you be looking at changes to the existing partner program, or any other strategic change of direction as far as channel programs are concerned? The Veeam ProPartner Network program is kept simple and focused on developing partner skills and helping them to build-up and maintain a profitable, growing business. I plan to implement a joint business plan discipline with top and growth partners. The joint business plan will be the foundation of all activities we drive for the channel. It is a very structured approach that ensures that we are running strategic initiatives with partners with the biggest potential and highest level of commitment. The initiatives should be relevant to both the partner's business and Veeam's strategy and focus areas. Each initiative will have a growth target and will be mapped to a business plan that will include account mapping, enablement, as well as sales and marketing activities, that all have the objective of supporting the partner in the execution phase.

How do you see the changing role of the channel? Going forward, do you envision a

#### more collaborative approach in the channel - perhaps a more aggressively collaborative one?

The channel is a critical role and a decisive success factor in the organization. It is very easy to be labelled as an overlay as the efforts that are invested in the channel are not tangible and can take time to be visible. I have had many discussions throughout my career and during my previous roles about how the channel can be an engine that brings incremental business and provide world-class post-sales support to our customers. In my opinion, it is all about working proactively with our partners, understanding their business, implementing smart business plans which are relevant to their business, fully collaborating with the sales team, leveraging our partners' skills in areas that can complement our solutions and services while engaging key alliances in our plans. And in the end, trust and transparency are key to any successful and longlasting partnership. 🗠



## SASE LEADER IBOSS TO Make its presence Felt at gitex 2021

*iboss will be exhibiting alongside its UAE based regional value-added distributor SCOPE Middle East.* 

boss, the leading SASE cloud security provider, will be showcasing at GITEX 2021. iboss addresses today's challenge of securing network connectivity from any device to any application, while users work from anywhere. As companies of all sizes consider a long-term remote or hybrid work model, traditional on-premises network security solutions are simply no longer capable of ensuring users are both safe and productive.

iboss will be exhibiting alongside its UAE based regional value-added distributor SCOPE Middle East at Hall 1 – H1-23, the SASE leader will demonstrate how its proprietary containerised architecture, designed 100% for the cloud, efficiently and easily moves network security to the cloud, providing organisations and their employees fast and secure access to public and private applications. iboss' best-in-class platform allows users to quickly and securely access any cloud applications they need, such as Microsoft 365, Zoom, DropBox and more.

"The 'work from anywhere model' is here to stay," said Paul Martini, CEO of iboss. "As employees continue to leverage cloud-based productivity apps, organisations need to follow suit with their network security and ensure their workforces have secure, fast and reliable internet connections."

Expert Insights, the premier resource for organisations around the world to research and compare cybersecurity solutions, recently named iboss a winner in the Fall Best-Of Cybersecurity Awards. iboss was recognised as a top provider in the Best-Of Web Security award category. 'Best-Of' winners have been hand selected by Expert Insights' editorial team and highly experienced technical experts, highlighting the most innovative and powerful solutions currently on the market and giving them the recognition that they deserve. Awards are based on a number of factors—including product features, ease of use, market presence, and customer satisfaction scores.

#### About iboss:

iboss is a cloud security company that enables the modern workforce to connect securely and directly to all applications from wherever they work. Built on a containerised cloud architecture, iboss delivers security capabilities such as SWG, malware defense, RBI, CASB and data loss prevention to all connections via the cloud, instantaneously and at scale. This eliminates the need for traditional network security appliances, such as VPNs, firewalls and web gateway proxies, which are ineffective at protecting a cloud-first and mobile world. Leveraging a purpose-built cloud architecture backed by 230+ issued and pending patents and more than 100 points of presence globally, iboss processes over 150 billion transactions daily, blocking 4 billion threats per day. More than 4,000 global enterprises trust the iboss Cloud Platform to support their modern workforces, including a large number of Fortune 50 companies. To learn more, visit https://www.iboss.com/.

#### About SCOPE Middle East:

SCOPE Middle East is an award-winning specialty value-added distributor (VAD) in the Middle East, Turkey and Africa (META) region, specialising in innovative and best-of-breed cyber security, networking performance, mobility and cloud solutions. SCOPE Middle East aims at creating value through demand generation, access to markets and efficiency.

Meet the iboss experts at GITEX 2021. Book a meeting: https://www.scopeme.com/gitex2021/





**C10** 

## Welcome to the World of WiFi 6 & 5G

At Linksys our mission is to build the world's most reliable, innovative, future-ready wireless technologies that can securely connect every person and everything, effortlessly. At GITEX 2021, we're giving centre stage to **5G**, **WiFi 6**, **Cloud Management and more**. Come to our booth and discover it for yourself!

See you there!

linksys.com/ae

#### INTERVIEW // VAD TECHNOLOGIES



## REDEFINING THE DISTRIBUTION MARKET

Mario M. Veljovic, General Manager, VAD Technologies, on how the company's constant quest for disruptive & innovative technologies is reinventing the distribution space. ow does VAD scout disruptive & innovative technologies and successfully establish them in the Middle East?

I love this question! In fact, it's a "Billion Dollar Recipe" that has several ingredients and is refined with a unique & secret VAD Technologies Factor. But let me share with you some insights of what we do to help our partners to be successful in an increasingly complex and competitive business environment.

To start with, let's define what disruptive & innovative technologies are, especially as "disruption" is nowadays very conveniently used to just hype a product, solution or even a go-to-market. Unfortunately, too much of it is just "Old Wine in new Bottles".

For us it's all about looking for simplification of a technology, which will lead to a Lower Total Cost of Ownership (TCO) or other significant advantages that will justify an investment in any such "new" technology.

This constant search for disruptive & innovative technologies leads us to very entrepreneurial vendors that challenge the established players and market leaders.

To make our mission successful, VAD Technologies works with various Industry Organisations & Associations. such as the Global Technology Distribution Council (GTDC), ContextWorld and many others, to proactively scout disruptive and innovative technologies from major IT Research & Development centers around the globe. Furthermore, the team constantly examines most of the world's leading research & advisory company's frequent reports, such as the "Magic Quadrants" from Gartner or other reports from Forrester, IDC, Evalueserv and Nielsen, to name a few.

Last but not least, we observe the regional market and track the executive movements inside the channel ecosystem very closely.

Visiting international ICT Trade exhibitions and conferences, such as GITEX, GISEC, InterSEC, GESS, CES, MWC, IFA and many others, is another important aspect of the product management team.

Once we found and evaluated the "Unicorns" we need to build a launch plan with realistic timelines and business expectations. While everybody wishes to take the market in the storm – including myself by the way – it all needs patience and more over consistency.

If you are looking for a quick win, better focus on something else!

That's why all our partnerships are going back for a long time. And this is particularly true for the team, which works together for many years, the channel partners we consider real friends and our key people insight the vendors we are working with.

Distribution is a complex and competitive activity, especially in this region. So, how does VAD make its voice heard in all the cacophony? Thanks to publications such as ResellerME and people like you, we have a strong reach to top industry leaders and key decision makers in the ICT World. Our social media team is obviously taking an important active role in our marcom strategy and allows us to get our message unfiltered to those we would like to reach.

But most importantly, it's our track record in the market of successfully launching disruptive and innovative technologies. We take pride in being see as "Founding Members" or sometimes even as "the First Staff" in the region for many of our vendors. Our partners know that we genuinely committed to their long-term success, and we go through good and bad times with them, till we achieve victory.

#### What are some of the main challenges you face in your journey today, especially in the battle with new and emerging technologies?

Something important to mention here is that we have taken a conscience decision to establish VAD Technologies as a leader in scouting and promoting disruptive & innovative technologies in the region. As such we haven't gone



#### **"WE HAVE BEEN WORKING ON THE CLOUDIFICATION OF OUR PRODUCTS & SOLUTIONS OFFERING AND HAVE DONE A VERY GOOD JOB OVER THE YEARS TO UNDERSTAND THIS MARKET WELL AND ESTABLISH OURSELVES AS PIONEERS AND LEADERS IN THIS SPACE."**

the easy way to build this business, but it's understood that this is an important and strategic mission that comes with challenges. Hence, we welcome challenges and take them in a positive spirit, as they drive us to advance and prosper in this Industry.

However, ultimately any distribution business is about building Economy of Scale and your business has to be equipped accordingly with the right finances and resources. Accordingly, identifying the emerging technologies from a long list of disruptive & innovative technologies is crucial and key to success to drive a healthy and profitable business.

Another challenge we see is the higher fluctuation of senior executives in the vendors we are working with. It needs time to build relationship, align strategies and work on execution of the agreed business plans, and any change in stakeholders is impacting the success of the joint mission.

A reason for this fluctuation could be that many times we see people moving from market leaders into very entrepreneurial business environments, but still maintain an "old fashioned" mentality. As mentioned earlier, it needs patience and consistency to be successful in this new era of disruptive technologies!

#### What do you think are some of the key trends in the distribution market today?

We have been working on the "Cloudifcation" of our product & solutions offering and have done a very good job over the years to understand this market well and establish ourselves as pioneers and leaders in this space.

We are focusing now on bringing AIbased solutions to the market that will support human efficiency. Key trends we see here are AI-powered computer vision and communication bots.

Last but not the least, together with our high-performance data centre solution vendors and channel partners we are working on bringing public cloud experience into enterprise customer's onpremise data centres across the Middle East. Vendors have created fantastic value propositions to allow customers gain the agility and financial flexibility their business needs to accelerate their digital transformation journey.

#### SPECIAL FEATURE // GITEX



## FUTURE FORWARD

GITEX 2021 is here and it's bigger and better than ever. At Reseller ME, we spoke to some of this year's participants to discover what it means to be back on the global stage after a long hiatus, and here's what they said.





Amir Kanaan, managing director for the Middle East, Turkey and Africa at Kaspersky



his year, GITEX is bigger than ever: After over a year of watered-down events and slow testing of the waters, GITEX promises to bring the world back in full force on a common platform

to discover the power of technology and its ramifications.

For Aaron White, sr. sales director, METI at Nutanix, one of the most popular and fastest growing trends today is multi-cloud or hybrid cloud, and Nutanix will exhibit under the theme 'Cloud on Your Terms'. "The technology spotlight will be on Nutanix's simple, flexible, and costefficient platform - one that offers freedom of choice and enables true hybrid and multicloud computing."

"Nutanix will showcase three main solution categories – Cloud (Private or Hybrid), End-User Computing and Databases," he adds. "These technologies are designed to work holistically together to build a resilient IT infrastructure for organisations. They have security in their DNA, simplicity at their core, and flexibility to ensure the customer always has the power of choice."

Amanulla Khan, managing director at Linksys Middle East, Turkey & Africa says: "Apart from our key driving forces like Mesh WiFi, cloud management and our industry-leading Linksys App, an emphasis is being placed on enterprisegrade networking performance and security. Our strategic alliance with Fortinet enables us to offer enterprisegrade connectivity and security, with unparalleled quality of service, to organisations that need to provide seamless and secure connectivity for their employees to efficiently work from home. The partnership will also address the issue of the homework gap among students as schools are re-opening with hybrid models for learning with the Linksys HomeWRK for Education. We will also be showcasing an all-inclusive line-up of 5G solutions which go hand-in-hand with the accelerated 5G infrastructure roll-out in the Middle East.

Amir Kanaan, managing director for the Middle East, Turkey and Africa at Kaspersky says the main technology trend today is that of Remote Desktop Protocols (RDPs) which have been targeted by cybercriminals as a means of hacking into the remote access software that employees use. "At THE MAIN TECHNOLOGY TREND TODAY IS THAT OF REMOTE DESKTOP PROTOCOLS (RDPS) WHICH HAVE BEEN TARGETED BY CYBERCRIMINALS AS A MEANS OF HACKING INTO THE REMOTE ACCESS SOFTWARE THAT EMPLOYEES USE."

GITEX this year we will be showcasing our complete suite of products and services that fall within our 'Expert Framework'. Built to tailor to the technical expertise of every company, it starts with the Security Foundations, where our offering will block the maximum possible number of threats automatically. Our experts will also be present at GITEX to aid organisations with building their Security Operations Center (SOC) - in order to fight modern global cyber threats, today's organisations need a SOC that is equipped with the technologies, security intelligence and knowledge that empower it to adapt to ongoing challenges in a changing threat environment," he points out.

According to Alain Penel, regional vice-president – Middle East at Fortinet, AI is the trend to watch out for. "By leveraging AI-driven solutions, organisations can achieve clear visibility into every device accessing a network at any given time. In addition, it can also automatically investigate the influx of alerts that have traditionally required manual input from security teams, enabling them to make better informed decisions, create a more proactive and efficient security program."

Fortinet is making its presence felt at the mega event by demonstrating how businesses can leverage these technologies such as Secure SD-WAN, Fortinet Adaptive Cloud Security Solutions and FortiXDR to accelerate their digital transformation initiatives. "We will be hosting live demonstrations at our stand (located in hall 7, stand no A20), to not only highlight the features of the Fortinet Security Fabric, but also how businesses have benefitted on various levels - from productivity to scalability. We will have three pods in our stand to give our customer virtual experience of our solutions."

For Bachir Moussa, regional director – MEAR at Nozomi Networks, greater connectivity across IT, OT & IoT environments is a massively growing trend that's showing no signs of slowing down – and it has a huge implication on cybersecurity. 5G and cloud-enable environments are also gaining interest.

"This year Nozomi Networks will participate at GITEX with our partner Moro Hub," he says. "It will be a great opportunity to learn more about our full portfolio of industry leading OT and IoT security solutions. Nozomi Networks products are deployable onsite and in the cloud and span across IT, OT and IoT to automate the hard work of inventorying, visualising and monitoring industrial control networks through the innovative use of Artificial Intelligence. Use cases stretch beyond cybersecurity, and include troubleshooting, asset management and predictive maintenance," he adds.

Firas Ghanem, regional director - Middle East & Pakistan at ThreatQuotient, says the company will be making its presence felt by participating along with its distributor, Starlink. "We will be showcasing ThreatQuotient solutions that support TIP, XDR, and SOAR







#### SPECIAL FEATURE // GITEX



Jacob Chacko, regional director - Middle East, Saudi & South Africa at Aruba, a Hewlett Packard Enterprise company



Middle East & North Africa at Tenable



approach," he adds. "ThreatQ, our Threat Intelligence Platform (TIP), is an open and extensible tool that empowers organisations to automate the intelligence lifecycle, quickly understand threats, make better decisions, and accelerate detection and response."

According to Jacob Chacko, regional director - Middle East, Saudi & South Africa at Aruba, a Hewlett Packard Enterprise company, Aruba will be exhibiting at GITEX under the theme 'Your Journey. Your Edge'. "An area of focus for the company at GITEX will be on its EdgeConnect platform - an SD-WAN edge solution. The technology is built for today's edgeto-cloud enterprise and delivers the highest quality of experience for users and IT, no matter where applications reside. Aruba will also showcase the company's 630 Series Access Points (APs) - the industry's first enterprisegrade Wi-Fi 6E solution. The benefits of Wi-Fi 6E are clear and, alongside other important networking advancements, it is set to enable businesses to become more connected than ever before."

Maher Jadallah, senior director Middle East & North Africa at Tenable, says "the focus of the company this year at GITEX will be on Tenable's powerful combination of risk-based Vulnerability Management and Active Directory security solutions that helps prevent threat actors from getting a foothold in the corporate environment, stopping attacks before they can begin."

"At GITEX2021, Tenable's senior leaders and cybersecurity experts will be available to meet and discuss the current cyber threat landscape, including the common Active Directory misconfigurations organisations need to address to reduce their risk. We will also offer demonstrations of our Cyber Exposure platform, including Tenable. io®, Tenable.sc<sup>™</sup>, Tenable.ot<sup>™</sup> and Tenable.ad," he adds.

Nicholas Argyrides, general manager - Gulf at Mindware, points out that "some of our key vendors will be joining us at our GITEX stand

- namely Dell Technologies, RSA (NetWitness & Archer), Forcepoint, and Huawei as Platinum sponsors; Acer, Barracuda, Citrix, Veritas, TrendMicro, Intel, Microsoft and Riverbed as Gold partners and Rubrik. Xerox, VadeSecure and Vertiv as Silver partners. Our company will also be announcing an extensive array of distribution agreements that we have signed over the last year, in addition to all the initiatives introduced to enrich, enable and support channel partners. We are excited about the recent extension of operations into the African continent following the merging of three Midis Group subsidiaries into Mindware."

Sameer Shaikh from the Galaxkey leadership team, which is debuting at GITEX 2021, says "visitors will get the unique opportunity to view the Galaxkey technology in action and discuss with our experts on where we can assist in solving your security challenges. We are also providing on-spot special GITEX discounts for customers who want to initiate POC and conclude the sign up before December 2021."

Stacey Donahue, senior vicepresident, Marketing & Corporate Communications at HID Global, says that with so many people, places, and

BY LEVERAGING AI-DRIVEN SOLUTIONS, ORGANISATIONS CAN ACHIEVE CLEAR VISIBILITY INTO EVERY DEVICE ACCESSING A NETWORK AT ANY GIVEN TIME." GREATER CONNECTIVITY ACROSS IT, OT & IOT ENVIRONMENTS IS A MASSIVELY GROWING TREND THAT'S SHOWING NO SIGNS OF SLOWING DOWN - AND IT HAS A HUGE IMPLICATION ON CYBERSECURITY."

things connected and secured, it will be important to deliver integrated solutions that simplify operations and provide serviceability anytime, anywhere.

"This year, HID Global's presence at GITEX will be to reconnect with our partners, end users, thought leaders, and influencers in the industry while highlighting our solutions that secure access to physical and digital resources, as well as streamlining card issuance and personalisation. HID Global will be showcasing the latest advances in the efficient & secure issuance of ID badges and card personalization with the award-winning HID® FARGO® printers, including the HID FARGO® INK1000, HID FARGO® HDP6600, and HID ELEMENT," she adds.

According to Toni El Inati - RVP sales, META & CEE at Barracuda Networks, "Barracuda has regularly participated at GITEX over the last decade and this remains a key show in our regional events calendar. Key executives from our Middle East and international technical and sales teams will be present and we are planning a to host a dinner for our partners during GITEX week as a show of thanks for their support and commitment. Aside from this though, our focus is to maximise the value of our presence at the main show itself. GITEX of course represents a significant investment of budget, time, and effort so ensuring we do everything we can to have impactful and fruitful engagements with attendees is key."

Werno Gevers, regional manager at Mimecast Middle East says the company plans on showcasing all our security services during the show – advanced email and web security solutions, brand protection capabilities and awareness training. "But we are excited to introduce attendees to our new artificial intelligence offering, Mimecast CyberGraph. CyberGraph is a new add-on for Mimecast Secure Email Gateway (SEG) that is engineered to use Artificial Intelligence (AI) to help detect sophisticated phishing and impersonation attacks."

"We will also be exhibiting on the stand of one of our distributors, Bulwark Technologies, who will assist us in setting up meetings with strategic partners and prospective customers. Our aim is to educate organisations about our offering and demonstrate how we can help them in their cybersecurity journeys, with advanced security solutions that can protect them from growing cyberattacks," he adds.









GITEX 2021 // JABRA

## JABRA'S HYBRID WORKING SOLUTIONS IN THE SPOTLIGHT AT GITEX 2021

Located at stand H-8 A5 the interactive booth to showcase the latest Jabra Hybrid working tools in different models: from a home office, integrating back into the office, to work on the go.

as Bliau:

abra has announced its participation in the 41st edition of GITEX Technology Week to be held in Dubai, UAE, from October 17 – 21. 2021. The world-leading brand in audio, video and collaboration solutions is set to showcase an extensive lineup of advanced professional headsets, intelligent video conferencing devices and technologies designed to help organisations deliver and overcome challenges that come with the adaptation to a hybrid work environment. The new solutions are engineered to combine immersive video, world-class audio technologies and intelligent features to reinvent meetings and collaboration.

Speaking about the importance of technology overhaul at the workplace for better productivity, Nicolas Bliaux, managing director Eastern Europe, Russia & CIS, Middle East, Turkey and Africa said, "We are extremely thrilled to participate at GITEX along with the top global tech companies contributing to digital transformation. We look forward to showcasing our hybrid work solutions that are ideal for the office of the future. Our participation at the greatest technological exhibition is a testament to our solid commitment towards creating an inclusive and flexible hybrid working future and help organisations from across the industries build a healthier remote work environment through an effective digitally transformed system."

#### What is it like: Hybrid Working

"Hybrid" is the future of work. It is a combination of working from the office, at home, or remotely anytime, and anywhere while maintaining the same quality of communication and human connection.

According to Jabra research, 68% of employees say that their ideal work week includes a good **OUR PARTICIPATION AT THE GREATEST TECHNOLOGICAL EXHIBITION IS A TESTAMENT TO OUR** SOLID COMMITMENT **TOWARDS CREATING AN INCLUSIVE** AND FLEXIBLE **HYBRID WORKING FUTURE AND HELP** ORGANISATIONS FROM ACROSS THE INDUSTRIES **BUILD A HEALTHIER REMOTE WORK ENVIRONMENT THROUGH AN EFFECTIVE** DIGITALLY TRANSFORMED SYSTEM."

balanced mix of working from home and in the office. However, whilst adapting to this new normal, many companies are facing collaboration challenges. Another research from Gartner states, 71% of HR leaders are more concerned about employee collaboration this year than they were before the COVID-19 pandemic.

To meet these challenges, it is essential to rethink how to upgrade systems to achieve the best results.

### Video Conference in the new normal

With the drastic change brought about by the pandemic, people are now more physically separated than ever. Hence, organisations needed to adapt as quickly and think of ways on how to effectively conduct remote meetings without compromising the audio and video settings as it is.

Jabra, being an industry leader in the production of professional audio has managed to address these demands by introducing advanced and innovative 180° video technology and a range of unique intelligence-driven features that can give the power to put safe, socially distanced meetings back on the table as realistically as possible.

#### What to expect: Jabra at GITEX

At GITEX, Jabra aims to bring a look into the future of work by showcasing its latest products at an interactive booth experience. In there, Jabra team members will be around to guide through different hybrid working models from home office, integrating back into the office, to work on the go.

"Making life look and sound better in this new hybrid working world has never been more necessary, and we can't wait to share our latest solutions at GITEX," Nicolas Bliaux added.

## LEADING THE DIGITAL TRANSFORMATION SPACE

Bahaa Eddine Al Indary, VP – Sales & acting general manager, Raqmiyat, on how the company is helping to drive digital transformation across the region.



#### ow would you describe the digital transformation journey of the MENA region?

These days, businesses, end-users, and citizens are all well connected, thanks to an exponential increase in various digital channels. I'm not at all surprised that the digital transformation market in the MENA region is forecasted to reach \$2.8 billion by 2025. More importantly, digital transformation is playing a major role in shaping the government sector in the MENA region, and pushing them to adopt new opportunities and challenges. Security, cost containment, budget pressures, and citizen experience, among other changes, are sparking governments not only in MENA, but all over the world, to implement innovative solutions to drive their journey to the digital realm. The MENA region has realised the value of digital transformation and has successfully progressed to deliver and accelerate digital innovation and optimise public services. In the UAE, the Blockchain Strategy 2021

is an ideal example for government digital transformation-it aims to blockchain-enable 50% of government transactions. Not only that, governments are integrating services in the form of mobile apps and e-service to create seamless citizen journeys that encourage paperless transactions and e-payment options for services. And all the digital transformation initiatives are backed by leading technologies like Artificial Intelligence, analytics, robotics, cloud, IoT and Virtual Reality. I'm able to see some excellent work in the start-up sector, where new business models enabled by digital technologies are evolving from the MENA region and making their presence felt in the global market. The private sector is instrumental in the adoption of digital transformation to improve the customer experience. There is no end to the digital transformation journey it will keep evolving as demand and new technologies grow.

#### What is Raqmiyat's strategy for the UAE market? How are you helping to drive digital transformation across organisations?

Keeping our interest and focus on customer success has helped in consolidating our reputation. Raqmiyat is known for designing and implementing solutions that help organisations realise their fullest potential. Our strategy last year was to sustain and grow and this year's overall strategy is to accelerate growth and innovate. The opportunity today is around creatively harnessing the power of digital technologies to build solutions uniquely tailored to each customer's business needs. This requires extensive domain knowledge, customer-specific contextual knowledge and proven solution design and delivery capabilities, backed by sustained investments in offshore centres. At Raqmiyat, these capabilities have been steadily built over the years. Our customercentric strategy and reorganisation in early 2016, when we created three major business units, each aligned to an industry vertical, and with end-to-end responsibility for customers in that vertical, was a gamechanger that set us on this path.

#### Customer is king-this has always been the case, and now, even more so. What are some of Raqmiyat's new initiatives/plans to keep up with customer demands or even exceed their expectations? Since 2013, we've been investing in enhancing digital technology capabilities and built significant scale and depth over the years. In fact, we have a comprehensive digital solution practiceour low code platform, advanced analytics services, blockchain, IoT, process automation and AI/chatbots are the most in-demand among our customers besides cybersecurity, which governs all critical data. In addition, we keep launching newer practices according to

all critical data. In addition, we keep launching newer practices according to market needs. As a System Integrator and digital enabler, our business model and service integration layer bring together these different capabilities and orchestrate transformational solutions catering to different C-level stakeholders within the enterprise, which gave us an edge in winning large transformational engagements in the region. Customers from banking and financial services, government and utilities are the main beneficiaries of our digital transformation solution portfolio, which has helped them in changing their business models to more digitised, automated and predictive ones.

#### What is your outlook for 2022?

With the vaccine roll-out continuing and the gradual resumption of economic activity underway, we are highly optimistic about 2022 and we have seen a lot of sectors recovering well in 2021. This will continue to touch all other sectors at a high pace, Blockchain, Artificial Intelligence, cloud services, 5G and quantum computing will dominate the tech ecosystem. As for Raqmiyat, we have strong plans in place that revolve around our customers and partners. We will continue to invest heavily in new technologies, and we have planned to strengthen our partner and technology portfolio to focus on delivering and protecting our customers' assets and reputation. 🐽



## ASUS ExpertBook B9 The master of lightness and power











#### **ASUS ExpertBook B9400**

- » Intel<sup>®</sup> Core™ i7-1165G7 Processor » Windows 10 Pro » 16GB 4266MHz LPDDR4x
- » 512GB PCIe® 3.0 SSD » 14" FHD (1920x1080) Anti-Glare panel
- » 2 x Thunderbolt™ 4 USB-C, 1 x USB 3.1 Gen 2 Type-A, HDMI
- » Integrated Wi-Fi 6, built-in Bluetooth™ 5.0



Powered by Intel<sup>®</sup> Core™ i7 processor.

Learn more at: https://www.asus.com/me-en/Laptops/For-Work/ExpertBook/ExpertBook-B9-B9400/ Intel, the Intel Logo, Intel Inside, Intel Core, and Core Inside are trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries.

For product & business inquiries please **contact us**: Office: +971 4 2566 102 (ASUS Middle East), **Toll Free:** 8000-3305910, **Email:** asus\_commercial@asus.com

## EMPOWERING Channel Partners

Ludovic Neveu, group vice-president, EMEA sales at SolarWinds, about the company's channel ecosystem and partner landscape.





 ow has the channel partner dynamics changed in the
last one year

since the pandemic? What are the key learnings?

The COVID-19 pandemic has shown us the importance of digital transformation for all organisations and the need to drive forward as quickly as possible. After the continuous growth of cloud computing, the complexity of hybrid infrastructures, application performance problems, and security management, organisations all around the world face new challenges and uncertainty. We should focus on developing expertise in key areas, which presents an opportunity for SolarWinds channel Partners to bring their expertise to the enterprise and help unite core competencies for onpremises and hybrid environments. While IT remains the most important engine for success, Partners can ensure their customers don't miss out on the latest developments.

#### What are the main features of your partner program? Partners are a critical component of our go-to-market strategy in the

28

Middle East (ME). Our partners bring in-depth industry experience, strong technical expertise, and enablement initiatives to solve business problems for customers and find the right IT operations management solutions, the appropriate deployment model aligned with co-marketing and co-selling initiatives for instance showcasing at GITEX. We believe providing the best possible resources is critical to successful partnerships, so we invest heavily in our online training platform SolarWinds Academy and in areas like free training courses, documented by becoming a SolarWinds Certified Professional® (SCP) for various product categories. By becoming certified as a SolarWinds Sales Expert (SSE), Sales employees are provided with the necessary tools to successfully win and implement projects. As part of our continued growth efforts, SolarWinds will continue to offer ongoing flexible product and sales trainings to strengthen our commitment to global channel partners. This includes annual Partner Summit events in EMEA, where we offer in-depth technical training and accreditation, and networking opportunities.

#### Today, businesses are customerled and service-centred. How is your partner program helping partners resonate better with their customers?

We see our channel partners as an extension of our sales team, and their excellent performance and engagement with our mutual customers helps our businesses grow. We will invest in a broader regional presence for partners as our goal is to bring more resources closer for more collaboration, so we can empower them find the best solutions for their customers and tackle regional differences. The local team is committed to building collaborative business relationships and bringing value to partners and customers in the market. We're focused on ramping up our ITOM portfolio with new technology solutions, providing opportunities for subscription-based licensing growth, and we're creating opportunities for partners providing

professional services. Finally, we're evaluating future topics and new business chances, the delivery model, and we're aligning channel marketing campaigns to create a win-win situation for all parties involved.

#### What kind of training/ support do you provide your partners in their digital transformation journey?

We believe our partners have shown a tremendous amount of dedication to SolarWinds and resilience during the past year. As we move forward, we're seeing growth across the business, driven by digital transformation projects which have been led by our partner community. We continuously listen and improve how we support and collaborate with our partners. One key trend we see across all markets is an accelerated shift to cloud computing, or to hybrid IT environments, and we want to make sure our partners are equipped with core competencies for on-premises and cloud environments. Over the past few months, we've recently invested in additional (virtual) technical training sessions and Partner



WE SEE OUR CHANNEL PARTNERS AS AN EXTENSION OF OUR SALES TEAM, AND THEIR EXCELLENT PERFORMANCE AND ENGAGEMENT WITH OUR MUTUAL CUSTOMERS HELPS OUR BUSINESSES GROW." enablement to enhance confidence dealing with the continued evolution of IT operations in the "new normal." New tools and processes will create positive change and increase growth.

#### As partners migrate to the cloud and accelerate their digitalfirst positioning, what are some of the challenges that they encounter? How does SolarWinds step in to help?

Organisations face two main challenges on their digital transformation journey: the complexity of an increasingly distributed IT landscape and the accelerated evolution of technology.

As the technology landscape continues to expand, organizations are increasingly moving away from centralised management to a more decentralised model. For many enterprises, monitoring, managing, and securing traditional and cloudbased infrastructures is becoming more difficult, as it requires more expertise and probably more headcount. In turn, many companies entrust consulting and support services to manage their technology to business partners or IT service providers.

Lastly, enterprises need experts helping them to build a future-oriented architecture. They need technical experts or architects helping them to transform their pre-digital processes into these new architectures and let them communicate with each other. Partners who combine this expertise can help companies make massive leaps forward in digital transformation, and thus make themselves indispensable eventually. To seize this opportunity, partners need two things in particular: tools and knowledge. This is where SolarWinds steps in to help. Comprehensive IT infrastructure management, for instance, can support the development and implementation of the architecture, as they provide the necessary data for the stability of the new infrastructure. A prerequisite is precise knowledge of the tools in use. And it's advantageous to choose a vendor offering a wide range of IT operations management (ITOM) solutions together with product training and education. 🚥

COVER STORY // BARCO

## TRANSFORMING **THE DIGITAL** WORKPLACE

With hybrid work models becoming the norm, businesses are looking at easier, quicker collaboration solutions to enhance productivity. Erdem Soyal, vicepresident Middle East and Africa at Barco, tells Anita Joseph about how its ClickShare range of Present and Conference wireless solution is revolutionising the meeting space with its intuitive, cutting-edge and agnostic features.

### BARCO



of collaboration & communication changed post the pandemic? The Covid-19 pandemic had a large effect on the workplace culture. Upon mandatory working from home

regulations, businesses across the globe had to quickly set up a work from home structure that provided the same level of collaboration as physical presence in the office. By doing so, businesses have come to realise that the level of productivity can be maintained through digital tools designed to connect individuals regardless of location.

#### How would you describe the market for collaboration solutions today, especially in the region?

According to a recent Forbes article, 77 percent of the workforce wants to continue working from home, at least once a week even after the pandemic is over. It's important to connect in-office and at-home workers to ensure nobody is left behind. Today, the market calls for a hybrid work model to ensure flexibility and ease employees back into the office, as a move back into the office is unlikely to be instant or unanimous.

Barco's ClickShare Conference is a wireless solution that allows teams from various remote locations to collaborate with ease using their favourite device and online conferencing solution. It's an open system with no need for cables and adapters, making hybrid meetings as intuitive and straightforward as face-to-face

Erdem Soyal

and preserving the benefits of team collaboration.

#### Hybrid workspaces are a thing now. What are some of the leading trends here?

It isn't just the layout of the office that will have to transform for a hybrid environment. The shift also creates an opportunity for businesses to evaluate whether to replace or upgrade outdated and inefficient collaboration technologies.

Employees across multiple sectors have embraced the laptop as the main device to work, collaborate and host meetings, fuelling the surge in preference for 'Bring Your Own Meeting' solutions (BYOM). Our research has shown that 77 percent of respondents cannot imagine working without their laptop and have enjoyed sharing their screen and content with just a simple click. With meetings now being controlled via the user's laptop, businesses will need to invest in solutions that continue this seamless connectivity into the office environment. Agnostic solutions like our own ClickShare will allow workers to connect and collaborate no matter what meeting platform they use, driving a replicable laptop-centric experience of homeworking in the office.



BARCO'S CLICKSHARE CONFERENCE IS A WIRELESS SOLUTION THAT ALLOWS TEAMS FROM VARIOUS REMOTE LOCATIONS TO COLLABORATE WITH EASE USING THEIR FAVOURITE DEVICE AND ONLINE CONFERENCING SOLUTION.

#### Tell us more about Barco's ClickShare portfolio and how it is redefining the collaboration experience.

The ClickShare portfolio consists of two core solutions, ClickShare Conference and ClickShare Present, which are both designed to make hybrid collaboration flow with just one click. With Present, we offer a seamless extension to wirelessly share contents within the existing meeting room setups. Conference, however, unleashes the power of 'Bring Your Own Meeting' by allowing users to connect from or with any device to instantly collaborate with remote colleagues and virtual attendees.

Meeting experience has always been held down by the delays or inability to seamlessly connect and share content with those participating in it. ClickShare aims to eradicate disruption and replace it with heightened and seamless collaboration through wireless connectivity. With ClickShare, employees can simply walk into a meeting room, automatically connect to the surrounding setup, instantly connect and share content, these are things that have been missing from meeting experiences for some time.

Furthermore, Meeting rooms are often configured in Microsoft Exchange/ Office365 to enable users to easily find and book them when planning a meeting. Room availability via Calendar integration is the new feature added to Clickshare which enables you to also configure the meeting room name, so that it can be easily identified by the user when connecting to the room with the ClickShare App and showcase room Availability on the main screen.

#### The one USP of the ClickShare portfolio is that it can integrate different devices in different rooms, to provide the same experience for everyone. What's the technology used here?

ClickShare uses proprietary technology to make more than 80% of the meeting room peripherals sold today wirelessly available as USB devices on the hosts' laptop, enabling them to use this seamlessly in their videocall, regardless of the UC&C platform.

#### How about the security of all connected devices? How do you ensure this?

Cybersecurity is a continuous topic and can pose a threat throughout the lifecycle of any product. Barco ClickShare products are designed with safety, privacy, and confidentiality in mind. We implement the necessary fixes, measures and features into each one of our quarterly updates ensuring that the level of defence is continually up to date. To help us monitor for any immediate threats, Barco has a Product Security Incident Response Team that continuously monitors privacy and security risks and drives security improvements to ensure ClickShare maintains its earned reputation as one of the most trusted wireless collaboration tools in the market. In addition, ClickShare has received the ISO27001 certification ensuring we handle both data and security within the aspects of an industry standard process.

#### Can you tell us about how digital transformation has changed since the pandemic

A common misconception is that the pandemic caused several companies to pause on the digital transformation of their companies however, given the operational challenges presented by COVID, and the necessity for hybrid working solutions, many industries have shifted focus toward collaboration tools. Video conferencing is now a fundamental pillar of working life, and business and IT leaders have a unique opportunity to redesign their office space to make every meeting room compatible with video conferencing technology. This includes ensuring that video-ready workspaces offer connectivity for both on-site and remote employees, and that room peripherals - such as microphones, speakers, and cameras – are up-to-date and compatible with laptops and mobile devices.

Expanded video capabilities also take greater importance as travel restrictions

OUR RESEARCH HAS SHOWN THAT 77% OF RESPONDENTS CANNOT IMAGINE WORKING WITHOUT THEIR LAPTOP AND HAVE ENJOYED SHARING THEIR SCREEN AND CONTENT WITH JUST A SIMPLE CLICK.



remain in place, with planning meeting and sales demonstrations that previously occurred in an on-site board room now shifting to a virtual arena.

#### What behavioural changes could we expect to see when we return to the office?

For many employees, the appeal of returning to the office is the chance to re-engage and collaborate with colleagues. Even with that benefit, the definition of the workplace has changed and it is unlikely that we will view the office as a space to just simply put our heads down in silence and get on with our tasks. Rather, the office will be reimagined in an experience first layout, serving as an area to meet, collaborate and connect with co-workers or customers. With some of the more traditional cubicles and desks making way for more casual seating, our desire to interact on a physical level will drive a more sociable office layout.

Of course, a hybrid structure will mean that some colleagues will be working remotely while others head into the office. This will ultimately mean more internal meetings taking place which in turn poses another issue, where will people be hosting their meetings or internal catchups? There are certainly not enough meeting rooms in typical office spaces to facilitate this, meaning that casual spaces like pods or huddle rooms will need to have some sort of AV equipment installed.

Technology helped us to get through the initial stages of the pandemic, keeping us in close contact with our team and colleagues. However, with hybrid models set to stay for the longerterm, we've had to fully embrace the technology we work with and start to form our own positive habits to enhance our working lives. Now, as we return to the office, business leaders need to be conscious of the fact that employees will want more freedom and flexibility to be able to work in the way that suits them. If businesses do not place the experience of customers and staff at the forefront of their returning plans, they may begin to struggle to attract and retain talent in the new era of working.

What are some technology investments for the future office?

While the era of the desktop has been on the decline for years, Covid has definitively cemented the era of the laptop as the default model. Employees have relied on and grown more comfortable with their laptops while working remotely, forming a bond unlikely to be broken by a return to the office. In fact, a recent Barco study found that more than three quarters (75 percent) of workers could not imagine working without their laptops anymore.

With the added flexibilities that laptops provide to employees, in particular allowing them to log into and conduct virtual meetings with just a simple click, it is likely that their central role in the world of work will continue. Our ways of interaction in the office are also likely to change when we return. Rather than spending most of our time at a single location, we are more likely to interact with team members in new huddle spaces, making the laptop's portability an added strength provided collaboration tools to share presentations and include remote working colleagues is seamless.

34

## LEADING BY INNOVATION

Sakkeer Hussain, director - Sales & Marketing at D-Link Middle East & Africa, on how the company is growing from strength to strength by constantly innovating and keeping up with change.



D-LINK HAS GROWN SIGNIFICANTLY, HAVING IDENTIFIED THE OPPORTUNITIES IN THE MARKET WHICH ARE AROUND DIGITAL, CLOUD, SOFTWARE AND APPLICATIONS."

#### ow has the last one year been for D-Link? What are the key learnings, how has the company grown?

The past 12 months have been a high-growth period for D-Link, despite difficulties in the market. We can attribute this growth to the uptake of our innovative, relevant and high-demand solutions that helped organisations meet the challenges of the new normal and support their digital journeys.

A big learning for the market has been that business continuity plans need to be well-defined and put in place in advance. This way when a crisis happens, organisations are better positioned to deal with it and still emerge successful. This is important for all companies, irrespective of the size.

D-Link has grown significantly having identified the opportunities in the market which are around digital, cloud, software and applications. All these technologies must have robust cybersecurity wrapped around it to make them effective. Ensuring your business is well protected against the increasing security risks of the digital world is yet another learning.

The first half of 2021 has been busy at D-Link as we have launched many new intelligent solutions and technologies. We have observed an increased adoption for our networking and cloud solutions such as our Nuclias portfolio, as businesses strengthen their remote/ hybrid working infrastructures and strategies.

Our smart home solutions, including the latest COVR-X1870 series whole home mesh Wi-Fi 6 systems, have experienced a high sales growth as its faster speeds and greater capacities have appealed to customers operating out of device-dense environments.

D-Link's partner business has also seen significant growth over the past year.

#### What is D-Link's strategy for growth in the highly competitive regional market?

As a 100-percent channel-led company in the region, our growth strategy continues to be to operate through our regional partners. We are significantly investing to support our large regional partner network with exclusive resources, in-depth training and novel



marketing tools. Partners are D-Link's extended arm and if we can help them sharpen their skillsets and leverage market opportunities, then we are also growing together with them. Besides our strong partner business, D-Link will continue to unveil innovations in cloud, Wi-Fi, networking and security. Our pioneering solutions will continue to meet customers' business requirements and give a competitive edge to partners.

#### With work from home/remote working on the rise, even post the pandemic, what are some of the products that D-Link has introduced to keep up with the trend?

Businesses and employees are enjoying the benefits of remote and hybrid working models, and we can expect this to continue even after the pandemic has completely subsided.

As a networking market leader with decades of experience in the region, D-Link has a critical role to play as businesses continue their transition to the digital world. Our state-of-the-art networking, cloud, connected and smart solutions will be vital for organisations to adequately arm themselves to be successful as digital businesses.

Besides our flagship offerings such as the end-to-end cutting-edge suite of Nuclias solutions, designed to assist and empower remote learning and working, we are continuously innovating to bring unique solutions that aptly address customers' existing and future digital demands.

D-Link's latest 5G Private Network, Nuclias Connect, Nuclias Cloud, and Smart Home solutions are specifically designed to support this new era of connectivity. We boast an elaborate portfolio of indoor and outdoor mydlink cameras, Nuclias Managed Wireless Networking Solution portfolio, market-leading Wi-Fi 6 routers, among many other solutions that drive remote and hybrid working.

What is the market like for managed Wi-Fi solutions now, with the growth in remote working, especially in the region? How does D-Link step in here? The managed services market has seen a distinct growth over these past months. According to a global report by KBV Research, the global managed Wi-Fi solutions market size is expected to reach \$7.2 billion by 2023.

In the region too, we can expect to see high growth. As per a Markets and Markets report, the Middle East and Africa (MEA) Wi-Fi as a Service (WaaS) market size is forecasted to grow from \$336 million in 2020 to \$1,094 million by 2025, at a CAGR of 26.6% during the forecast period.

As companies accelerated their digital objectives, one of the most important elements that emerged was having strong and seamless Wi-Fi connections. Working from home meant organisations had to offer their employees robust and secure connections overnight. This is where managed Wi-Fi becomes advantageous. Customers could focus on their core operations without worrying about this aspect as managed Wi-Fi solutions service providers could easily help with user access, designing, procuring, installing, maintaining and monitoring their Wi-Fi network.

As a regional networking leader, D-Link enables channel partners to zero in and capitalise on the prospects in this space by providing extensive resources and training. Partners can further leverage the opportunities here through our innovative solutions, which includes Nuclias Managed Wireless Networking Solution portfolio.

## REDEFINING THE SMART HOME SECURITY EXPERIENCE

Syed Sameer Ali, senior sales & operations manager, Eufy Security,Nebula & Soundcore Speakers -MEA at Anker Innovations Limited, tells Reseller ME about the latest range of Solo Series Cameras it has introduced in the market and what it means to be participating at GITEX 2021.

Syed Sameer Ali
### ow does it feel to be participating at GITEX this year? What are the new products that Eufy Security is showcasing at the event?

This year, GITEX is extra special since it's taking place at a time when the world is gradually stepping out from the shadows of the pandemic. This event provides a great opportunity to network with customers both old and new, get feedback about products and services, and also be inspired with new ideas and business plans.

With a unique focus on privacy protection, eufy Security offers an integrated home security ecosystem that focuses on smart technologies, artificial intelligence, and unmatched battery life (1 Year Long Battery Life) & Built in Solar cam

That's why our home security ecosystem is built for quality, engineered with the latest technologies, but designed for local storage, so no one other than your family members can see your crying baby, your lazy cat, or yourself dancing around the house.

### What happens in your home, should stay in your home.

Eufy security is part of Anker Innovations, one of the leading and most trusted consumer electronics brands in America. This year, Eufy security will showcase a range of Solo Series of cameras in the Middle East at Gitex.

### Tell us more about the SoloCam. What are the different models?

We have a completely new and exciting range of SoloCams, i.e, SoloCam S40 ,Solocam E40 Solocam L40 & the Floodlight Cam 2 Pro.

The new outdoor cameras announced share some common features, including 8GB of onboard storage that eliminates the need for an onsite hub or a cloud storage account. This is in addition to motion-activated recording, two-way audio, AI-powered human detection, night vision, and Alexa and Google Home compatibility. Not only that: Eufy Security is also adding 90 dB sirens and lighting to the wireless camera line.

Let's talk more about the key product that we're going to focus on: the **SoloCam S40 (All-in-One, Standalone Security Camera).** 

WE ARE CONSTANTLY DEVELOPING NEW GENERATIONS OF SMART HOME SECURITY DEVICES THAT WORK SEAMLESSLY TOGETHER TO ENSURE THE ENTIRE SMART HOME EXPERIENCE IS SECURED. "

### The key features of the SoloCam include:

• Forever power, solar style: Just 2 hours of direct sunlight each day is enough to continuously power SoloCam S40, so you never have to worry about changing the battery. And when the sun sets, the built-in battery keeps the juice flowing.

• **Light up the night:** The ultrabright 600 Lumens spotlight switches on as soon as motion is detected, shining a light on any unwanted guests, while the color night vision picks out details in the darkness up to 8 meters away.

• The key is in the detail: Capture every event that occurs around your home in ultra-clear 2K resolution.

• No hidden costs: SoloCam is a one-time purchase. There are no monthly fees or hidden costs. Everything is done on-device for complete security and transparency.

• **Relevant recordings:** The builtin AI ensures SoloCam S40 only records when a person is present, rather than an animal.

• SoloCam also handles almost anything Mother Nature throws at it. Its IP67 rating shrugs off rain, sleet, and snow, while also standing strong against both extreme heat and cold.

Sound the Alarm-This wonder product sounds a powerful 90dB siren right from your phone to scare away any unwanted guests.

• In addition to this, the camera also boasts of features such as full color night vision, secure local storage and 8GB worth of video safe on the device-that's at least 2 months of footage all kept under AES128 military-grade encryption.

## STARLINK SIGNS Strategic distribution Agreement with F5 for Gulf & Levant Region

F5 empowers its customers – the world's largest enterprises, service providers, financial and educational institutions, government entities, and consumer brands – to create, secure, and operate applications that deliver extraordinary digital experiences.

WE ARE EXTREMELY PLEASED TO PARTNER WITH F5, A MARKET LEADER IN MULTIPLE DOMAINS - APP SECURITY, TRAFFIC MANAGEMENT, CLOUD SECURITY AND OPTIMISATION, AS WELL AS AUTOMATION AND ORCHESTRATION. THIS IS IN LINE WITH OUR STRATEGY TO ACCELERATE OUR CUSTOMERS' DIGITISATION JOURNEY BY EMPOWERING THEM WITH BEST-OF-BREED SOLUTIONS AND SERVICES THROUGH OUR CHANNEL NETWORK."



tarLink, the fastest growing "True" Valueadded Distributor (VAD) in the Middle East, Turkey, and Africa (META) region, has

announced an agreement for the distribution of F5 solutions across the Gulf and Levant.

A global leader in multi-cloud application security and delivery, F5 empowers its customers – the world's largest enterprises, service providers, financial and educational institutions, government entities, and consumer brands – to create, secure, and operate applications that deliver extraordinary digital experiences.

Fueled by automation and AIdriven insights, these applications naturally adapt based on their



changing environment so companies can focus on their core business, boost speed to market, improve operations, and build trust with their customers. By enabling these adaptive applications, F5 – with its NGINX, Shape Security, and Volterra technologies – offers a comprehensive suite of solutions for every digital organisation in the world.

Mahmoud Nimer, president, StarLink, said: "We are extremely pleased to partner with F5, a market leader in multiple domains – app security, traffic management, cloud security and optimisation, as well as automation and orchestration. This is in line with our strategy to accelerate our customers' digitisation journey by empowering them with best-of-breed solutions and services through our channel network. We have earned our trusted-advisory role through our expert sales and technical expertise, which is supported by a solid services arm, training academy and best-in-class operational excellence."

Nasser El Abdouli, Director of Channel Sales for the Middle East, Turkey, and Africa at F5, said: "Our strategic partnership with StarLink will be very beneficial for businesses and organisations across the Gulf and Levant region. More than ever, F5 can secure and deliver extraordinary digital experiences by simplifying traditional application delivery, enabling modern app delivery at scale, securing every application wherever deployed, and using data to unlock the value of insights and automation."

Meet StarLink and F5 teams at GITEX 2021. To book a meeting: https://www.starlinkme.net/gitex2021

## TRANSFORMING THE PARTNER LANDSCAPE

Shahnawaz Shaikh, vice-president - Business Strategy at AmiViz, on how the platform is redefining the channel ecosystem.

ell us more about AmiViz Platform. What are its benefits (how does it benefit vendors, what are the behavioural changes the Platform brings to partners in comparison with previous engagements?)

AmiViz is an Enterprise B2B Marketplace with digital transformation business benefits to its partners and vendors. The entire platform is coined to present business value to meet the changing dynamics of the business where we can stay relevant to our partners and vendors. The Platform is built based on four pillars, viz., Collaboration, Automation, Customer Experience Center (CEC Lab) and Data Analytics. These four pillars contribute with significant behavioral change for partners and vendors with enhanced business tools, viz., state-of-the-art collaboration tool for better partner engagement and by building automation in the processes that helps faster lead time to transact, empowering partners to use our CEC Lab infrastructure as if it belongs to

**AS PART OF ITS DIGITAL** TRANSFORMATION **STRATEGY, AMIVIZ** PLATFORM **EMPOWERS ITS CHANNEL PARTNERS TO COLLABORATE** USING A CHAT-BASED COMMUNICATION TOOL WHICH IS PURPOSE **BUILT WITH PROCESS** AUTOMATION AND AI AT THE HELM OF ITS TRANSFORMATION **JOURNEY.**"

them and most importantly the visibility of information. The data analytics pillar keeps vendors, partners and the AmiViz team, all three parties well informed about business inquiries, transaction details, pipeline visibility, finance and administration components of the business tied into a dashboard with on-demand reports allowing all stake holders a comprehensive and instant access to information at their fingertips.

#### How about your collaboration tool? Can you throw more light here?

As part of its digital transformation strategy, AmiViz platform empowers its channel partners to collaborate using a chat-based communication tool which is purpose-built, with process automation and AI at the helm of its transformation journey. AmiViz team and its partners communicate via the Mobile App or Web Portal to discuss opportunities and share information related to the sales inquiry. The system will generate a unique opportunity which the individual or group chat will reference it to and communication for the entire life cycle of the opportunity. With simplified business processes and



central repository of all communication data pertaining to deals/opportunities, the Platform provides visibility of information and ease of accessing the historical transactions for references and reviews.

### What about the customer experience center? Who all can use it and what are its key features?

Some of the industry challenges we have observed is for someone to build a Customer Experience Center, it requires continuous investment on infrastructure, products, maintenance and monitoring, siloed demo setups without demonstrating multitechnology integration and most importantly the lack of expertise and well-informed resources to support this cause.

At AmiViz we have addressed the above challenge. The Customer Experience Center (CEC Lab) is built not just to support the current business need but also with a scalability plan, and we have loaded it with 25+ technologies as of today with integration of multi-technologies. This lab is at our partners' disposal allowing them to request demos for their customers. The platform also allows partners to While-Label the demo by adding their own logos to reflect on demo invites and demo dashboard. Upon completion of demo, the customer can leave instant feedback and review, download collaterals of vendors' products and solutions, read customer testimonials etc. With AmiViz making this required investment, we help our partners run their cybersecurity business in a smarter way as this Lab offers anytime, anywhere access, provides a platform to offer comprehensive solution with upsell and cross-sell opportunities and above all provide support with required subject matter experts to deliver demos or answer customer queries.

### Does Amiviz cater only to enterprise partners? What are your plans for SMB partners?

Today, AmiViz caters to both Enterprise and SMB Partners. With AmiViz's selfservice portal that can API connect to the vendor's backend system, we can process high volume transactions with the shortest lead time to deliver product license to our partners. We expect hundreds of partners to transact for SMB products and services while we are focused to support our Enterprise partners with human touch benefitting from collaboration tool, CEC Lab, data analytics etc. This hybrid model is the best way forward to maintain perfect balance of our legacy enterprise touch approach and rapidly growing SMB partners.

### Please share your vision for the next one year or so, particularly as far as partner adoption of the Platform is concerned?

Our vision is to get all partners and vendors onboarded on to the platform so that they can benefit from all business tools and continuous future enhancements. The Collaboration tool and Customer Experience Center has s clear roadmap of feature enhancement for improvement and scalability. With its 1,000+ partners from across the Middle East, AmiViz aims to see 5,000+ Mobile App downloads and with further expansion into SMB Channel and some additional SMB products coming on-board, AmiViz expects 10,000+ Mobile App downloads in the next 12 – 18 months. 🚥

### NEXT-GEN DATA NEXT-GEN DATA NANAGENERAT Grege Petersen, who recently took over as Cohesity's regional

Gregg Petersen, who recently took over as Cohesity's regional director for the MEA region, tells Anita Joseph how data management woes are a thing of the past.

n your new role as regional director for Middle East operations, what is your strategy going to be, to empower regional businesses to manage, protect, and derive value from their data?

As you can imagine, the strategy right now for me is all about customer acquisition. I'm very blessed that this time round, we have a lot of great references about results achieved in EMEA and global references too; we want to use those to build the business here. So, what are we doing for those customers is essentially changing the way they backup, manage, protect and use their data, so we coined the term next-gen data management to describe it.

And that's something that's missing from the region- not because of the region itself, but because cloud adoption has accelerated, especially during Covid, security risks intensify week on week, and you've got these big financial institutions, government institutions, medical facilities, healthcare companies and educational facilities wondering what to do with multiple siloes of data and the different GUI interfaces and consoles and how to manage all this data. And so, we speak to people and explain the history of Cohesity and we ask them whether they're able to search for data like they search Google for details of a random Olympic athlete from the 1920s. If they can't, well, then they need to be speaking to us because there's technology

out there that allows you search through petabytes of data in seconds, just like a Google search does - regardless of where the data resides. We also unlock the business value of this data by allowing people to go to the Marketplace and run apps. Some offer analytics on the data that enable a customer to make decisions on how to increase profits and generate more revenue. We also deliver almost all our offerings via the AWS cloud too, in something we call, Data-Management-asa-Service (DMaaS). This is an umbrella term to describe all the services we are launching now, which go far beyond just backup and recovery. Candidly it's something both customers and the channel have a lot to look forward to.

### Tell us more about Cohesity's next-gen data management solutions and how it will actually solve the problem of mass data fragmentation.

If you look at the way people are doing things today- it's traditional data management on legacy IT systems. You have one solution to do your backup, then you have another solution for high availability, another for SaaS apps, and yet another solution for disaster recovery etc. Single-use point products that don't talk to each other, operating in siloes. Then Covid came along and we started to migrate everything to the cloud. The challenge you have is how do you manage this data, how do you secure it, how do you back it up, how do you replicate it, considering that it's all a siloed approach. There are organisations using 3 or 4 different backup vendors now as aside from us, they all have their limits. This is not the way we think you should be doing it and this is where next-gen data management comes in to add additional value around anti-ransomware capabilities, data governance and file sharing. Cohesity puts backup data to work.

Then, imagine being able to manage all that data through single-GUI interface. Imagine going to a customer and saying: "hey, do you have the ability to retrieve all your data on mass simply and easily, do you have the ability to go to the same GUI interface, back it up and replicate it. And then going to a console and looking around at ransomware protection and looking at whether your data has been verified and is immutable?

In fact, if your data is not immutable, you shouldn't even be in the game. if you're speaking to a vendor who doesn't do immutable backups and immutable data in your unstructured environment you shouldn't be speaking to those people because ransomware is not a case of "IF" it's a case of "WHEN."

What we say to people evaluating us versus the competition is that we'll talk to you about what we offer, and then we'll show it to you and, more importantly, we're going to get you to speak to our customers. We want you to talk to some of our customers, go speak to them and say: "What happens WHEN, not WHAT HAPPENS IF or HAVE YOU THOUGHT ABOUT IT? Our data platform is called Cohesity Helios, and it's unbelievablebeing able to manage all that data from a fragmented environment, consolidate it, remove the siloes and manage it, no matter where it resides-through a single GUI interface.

### Tell us about your partner program and the whole partner ecosystemwhat does it take to become a Cohesity partner?

We're a 100 percent channel-driven business with a commitment to build relationships that are profitable for customers and partners alike. We have a full partner program as you'd expect and a new partner portal too. One of my short to medium-term goals is to go deeper with partners instead of wider with too many partners. We are ready and willing to invest in partnerships, we just expect the same back. We also have an expansive service provider model to drive scale in terms of the number of customers. We've really been having a lot of success with Tier-1 partners across the entire Middle East & Africa region.

### In today's fast-changing, dynamic market scenario, what do you think can be done to empower partners to add value to their offerings, particularly as customers increasingly turn to modern, cloudnative data solutions?

Partners want less complexity and more profits. What we can provide is a costeffective solution that delivers a platform approach that they can build on. We have a high number of customers make a second purchase from Cohesity after their first, an additional service. They do that because they see the work we do with backup and consolidation of data, and then want to see how else we can help them. So for a partner, we are giving them not just a backup solution, but a way to cross-sell and scale future sales around data management, be that our SmartFiles solution which is a NAS killer, or by using the backup as a Service solution to compliment an existing onpremises deployment.

What partners are also doing is wrapping professional services piece around that as a Service offering. We are allowing them to whitelabel services and they also offer a special 'white glove' service where they can support a customer wanting to outsource the entire process.

Then, we also have Marketplace which is an app store for enterprise organisations. Cohesity offers this on top of its Helios platform. The impressive thing there is that we've got partners and service providers adding their own apps to that now. It could be for very specific nuanced use cases, but it's giving them the ability to do some app creation and help customers in a different way. So it's not just a case of "this is what Cohesity does and this is the way it does it," it all about "well, Cohesity does this and we want to build our own unique functionality on top of this-so we can add an application that works with Cohesity through it's open API and we can build a solution for you." So for partners, there's revenue generating opportunities on the back of these services, it just depends on how well positioned they are to carry out professional services or app development and the like.

So in short, as a Cohesity partner there's not a customer that you that you need to walk away from. Whether its on-prem, in the cloud or legacy or modern workload or next gen, we can protect it, we can manage it, we can look after it, we can help vou derive value from it and we can secure it. 🚥

Gregg Petersen



### MAXIMISE CREATIVE POTENTIAL WITH LOGITECH MX KEYS MINI

The new minimalist, wireless keyboard is smaller, mightier and all set to transform the way creators work



ogitech has introduced the new MX Keys Mini and MX Keys Mini for Mac, keyboards designed for creators that pack more power into a minimalist wireless keyboard. MX Keys Mini offers the best features of the standard-sized MX Keys that consumers know and love, in a minimalist wireless keyboard designed for any space you work, whether a large designer desk in the studio or a home setup. Type with confidence, comfort and style on MX Keys Mini, crafted for efficiency, stability and precision to help maximise creative potential.

"Our new smaller form factor is a result of the input and requests from the creative community for a smaller version of our popular MX Keys," said Tolya Polyanker, head of MX Master Series for creativity and productivity at Logitech. "MX Keys Mini allows you to regain control of your workspace, giving you more room for ideas to flow while keeping you productive and comfortable for hours."

MX Keys Mini is equipped with Perfect Stroke, Logitech's best non-mechanical typing technology. The minimalist form factor aligns your shoulders and allows you to place your mouse closer to your keyboard for less hand reaching – resulting in better posture and improved ergonomics. Its spherically-dished keys place every key, command and shortcut at your fingertips, without cluttering your space with

extra keys you don't need. Increased key stability reduces noise while optimising responsiveness – and tactile reference for hand positioning makes it easy to orient your fingers and stay in your flow. Three new functions designed to optimise your work experience when using Logitech Options are available in MX Keys Mini: a dictation key (feature provided by Windows and macOS, available in select countries), mute/unmute microphone key and an emoji key.

Vinod Nair, Cluster Head, Middle East, Logitech, said: "We're excited to bring MX Keys Mini to the Middle East where a burgeoning community of creatives is keen to explore the benefits of a workspace built around an ergonomic, minimalist form factor that puts comfort, wellbeing, and creativity at the center of their work." Offering USB-C quick-charging, MX Keys Mini easily connects up to three wireless devices with Bluetooth® Low Energy and is compatible with Windows®, Chrome, Linux and Android, macOS, iOS, iPadOS, Bluetooth and Logi Bolt USB receiver. MX Keys Mini for Mac is optimised for macOS, iOS, and iPadOS.

MX Keys Mini appeals to every personality with three colors - rose, pale gray and graphite - and pairs well with Master Series mice, allowing you to build a complete MX setup and create like never before.

At Logitech, products are designed to deliver great user experiences and minimise environmental footprint. Sustainable design considers environmental and social impacts from the moment raw materials are sourced right through to end-of-life, which is why a portion of MX Keys Mini's plastic parts are made from post-consumer recycled (PCR) plastic - 30 percent for graphite and 12 percent for pale gray and rose. Logitech's PCR program illustrates the brand's commitment to designing for sustainability and ability to innovate to give materials a second life, helping reduce our industry's carbon impact. By the end of 2021, half of Logitech's current Personal Workspace line of mice and keyboards will include some level of PCR plastic and new product introductions will use PCR plastic, wherever possible. MX Keys Mini's paper packaging is also sourced from FSC(R)-certified forests, reflecting Logitech's commitment to supporting responsible management of the world's forests. 🚥



Ο

 $\bigcirc$ 

0

Ο

 $\bigcirc$ 







17-20 OCT 2021 -

### WHERE BUSINESS, INNOVATION, AND THE FUTURE WILL BE DECIDED

140 COUNTRIES PRESENTING THEIR TECHNOLOGIES, MAKE SURE YOU'RE THERE TOO

MELTIN

### SECURE YOUR SPACE NOW: marketing@gitex.com



Σ

FUTURE FORWARD // LOGITECH

## LOGITECH VIDEO Collaboration Takes the lead

Logitech has been named the market leader in Video Conferencing Devices by Frost & Sullivan, recognising the company that has achieved the greatest market share resulting from outstanding performance, products, and services.

n what has undoubtedly been a transformative time for the video collaboration industry – one that has pushed us to innovate and continue to raise the bar – Logitech Video Collaboration has taken the lead.

First, according to Synergy Research, Logitech has ranked #1 worldwide in video conferencing hardware.\* Fueled by the acceleration of remote work, Logitech experienced its strongest years to date. According to Synergy's Research, Logitech accounted for nearly fifty percent of all video conferencing devices sold in the Q1 FY21, and over thirty percent of the industry's revenue.

46

Loubna Imenchal



In addition to this #1 position, Logitech has been named the Market Leader in Video Conferencing Devices by Frost & Sullivan, recognising the company that has achieved the greatest market share resulting from outstanding performance, products, and services. To make its assessments, Frost & Sullivan identifies companies at the innovation and growth forefront of their respective industries that most effectively address new challenges and opportunities.

According to Roopam Jain, Frost & Sullivan's Senior Industry Director, Connected Work, "In Q1 2021, Logitech surpassed its closest competitors to become the number one vendor in revenue market share in the business-use



video conferencing devices market. This was the communication giant's first time reaching that milestone. Logitech has long dominated the video conferencing devices market in unit shipments. Its recently earned revenue leadership position is a further testament to its unique designled approach that focuses on creating meaningful products with a clarity of purpose and clear benefits to the users in delivering simple, effortless communication experiences."

As technology continues to

ORGANISATIONS INCREASINGLY RECOGNISE THE VALUE OF HIGH QUALITY, SEAMLESS VIDEO COLLABORATION, AND WITH THE ONGOING SHIFT TO HYBRID WORKING AND LEARNING, WE LOOK FORWARD TO HELPING TEAMS COLLABORATE WITH OUR BEST-IN-CLASS VIDEO COLLABORATION TOOLS. reshape work, Logitech is uniquely positioned to help address emerging and evolving hybrid work trends. Raising the bar on meeting room solutions and optimising video conferencing for the hybrid worker, our products have become a hallmark for frictionless user experiences and scalable deployments for every meeting space. We owe our success to our customers, who believe in the quality of our VC products, from conference cameras to complete room solutions.

Loubna Imenchal, Head of Video collaboration for AMECA region (Africa, Middle East Turkey, and Central Asia), said: "The results of recent surveys are very encouraging and confirm what we see in the field here in the Middle East. Organisations increasingly recognise the value of high quality, seamless video collaboration, and with the ongoing shift to hybrid working and learning, we look forward to helping teams collaborate with our best-in-class video collaboration tools."

Logitech Video Collaboration is on a mission to elevate video conferencing for all – and we aim to keep leading the way. Visit our VC hub today to learn more about how Logitech is raising the bar on meeting room solutions and optimizing video conferencing for hybrid work.

#### \*Revenue and Units Sold

Synergy Research Group, Q1 2021 Worldwide Traditional & USB Video Market Share Report Frost & Sullivan Best Practices Global Video Conferencing Devices Market Leadership Award.

## JOURNEY TO THE CLOUD WITH NETAPP

Maya Zakhour, director, Channel Sales MEA, Italy & Spain at NetApp, on how the company's cutting-edge products and solutions make cloud migration an easy, effortless process.

A CLOUD JOURNEY IS NOT JUST A TECHNICAL CHANGE. IT ALSO INVOLVES CHANGES TO THE ENTIRE IT FRAMEWORK, MULTIPLE BUSINESS DEPARTMENTS, AND CRITICAL BUSINESS PROCESSES. BASICALLY, A CLOUD JOURNEY IS A BUSINESS DECISION."



challenges are companies in the UAE facing

### today and why is it important for them to have a cloud strategy in place?

In a time of constant change, rapid shifting market conditions and unprecedented disruption – as we currently see during the pandemic – enterprises need to have a digital transformation strategy in place to stay competitive in the market and be innovative. They need to be flexible to respond quickly to changing market environments and maintain business continuity. At the same time, they need to focus on their core business and not be constantly thinking about their data management and modifications needed.

By putting the adoption of cloud at the center of their digital transformation helps companies to remain agile. It allows them to use services only when needed and only pay for them when used.

**Migration to the cloud is a digital transformation process – what do companies have to consider before and during that process?** A cloud journey is not just a technical change. It also involves changes to the entire IT framework, multiple business departments, and critical business processes. Basically, a cloud journey is a business decision. All key business partners should be involved from the beginning to understand how the cloud differs from a traditional IT setup and what the advantages and risks could be.

The journey can be complex, costly, and carries substantial risk. However, it delivers major advantages including long-term cost reduction, improved resilience, agility, performance, and scalability of computing systems. Translating business goals into a migration plan is time consuming, but advanced planning is key to a successful migration.



### How can NetApp help companies with their journey to the cloud?

NetApp's focus is to enable businesses with their cloud journey – be it public, private, hybrid or multicloud. Despite the clear benefits like speed, agility, and flexibility, migrating to the cloud can often raise concerns – from data security to the cost, time, and complexity of shifting workloads. NetApp addresses these concerns with NetApp Cloud Volumes ONTAP with which customers can lift and shift their workloads directly to any cloud – adding the benefits of the cloud to their existing processes.

Cloud Volumes ONTAP is the industry's leading cloud data management solution. It is based on ONTAP which is NetApp's data management software, which has been around for almost 3 decades, running natively in Amazon Web Services, Google Cloud and Microsoft Azure. By design, it delivers extreme performance and advanced data management capabilities to satisfy even the most demanding applications in the cloud. It supports a capacity of up to 368TB, and supports various use cases such as file services, databases, DevOps, and any other enterprise workload, with a strong set of features including high availability, data protection, storage efficiencies, Kubernetes integration, and more. Cloud Volumes ONTAP has already implemented and working successfully for more than a thousand customers globally and can be consumed by the hour or up front.

### Can you share some examples of customers that are already utilising NetApp cloud solutions?

DreamWorks, Ducati, Aston Martin, AstraZeneca... to name a few of our satisfied cloud customers that have used our solutions to maximise the use of their data no matter where it resides while capitalising on their journeys to the cloud. With the support of NetApp technology, DreamWorks is advancing their data fabric and extending data and applications outside the walls of the studio and into the public cloud. Ducati worked with NetApp to build a data fabric, tapping into the data generated by over 60 physical sensors installed on their MotoGP motorcycles. AstraZeneca is speeding the discovery process for life-saving treatments thanks to an updated data strategy, one based on hybrid, multi-cloud computing and the dynamic movement of data.

### What are the advantages of a hybrid cloud journey?

Not all customers can go directly to public clouds or need to stay on-prem for their core workloads. It may be for regulatory reasons, compliance, security, recovery, time, application architectures, or system billing costs. For these customers, a hybrid cloud approach works best. They may be looking to extend or migrate to the cloud, but they have different strategies and different timelines for adopting a hybrid cloud strategy.

A hybrid cloud model will be the reality for years to come. Today most enterprises have a hybrid cloud strategy and it's easy to understand why: They have the simplicity of management, the flexibility, usage, configurations, and simplicity of cost, providing for example OPEX over CAPEX for financial flexibility.

On-prem and in the cloud, NetApp unlocks the best of both. NetApp is the only hybrid cloud storage solution provider native in all major public clouds

### What is NetApp's cloud go-tomarket strategy with its Alliance partners?

NetApp has a unique position in the market as we have partnerships and relationships with the largest cloud providers like Amazon Web Services, Google Cloud and Microsoft Azure.

We provide a portfolio of services for running applications in the cloud that reduces cloud costs by up to 90 prcent. Our platform enables customers to run enterprise applications like SAP, Oracle, SQL, and high-performance compute jobs – for example, in oil and gas exploration and genomics, cloud native applications like web apps, micro-services, any shape of containers in Kubernetes, and virtual desktops like Remote Desktop Services and Windows Virtual Desktop.

We focus to ensure our partners are properly enabled and ready to deliver the best services and reward them for a great job. However, when it comes to WE PROVIDE A PORTFOLIO OF SERVICES FOR RUNNING APPLICATIONS IN THE CLOUD THAT REDUCES CLOUD COSTS BY UP TO 90 PERCENT. OUR PLATFORM ENABLES CUSTOMERS TO RUN ENTERPRISE APPLICATIONS LIKE SAP, ORACLE, SQL AND OTHER HIGH-PERFORMANCE COMPUTE JOBS." the cloud, we ensure that we include the hyperscalers into our go-to-market strategy and align with them on achieving ultimate results. The market will start seeing more of our go-to-market activities with our alliances and some of the largest joint partners in the region.

As an example, we lately announced together with Microsoft the availability of our high-performance Azure NetApp Files (ANF) cloud file storage service in the United Arab Emirates North region, located in Dubai. Azure NetApp Files is currently Microsoft Azure's fastest growing file service worldwide. The deployment of ANF in the UAE enables local users of the Microsoft Azure cloud to benefit from local certifications, especially for government, financial and medical service sectors, to meet local data sovereignty requirements.

### How is NetApp supporting regional channel partners to boost their skill levels and opportunities for the cloud? We continuously listen to our partners' feedback and hence our unified partner

program keeps evolving to include all needed specialisations' roadmaps from enablement, sales, pre-sales, postsales, services, all the way to correct rewarding schemes. This year we are focusing much more on specialisations that will cover specific areas, where a partner would like to work with us, whether focusing on cloud, AI, enterprise applications, DevOps...

For partners who have extensive experience in migrating and managing customer workloads in public cloud environments with the NetApp Cloud Data Services portfolio, we are introducing a new Cloud Preferred Partner level. It is simplifying how partners interact with our Cloud Data Services portfolio by expanding the support, tools, and incentives for cloud partners around the world. All partners can sell and earn rebates on the Cloud Data Services portfolio.

### ClickShare

### **Conference, Collaborate, Click!**

### Discover the new ClickShare Conference

Let the new ClickShare Conference transform your remote meetings. Gone are the frictions when you host a conference from your laptop, or the struggle trying to use cameras and other meeting room equipment. Simply launch the ClickShare Collaboration App or plug in the ClickShare Wireless Conferencing Button. In less than 7 seconds you are ready to go.



## COMMVAULT APPOINTS LENA Halbourian as senior head of marketing meta region

Lena brings extensive experience in highly strategic and tactical leadership on marketing strategy architecture, development, implementation, as well as monitoring and controlling of the local, Middle East regional marketing activities within the technology sector.



ommvault, a recognised global enterprise software leader in the management of data across cloud and on-premise environments, has appointed Lena Halbourian as senior head of marketing Middle East, Turkey & Africa (META). Lena will be based in Dubai and work with Commvault's senior leadership team across the META region.

Lena brings more than 16 years of experience having held roles at a number of high-profile companies in the region including Citrix, IBM and Hewlett Packard. Her roles have involved providing highly strategic and tactical leadership on marketing strategy architecture, development, implementation, as well as monitoring and controlling of the local, Middle East regional marketing activities within the technology sector.

She commented: "Commvault is one of the leading data backup and recovery enterprises globally with a strong presence across the Middle East, Turkey and Africa and I look forward to bringing years of experience to the organisation. With the continued rise in digital transformation and need for cutting edge cloud solutions, Commvault is helping a range of businesses and companies in the region to become more efficient, scalable and flexible in how they manage data. I am excited to be working with the senior leadership team to bring effective marketing campaigns and an overall strategy that will bring results and

positive impact to both Commvault and its customers."

Commvault has an extensive customer community across the region, including Dubai Police and Dubai Municipality in UAE, as well as leading players in regional Telco, Finance, Government and Educations sectors including Saudi Telecom Company (STC) and Jeddah University in KSA, Garanti Bank and

I AM EXCITED TO BE WORKING WITH THE SENIOR LEADERSHIP TEAM TO BRING EFFECTIVE MARKETING CAMPAIGNS AND AN OVERALL STRATEGY THAT WILL BRING RESULTS AND POSITIVE IMPACT TO BOTH COMMVAULT AND ITS CUSTOMERS."

DenizBank in Turkey, Emirates Steel in the UAE and Blue Label Telecoms in South Africa.

Commvault recently announced the expansion of its Metallic software as a service (SaaS) portfolio and a new unified Intelligent Data Services Platform designed to meet organisations' growing demand to intelligently manage their most critical asset—their data.

Commvault's new Intelligent Data Services Platform leverages all parts of Commvault's existing portfolio via a broad set of delivery models that vary from software subscription, an integrated appliance, partner-managed,

to increasingly SaaS—a critical differentiator in the market. This platform includes the following set of services: Data Management & Protection, Data Security, Data Compliance & Governance, Data Transformation, and Data Insights. The new Intelligent Data Services provide comprehensive, end-to-end storage and workload support regardless of where they reside. 🚥





Storage

Recording

AI Detection

**Stunning Colors and Detail** 

2K Resolution

ULTRA 2K resolution and the F2.0 aperture work in tandem to produce vivid images that give you the complete picture.



Vision

Audio

Spotlight

Secure in Extreme Weather Conditions

With an IP67 weatherproof-rating, Outdoor Cam Pro boasts greater protection against the elements than any of its competitors.



and Alexa

### Subscription Free Security

Equipped with a 32GB memory card and on-device AI, Outdoor Cam Pro offers security that is ready out of the box. \*The device can support up to 128G.



Notifies You Only When Needed

The camera's built-in AI accurately identifies when a person is present. This means that you are only notified when an event occurs that requires your attention.



### Color Detail at Night

The built-in spotlight illuminates the surrounding area when motion is detected and allows the camera to capture footage in vivid color. Giving you a much clearer view of who's there.



Flexible Installation

The Magnetic Mount and 20ft Cable allow you to easily install the camera anywhere on your property.

## AED 299/-



### Available at all leading electronics stores.

## LEADING THE MARKET THROUGH INNOVATION

Asim Saud Al Jammaz, CEO at Al Jammaz Technologies, tells Reseller ME how the company is focused on empowering partners to seamlessly adopt new technologies and add value to their offerings.

describe the distribution market in the region today, especially with all the rapid technological changes taking place? For sure, the market is changing and emerging and customers are thinking about how they can digitise their work and services. The organisational adaptation of IT solutions has become focused on the end user-how the new digital solutions can help provide new and better services, so the requirement and maturity of customers are not as before. This have all impacted the

ow would you

solutions offered in the market, value added resellers need to provide and skills they need to have, and since distributors are part of this chain this has changed how distributors provide value, the solutions they offer, the skills they need to have and the model they operate with, small vendors today as important as big vendors and with many new startups vendors providing unique solutions that complement large solutions from large vendor, the distributor needs to be able to manage a large library of software and solutions that can be offered in the market and make it easy for channel partners to find the right solution/ software that they need.

### What is Al Jammaz's market strategy focused on?

Our strategy is focused on helping partners provide end-to-end cloud solutions from infrastructure to software and security, transform 25% of our business to Cloud and As-a-Service solutions by 2023, empowering partners to build data centres with all the needed requirements from software and hardware with edge computing in mind, develop channel partner capabilities in emerging technologies such as AI and IoT, provide the market with the best security solutions and increase awareness in the channel about threats and solutions.



### Tell us more about your partner ecosystem-how do you make sure that your partners are empowered to run their business in today's digital age, with maximum efficiency and reliability?

A few years ago, we invested in a cloud market place for partners which they can use under their brand white labelled, so that they can provide digital and cloud solutions to their end user. This platform provides all the requirements partners need to bill their customer in As a Service model providing multi cloud solutions from different vendors and one simple invoice. We have seen that over 95% of partners in the Middle East don't have a billing system that can help them

with the cloud and As-A-service model, so our platform will provide them with this capability. Added to that, we have included over 500 cloud solutions on this platform that partners can sell and provide to their end users, in addition to adding their own cloud solution to this platform.

### How is Al Jammaz Technologies incorporating all the latest technologies in order to spur innovation and creativity in their business?

As mentioned earlier, we have invested in a platform that can help us to provide any type of cloud and As-a-service solutions with a marketplace that includes over 500 cloud solutions, we are also working

THEY NEED. in a project with local startups that provide B2B information technology solutions to help them access the market, also another project in creating the largest online software catalogue in the market where partners can find all the solutions they need in this digital era. We are also moving most of our IT needs to the cloud so that our teams can work from anywhere as if they are in the office also our ERP is upgraded to provide new features that can help the team to get the information they need and do the necessary work using mobile phones while they are on the move, integration between our CRM and application and PBX to

touch of a button. 🚥

make calls and conferences with a

### EIGHTY-SIX PERCENT OF SAUDI FIRMS ATTRIBUTE DAMAGING CYBERATTACKS TO TECHNOLOGY VULNERABILITIES DURING PANDEMIC

The data is drawn from 'Beyond Boundaries: The Future of Cybersecurity in the New World of Work,' a commissioned study of more than 1,300 security leaders, business executives and remote employees, including 104 in The Kingdom of Saudi Arabia, conducted by Forrester Consulting on behalf of Tenable.



enable, the Cyber Exposure company, has published results of a study that found 86% of Saudi organisations suffered a business impacting cyberattack attributed to vulnerabilities in technology put in place during the pandemic. The data is drawn from 'Beyond Boundaries: The Future of Cybersecurity in the New World of Work,' a commissioned study of more than 1,300 security leaders, business executives and remote employees, including 104 in The Kingdom of Saudi Arabia, conducted by Forrester

Consulting on behalf of Tenable.

The pandemic accelerated remote work for many Saudi organisations. In fact, 91% of organisations now have remote employees, up from just 34% in early 2020. Moving forward, the vast majority of organisations (91%) plan to adopt this remote working model permanently.

To facilitate the new world of work, cloud adoption has surged. Seventyseven percent of Saudi organisations have moved business-critical functions to the cloud — including human resources (80%) and accounting and finance (60%). However, this change to working practices has increased organisations' risks. By their own admission, 63% of Saudi organisations are prepared to support new workforce strategies from a security standpoint, while 67% believe moving business-critical functions to the cloud exposes the organisation to increased cyber risk.

"Remote and hybrid work strategies are here to stay and so will the risks they introduce unless organisations get a handle on what their new attack surface looks like," said Amit Yoran, CEO, Tenable. "This study reveals two paths forward - one riddled with unmanaged risk and unrelenting cyberattacks and another that accelerates business productivity and operations in a secure way. CISOs and CEOs have the opportunity and responsibility to securely harness the power of technology and manage cyber risk for the new world of work." "The pandemic has seen the corporate perimeter shattered," said Maher Jadallah, senior director Middle East & North Africa, Tenable. "Cloud adoption and remote working practices were being cautiously adopted in Saudi, but in the last eighteen months this transition has exponentially accelerated. Attackers have seized on the opportunity, as this study reveals, which means understanding what poses a risk to the business and managing that risk effectively is imperative," he added.

## SERITE Trusted choice of enterprises in Middle-East

### Secure your business with Seqrite.

Since its inception in 1995, Seqrite the enterprise arm of Quick Heal Technologies has established itself as a leading cybersecurity partner for enterprises. Today over 35,000 clients spread across the globe trust Seqrite to keep their enterprise safe from cyberthreats.





### Segrite solution suite covers



Avail a FREE demo today.

**Quick Heal Technologies Limited** Contact : +971557553664 l ramzi.jalajel@seqrite.com l www.seqrite.com OPINION // F5

# THE WAY WE WORK

### Ian Jones, Global SVP for Professional and Education Services at F5, on the changing dynamics of work.

n 2020, we saw a generation's worth of change to working habits over the course of a few months. Remote work, which many parts of the business world had been gradually moving towards, became an overnight necessity for swathes of the global economy, including the delivery of IT professional services.

As the world hopefully begins to emerge from the shadow of COVID-19, most businesses will have the opportunity to be more deliberate. First and foremost, they

PREVIOUSLY, EVERY COMPANY FOUND ITSELF ON BROADLY THE SAME PATH FOR ENABLING REMOTE WORK. NOW, AS THE CONTEXT CONTINUES TO CHANGE, THOSE PATHS ARE DIVERGING, AND ORGANISATIONS ARE HAVING TO THINK HARDER ABOUT WHAT WORKS FOR THEM." can bank the dividends of more flexible working practices while also deciding how to optimise and evolve existing physical workplaces.

Last year clearly imposed several unavoidable demands, but 2021 will likely present more choice. Do we work at home or in the office? Should we host a meeting virtually or in-person? Is travelling really needed? Previously, every company found itself on broadly the same path for enabling remote work. Now, as the context continues to change, those paths are diverging, and organisations are having to think harder about what works for them.

These decisions should not be treated as binary equations. Over the last 12 months, we have learned a lot about both the benefits and drawbacks of remote working.

Many of the costs and benefits are now widely understood. However, the ultimate influence of all these major changes to working practices should be measured in years, not months. For example, it is still too early to be fully confident about the long-term effects of remote working on things





like recruitment and retention, individual career development, and collective productivity.

From the perspective of information technology training and consultancy, I believe there are also some hidden costs we should be aware of. While much training can be—and is—delivered to an outstanding level through selfmanaged online learning, there are some obvious limitations. We all learn differently, yet with e-learning everyone gets an identical experience. By contrast, an experienced trainer in situ can adapt to the needs of a particular group or the individuals in it, personalising and deepening the session. Moreover, a classroom module deliberately takes people out of their normal working routine to limit distractions. 30 minutes of staring at the same screen you use for work cannot create the same conducive atmosphere for learning complex concepts or techniques.

The same is true of consultancy. Any agreement will have a fixed number of criteria that need to be met for the assignment to be successful. But any consultant will tell you that these requirements are only table stakes. The real value comes from an experienced consultant observing their environment, making specific recommendations, and delivering beyond the brief. Is that kind of intangible value, so dependent on being integrated in a customer's working environment, possible in a remote setting?

Looking ahead, there are two key factors professional service providers need to carefully consider. The first is the importance of casual interactions, serendipitous meetings and the ability to observe an organisation at work. That simply doesn't happen when your working world shrinks to the size of those you digitally communicate with.

Second is the challenge of providing added value within a remote context. A consultant working virtually on a long-term project risks becoming a face on a screen rather than a fully embedded member of the customer's team. You want to be seen as a trusted adviser, not a commodity service.

Neither of these points deny the huge value remote working offers both professional services suppliers and customers. Indeed, F5's training and consultancy teams were already delivering the majority of their assignments remotely before the pandemic occurred. In the past year, we've all been surprised by how much can be achieved to a high standard virtually. This includes training methods that we would never have previously attempted. In the (hopefully not too distant) future, many of our training and consulting engagements will surely embrace a hybrid approach, with faceto-face meetings used to discuss task execution and confirm expected outcomes. This will also help to build trust between all parties. The challenge for organisations now is to find the right balance between traditional and remote working: blending the urge for efficiency with the imperative for effective teamwork. The ultimate goal should be a working environment that maximises the contributions of all concerned-not just employees, but professional services suppliers and partners too. 🗠

60

## **BUILDING BRIDGES**

Amir Sohrabi, AVP – Emerging Markets at Citrix, on how technology can help close the gap between people and productivity.



ntelligent, unified workspaces are the trend today. What does this really mean? Throughout history, there has been a continual evolution in the way we work. And infrequently a significant disruption brings about a dramatic change. In the past, these disruptions were introduced by the invention of technology that revolutionised the industry or computing. This time, the pandemic necessitated that businesses work remotely while maintaining the same levels of collaboration and productivity. As a result, the remote workforce no longer views work as a place people go but instead as something they do.

The digital workplace is a technology framework that allows businesses to provide and manage apps, data, and desktops. It gives employees real-time access to their apps and data from any device and location, regardless of whether the data is stored in the cloud or datacentre. For IT and end users to be successful, a digital workspace solution must provide a consistent, contextual, and secure experience.

Maintaining business continuity in tumultuous times requires workplace technologies that allow people to work remotely with ease. How is Citrix helping companies leverage this trend and keep pace with change? Long before the pandemic, Citrix was already a pioneer in the remoteworking space, offering solutions that have helped remote workers for years. We have been a strong advocate of building resilient organisations that can function as close to normal in the face of disruption and weather and through the after effects.

Traditionally, business continuity or disaster recovery plans expected a disruption to last 24 to 72 hours before rectification. Many were based on a systemic global breakdown of supply chains. However, what we experienced with the COVID-19 situation threw that notion on its head.

Instead of predicting the next disruption, we need to ask ourselves

INSTEAD OF PREDICTING THE NEXT DISRUPTION, WE NEED TO ASK OURSELVES HOW WE CAN TAKE FRAGILITY OUT OF OUR BUSINESSES AND BUILD LONG-TERM RESILIENCE TO BE BETTER PREPARED FOR THE NEXT DISRUPTION.

how we can take fragility out of our businesses and build long-term resilience to be better prepared for the next disruption. Organisations can ensure continued workforce productivity with help from tools and technology such as digital workspaces, cloud, and AI, but more importantly by placing their people front and centre and interweaving business continuity into daily working practice.

### Digital natives (or the Millennials and Gen Z), account for a considerable chunk of the workforce today. How can companies create a work environment for them where they can flourish and thrive?

Digital Natives, or the Born Digital generation, are more than a statistic of the workforce and are estimated to deliver an extra \$1.9 trillion globally and \$51 billion in the UAE in corporate profits. This generation will confirm the fate of businesses – and by extension, global economies by 2035 – and this is why we refer to them as the C-Suite of the near future.

Earlier this year, Citrix conducted a global survey that revealed that long-term goals and work-life balance matter most to Born-Digital generation employees. Faced with an uncertain job environment, younger workers in the UAE are most focused on fundamental work factors like long-term career prospects (92 percent) and a good work-life balance (91 percent). This is misunderstood by leaders, who think their young workers value access to the latest workplace technology and opportunities for training.

In fact, 90 percent of Born Digital employees in the Emirates do not want to return to full-time office work post-pandemic, preferring a remote or hybrid model instead. However, 73 percent of leaders believe that young workers will want to spend most or all their time working in the office.

Successfully attracting and retaining the Born Digital will require organisations to invest in the work model and tools to create the flexible, efficient, and engaging work environment in which this next generation of leaders craves and thrives.

### Finally, how can organisations in the region weed out 'noise' and help employees focus on what really matters? What is your advice here?

Distraction – whether in the office or at home – is a significant barrier to productivity. According to one study, people are distracted more than 400 times every day. This is primarily as programs and systems do not communicate with one another, resulting in unnecessary manual labour. This means that processes are frequently dictated by the application's or system's requirements rather than what is best for the company or the person.

With AI and ML capabilities, digital workspaces can better integrate features and micro-apps at a task-based level, which means employees can focus on their immediate jobs. By automating the repetitive, mundane tasks that waste employee's time, knowledge workers can focus their efforts on the creative projects that add the most value to businesses without distraction. This not only has a remarkable impact on future business productivity, but it will also boost the quality of work. FUTURE FORWARD // LOGITECH

## LOGITECH COMMITS TO REMOVE MORE CARBON THAN IT CREATES WITH A CLIMATE POSITIVE APPROACH

All Logitech products and operations will be carbon neutral in 2021



Bracken Darrell

ogitech International has announced it is adopting a climate positive approach, addressing its carbon footprint across the entire value

chain (Scope 1, 2, and 3) to achieve carbon neutrality this year and setting the company on a path to net zero by 2030, and beyond that, climate positive. The world needs faster climate action to combat climate change and its impacts. Therefore, Logitech is accelerating its previous commitments in support of the Paris Agreement and RE100 and is committing to remove more carbon than the company creates, shifting to renewable energy sources and investing in restoration programs.

63

"Climate change is one of the biggest challenges of our generation. Yet reduction of the net carbon output levels caused by human action isn't happening fast enough - we need to do more now to help shape a climate positive future," states Bracken Darrell, CEO of Logitech. "We are accelerating our climate strategy to be carbon neutral this year, across all of Logitech activities and products. We will be net zero by 2030 with an ultimate goal to become climate positive. We're going beyond what countries have committed to in the Paris Agreement and we're doing it 20 years earlier because it's work that cannot wait."

Accelerating action towards the 2050 goals of the Paris Agreement and the UN Framework Convention on Climate Change demands an expanded climate action strategy. In order for Logitech to adopt the more ambitious goal of net zero by 2030 and climate positive thereafter, the company is taking action with sciencebased targets that support a Reduce - Renew - Restore strategy with specific programs focused on minimising energy-intensive products and activities across the company's product portfolio, operations, value chain and product lifecycle.

### **Reduce, Renew, Restore Strategy**

Reduce: Logitech's commitment to Design for Sustainability is reinforced throughout all stages of the design and engineering process to reduce a product's potential carbon footprint with innovation in materials, energy efficiency, packaging, production processes, circularity and more - essentially eliminating carbon impact before it arises. The intention is also to revise and update existing products and processes to reduce the impact of existing activities yearon-year. Many Logitech products have already switched to using post-consumer recycled plastics and recyclable packaging among other lower carbon options.

**Renew:** Utilising renewable electricity is an integral component to Logitech's

energy strategy. Where absolute energy demand cannot be reduced, it will be transitioned to renewable energy sources such as Solar and Wind. Logitech uses a science-based approach in conjunction with life-cycle analysis capability to determine the company's direct carbon emissions (Scope 1 & 2) and indirect value chain emissions (Scope 3). Work is already underway with suppliers and other stakeholders to transition Logitech's footprint to renewable electricity via direct access to renewable utilities, on-site generation, and purchase of energy attribute certificates (EACs). **Restore:** Adopting a climate positive approach involves a commitment to balance the full scope of emissions (Scope 1, 2, and 3). Over the next nine years, Logitech will progressively increase investments in third-party certified, nature-based, renewables and social projects to avoid carbon emissions, as well as remove carbon out of the air. With climate impacts

CLIMATE CHANGE IS ONE OF THE BIGGEST CHALLENGES OF OUR GENERATION. YET REDUCTION OF THE NET CARBON OUTPUT LEVELS CAUSED BY HUMAN ACTION ISN'T HAPPENING FAST ENOUGH - WE NEED TO DO MORE NOW TO HELP SHAPE A CLIMATE POSITIVE FUTURE." becoming apparent, Logitech recognizes the urgent need to invest in and support forestry conservation, renewable energy infrastructure, new carbon sinks and climate-impacted communities. This year, Logitech is expanding its restoration investments through a multi-year carbon sequestration project in Fangcheng County, Henan Province, China planting over 40 million trees. Logitech will eliminate more than 1 million tCO2 year-on-year, with our Reduce-Renew-Restore strategy in 2021 alone. Logitech plans to progressively increase investment in projects that capture and remove carbon, to rectify the damage caused over the last century and restore natural environments.

"We have reaffirmed our commitment to climate action and accelerated our program to reach the 1.5oC goal in support of the Paris Agreement 20 years earlier than anticipated," states Prakash Arunkundrum, Head of Global Operations and Sustainability. "Science-based reduction targets are driving our momentum and we recognise that business as usual must fundamentally change, to adapt to the changing environment around us. Driving innovation in materials, measurement tools, and technical design processes, as well as collaborating across industries, helps us along our path towards reducing carbon emissions and accelerating towards a decarbonized economy." Logitech has the ambition to positively impact sustainability in the consumer electronics industry and is proactively taking an innovative approach to environmental and social sustainability. In addition to the company's climate positive approach, Logitech is the first consumer electronics company to commit to providing detailed carbon impact labeling on product packaging across the entire portfolio. Learn more about all of Logitech's sustainability initiatives in the 2021 Sustainability report or on the website. 🚥

5-IN-5

### FIVE THINGS I CAN'T LIVE WITHOUT:

Besides the basics, below is my list in this order:

- Internet (it has taken over the world) My phone My home garden (my sanctuary)
- 4 My Nutribullet (I love smoothies)

### WHAT THE YEAR 2020 TAUGHT ME

To quickly adapt to the new reality and keep going. To be more mindful of one's health and mental wellbeing. To value relationships - being away from my family made me connect with them

### THE ONE TECHNOLOGY/PRODUCT THAT HAS CHANGED THE WORLD

overwhelming to adapt. Some that I found most fascinating and would like to experience personally are, Self-driving technology - Driverless Vehicles and 3D printing especially in healthcare and education ,which is a major breakthrough.

#### **HOW I DE-STRESS**

My newfound love for extreme sports, with which I'm surprised too. I enjoy paddling with my Dragon Boat pals. And of course my 'Me' time with some

good music and OTT content. I am also trying to get back to my personal collection of books. And of course meeting my besties on the weekend. All of this helps me

### **MY MANTRA FOR SUCCESS**

I have a couple of them that has helped me phase through different stages in my life: • The first one which I very strongly

believe is that every problem has a solution, which can be found when you are the calmest. And If there is none then accept and make peace. This way there is minimal disruption for you as well as for others. • And the second one is - One does not

a 'work-in-progress' and there's always room for improvement. With consistency, your 'best' will evolve. What matters is



5

## **RAJI JOY** JUH

**MARKETING DIRECTOR AT STARLINK** 

2020

ast // OCTOBER 2021 www.tahawultech.com //



**Protecting Your Information** 



**OUR SOLUTIONS** 



### Visit Us @ GITEX | Stand H2-A2, Hall 2



Value Added Distributor for Information and Cybersecurity solutions.

Office No:710 & 910, IT Plaza, Silicon Oasis, Dubai, UAE. | Email: info@bulwark.biz | Phone: +971 4 333 5040 www.bulwark.biz

## Logicom

NetApp

Distributor Partner



**Hybrid cloud solutions:** Unify, simplify, innovate-ify

Managing today's storage needs now and getting ready for what's coming isn't easy. You've got a lot to consider beyond the basic box.



If your data grows 50% in a year, in 6 years you'll need 11 times the capacity you need today.

NetApp fullfills requirements such as cloud-ready options,addresses evolving performance, delivers capacity elasticity, supports workload consolidation, automates data tiering, meets rigorous data protection and compliance requirements.

That's why companies worldwide trust NetApp to help manage their most important resources. Simplify your search when you choose the industry storage leader. Trust your data to NetApp.

We can help. For further details please contact us: M netapp@logicom.ae

or visit: 
the https://distribution.logicom.net/netapp/

### **FIVE THINGS I CAN'T LIVE** WITHOUT

Harley & Hatchet 2. My family 3. My friends

#### WHAT THE YEAR 2020 TAUGHT ME

2020 with family, friends and colleagues, during the various people who I missed the most.

#### THE ONE TECHNOLOGY/ PRODUCT THAT HAS CHANGED THE WORLD

(Internet of Things) has probably made the biggest impact in access to knowledge and the ability to connect



### British countryside so a walk with my dogs always helps to clear the mind and re-focus.

**MY MANTRA FOR SUCCESS** 



5

## ANDREA CARTER

### **REGIONAL DIRECTOR, MARKETING NEMEA AT SOPHOS**

2020

### 5-IN-5

## AJAY KUMAR

### **CHIEF EVANGELIST AT MANAGEENGINE**

### FIVE THINGS I CAN'T LIVE WITHOUT

Family - Over the years, I've realised that they are the core of my existence.
 Work - I love my job, and it is something I look forward to every day—

Chai - Though I am not addicted, my day doesn't start without a nice, hot cup of chai.
 Books - I love fiction and autobiographies.
 Books have definitely helped me with my vocabulary and always transport me to a different world, pushing the envelope of my

it helps me stay focused and plan things in advance at work and at home.

### WHAT THE YEAR 2020 TAUGHT ME

2020 a roller coaster ride. I had to adapt to unprecedented changes in both my professional and personal life, just like others, and in the process, I learned to

### THE ONE TECHNOLOGY/PRODUCT

**THAT HAS CHANGED THE WORLD** Video conferencing software enabled businesses across the globe to anywhere setup and has now opened up a hybrid world of possibilities. Not just businesses, even families and communities were able to socialise and collaborate while apart through these virtual mediums.

#### **HOW I DE-STRESS**

Interestingly, during the lockdowns, my family and I binge-watched some of the classics from my childhood and my children got a sneak peek into the movies of my generation—tear-jerkers, song-and-dance sequences at the drop of a hat, emotional melodramas; it was fun watching them roll their eyes.

#### **MY MANTRA FOR SUCCESS**

The quote "I am a student of life, for life!" is something that is true for everyone.



5



ENJOY SAFER TECHNOLOGY"

# YOUR DATA IS YOUR BUS















ENDPOINT SECURITY

ENCRYPTION

DATA

SECURE AUTHENTICATION **DETECTION &** RESPONSE

CLOUD SANDBOXING

MAIL SECURITY

**MAKE SURE YOUR COMPANY IS SAFE FROM DATA BREACHES OR LEAKS. EMPLOY OUR POWERFUL AND EASY TO DEPLOY ESET SECURITY SOLUTIONS.** 

110m+ users worldwide



200 +countries & territories

13 global R&D centers

WWW.ESET.COM/ME



### **DEV MEHTA** Director, international Marketing at virsec

### hat do you like most about a career in marketing? Marketing is one of the strongest pillars of an organisation's growth. What fascinates me the most about marketing is the creative exposure that allows one to innovate and, with today's modern marketing tools, quantify it into measurable outcomes that contribute to the larger organisational goals. Marketing is all about creating a brand, a legacy that is sustainable and continuously yields results for the organisation.

### Tell us about a defining point in your career.

Ahh, there have been a few. But the career move that I am most proud of is the one I took during the pandemic. I had a stable marketing role with one of the leading global organisations and then an opportunity came my way to work with my current employer, Virsec, a cybersecurity startup, which was looking to grow in the international market. I saw this position not only as an amazing learning opportunity, but also as an incredible chance to help create what I mentioned earlier -- a brand, a legacy. The organisation has a fantastic goal to make Cyberattacks irrelevant. With our innovative solution, I can't envision a better story to be a part of then making the world a safer place to do business and building a more secure environment for nations against attackers. It was a defining moment when I had a call with my current CEO and he said, "Dev, we are on a mission and are you fully onboard?" My answer was an instant YES! A career is only as good as the risks you have taken and the stories you make, be it of success or failure, It's all about reinventing, redefining and being deterministic and true to your goals.

### In your opinion, what are some of the most important qualities that a marketing professional should have?

Being Bold: It's important for marketers to shun silos and be open to new creative thoughts, ideas and be bold. It's ok if you fail, but that's the beauty of being a marketer – it's all about bringing innovation, a bold attitude and a commitment to make a difference to the role.

Being Analytical: In the world we live in, everything has to drill down to Return on Investments (ROI) and marketers should be Analytical. It's great to try new campaigns, activations, and strategies, but it is equally important to measure the outcomes. With all the intelligent marketing tools out there, it's becoming simple yet complicated and hence a 360 analytical approach is important.

Long term mindset: I am a cricket fan and I like to make the analogy that marketing is not for T20 or one day players but rather it's like a test match. It's a long game – sales cycles can be long and you might have a bad day today or a good day tomorrow. But if you are consistent and optimistic, and have a focused team approach, you can contribute to the larger goal every day and, in the end, be victorious.

### What does the leisure/weekend mean to you?

A leisure weekend for me means wandering to a nearest undisclosed location in the lap of nature for a trek, hike or just feeling nature in all its glory. I am a Musafir by heart and the journey never stops!

### Three things you absolutely cannot do without, and why?

My sanity and strength, My family Food, I am big foodie and love trying new cuisines that make me travel the world.

Music, It allows me to think, be creative and set a zone.

### Experience the POWER and CONVENIENCE of AI POWERED Wi-Fi



**One Connection - Infinite Possibilities** 

Sk Google O amazon alexa





Al Mesh Optimizer

Al Wi-Fi Optimizer

App Store

EAGLE PRO AI https://me.dlink.com | info.me@me.dlink.com Connect to more...

Al Parental Controls

AI Traffic Optimizer

M15

MESH ROUTER

D-Link

AI Assistant

EXTENDER

 $(\sigma)$ 

The EAGLE PRO AI Series brings AI-enhanced capabilities to optimize your Wi-Fi, and the AI Assistant to intelligently monitor network usage to give simple, actionable recommendations to keep your network at peak performance for everyone in the family.

### **EAGLE**PRO AI Series

R15

ROUTER



## **DIVE** into **DIGITAL** GITEX Technology Week 2021

### October 17-21

Visit us at Za'abeel Hall 1, Dubai World Trade Center, United Arab Emirates





Huawei GITEX Website