MIDDLE EAST THE VOICE OF THE CHANNEL **ISSUE 296 | JUNE 2022** www.tahawultech.com HIGHLIGHTS: Secureworks 💆 Texub **Avientek**

SUSTAINABILITY & THE CHANNEL

SUSTAINABILITY WILL BE A MAJOR FACTOR THAT DETERMINES THE SUCCESS AND SURVIVAL OF THE CHANNEL INDUSTRY AS IT NAVIGATES AN INCREASINGLY COMPLEX & COMPLICATED BUSINESS LANDSCAPE.





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EDITORIAL





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A Question of Sustainability

ustainability is fast becoming an issue of concern for the channel industry as it navigates an increasingly complex & complicated landscape. 2021 was the year for defining strategies and planning medium- to long-term journeys. This year, it's all about including customers, partners, employees, suppliers, shareholders, and communities to better understand the corporate social responsibility approach, leading with ambition towards a more sustainable world

Our cover story this month looks at this and some of the other trends that are dominating the channel. Not to be missed are our interviews with some of the best and most influential channel personalities. We have Youssef Abdat, Territory Manager – SELL (Saudi, Egypt, Libya & Levant), Secureworks, tell us about Taegis XDR and plans for the Saudi Arabia market. We also have Laurent Delattre, EMEA Sales Vice-President, SolarWinds discuss hybrid cloud observability and how channel partners can add value to their offerings with this solution.

That's not all: Our focus interview with Suchit Kumar, CEO & Niranjan Gidwani, Consultant Director at TEXUB, talks about how this new initiative provides a unique, cutting-edge opportunity for the channel community to seamless grow and expand their business.

We also have two very special event reports: ASBIS Middle East, the leading IT Distributor in the MENA region, recently celebrated the 30th anniversary of its partnership with Seagate, the frontrunner in mass data storage solutions, at a gala event held at the ASBIS office in Jebel Ali. EVAD, a Middle East value-added distributor focusing on Computer and Network Security, held its channel partners summit recently. Titled "EVAD Channel Partner Summit 2022" the meeting aimed to outline EVAD's capabilities to prospective partners and to hear testimonials from current collaborators.

Not to me missed are our Insight and Opinion columns, Products section and the usual news roundup. Happy Reading!

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TOP STORIES

ABSIS AND ELITEGROUP ANNOUNCE PARTNERSHIP COMMITMENT



Elitegroup Computer Systems (ECS) and ASBIS Middle East strengthened their commitment at successful partner event held 9th June 2022, in Dubai. ECS has been dedicated to providing professional, innovative, high-quality and competitive designs and products globally to meet the everchanging consumer computer trend.

The new partnership combines the two companies' passion for experienced performance and will continue to lead the market for Mini PC in Middle East. Year by year, ASBIS Middle East has grown solid collaborative relationships with the top worldwide vendors and suppliers of consumer electronics, IT products and solutions.

Commenting on their partnership with ASBIS ME, Jonathan Chuang, sales manager of Own Brand Business Unit -Elitegroup Computer Systems (ECS), said: "ECS is pleased to announce its partnership with ASBIS Middle East, a leading expert in professional distributor of IT product in Middle East. With experienced manufacturing and innovative design, ECS is committed to providing high-performance, reliable, and stable products and long-standing partnership. By cooperating with ASBIS, we believe this will bring mutual benefit for both parties and help penetrate Middle East market and expand further in the future."

CPX HOLDING & KYNDRYL COLLABORATE TO ENHANCE CYBER RESILIENCE FOR CUSTOMERS IN THE MIDDLE EAST



Kyndryl, the world's largest IT infrastructure services provider, and UAE-based CPX, a leading provider of digital-first cybersecurity solutions and services, announced a strategic collaboration with the aim to enhance cyber resilience for customers in the UAE and the Middle East.

Under this collaboration, the companies aim to help customers protect their businesscritical assets and support their overall digital transformation through a powerful combination of Kyndryl's global leadership in IT infrastructure services and CPX's endto-end cybersecurity capabilities. Accordingly, organisations will be able to unlock business value and strengthen growth.

Additionally, CPX's customers will have the ability to tap into Kyndryl's expertise in migrating, managing

and modernising their complex, missioncritical workloads, while Kyndryl's customers will have access to CPX's state-of-the art services and solutions.

"We are proud to collaborate with a global player like Kyndryl, to help governments and businesses locally on their journey to a greater 'cyber maturity' and protection," said Khaled Al Melhi, CEO of CPX. "As a newly established company in the UAE, our ambition is to build a vibrant cybersecurity ecosystem. Collaborating with Kyndryl is part of our strategy to strengthen cybersecurity for the region."

COHESITY HELIOS INTEGRATES WITH PALO ALTO NETWORKS CORTEX XSOAR



Cohesity, a leader in next-gen data management, has announced that it has joined forces with Palo Alto Networks to integrate its Cohesity Helios next-gen data management platform with Palo Alto Networks' CortexTM XSOAR security orchestration, automation and response (SOAR) platform for improved ransomware detection and recovery.

A key factor in defeating cyberattacks such as ransomware is how quickly the attack can be recognised and remediation steps initiated. This integration provides detailed automatic alerts when the AI-powered Helios platform detects anomalies in the backup data that could indicate an emerging attack. Once alerted by Cohesity, Cortex XSOAR initiates an automated playbook to triage and mitigate the impact of a potential cyber-attack. Integrating a next-gen data management platform with a SOAR (Security Orchestration, Automation and Response) capability can help greatly accelerate threat detection and response and decrease an organisation's risk exposure.

"Any delay in ransomware response and recovery could result in extended downtime, data loss, and business disruption," said Brian Spanswick, CISO, Cohesity. "This integration can help more effectively link data management and data security processes — key to staying one step ahead of ever-persistent ransomware attacks and improving an organisation's cyber resilience."

TOP STORIES

TREND MICRO STRENGTHENS DIGITAL TRANSFORMATION JOURNEYS OF REGIONAL ENTERPRISES AT AWS TRANSFORMATION DAY DUBAI



Trend Micro Incorporated, a global leader in cybersecurity solutions, shared its industry-leading solutions and in-depth insights at the AWS Transformation Day Dubai at the Madinat Jumeriah Conference & Events Centre in June, aimed at safeguarding the region's digital ambitions through the power of the cloud.

Building towards a more resilient digital environment, the one-day event explored business and technological advancements brought to the region's organisations by utilising innovations in the cloud. From engaging keynotes to insightful sessions, attendees were provided with invaluable

information on cloud technology that can transform the way companies achieve their digital goals.

"Today, cloud technology is imperative and has provided organisations with immediate benefits

in security, scalability, and flexibility prompting them to make the transition and bolster their digital transformation journeys," said Sami Ayyoub, Sales Manager, UAE, Trend Micro. "With the AWS Region in the UAE launching in the coming months, businesses will be empowered to accelerate their growth and fulfill potential by innovating in the cloud. We at Trend Micro remain committed to protecting the large-scale migrations and shielding enterprises in the country aiming to position themselves as industry leaders with robust capabilities of cloud services and state-of-the-art security solutions."

PURE STORAGE REDEFINES AI-READY INFRASTRUCTURE

Pure Storage, the IT pioneer that delivers the world's most advanced data storage technology and services, has announced AIRI®//S, the next generation of its complete AIready infrastructure, developed by Pure Storage and NVIDIA. AIRI//S provides enterprises a simple, on-demand infrastructure that

accelerates AI initiatives at any scale.

Enterprises across industries have recognised the power of AI to speed innovation and gain a competitive edge with critical business insights. However, the complexity and rigidity of legacy

infrastructure technology - both on premises



and in the cloud – is a barrier for enterprises looking to achieve the promise of AI-based data science. Too many AI initiatives are stalled by the intricacies of a "do-it-yourself" approach, leading to significant delays and idle time. Instead, AI requires a completely new infrastructure to facilitate faster innovation and obtain actionable, modern analytics.

To meet this need, Pure Storage, in collaboration

with NVIDIA, launched AIRI in 2018, the first AI-ready infrastructure reference architecture, purpose-built to enable organisations to achieve better utilisation and uptime, and ultimately scale their AI and data science investments without complexity. DELINEA DEVOPS
SECRETS VAULT
EXPANDS
SEAMLESS SECRETS
MANAGEMENT
FOR KUBERNETES
CONTAINERS AND
ADDS MONGODB
SUPPORT



Delinea, a leading provider of privileged access management (PAM) solutions for seamless security, has announced the latest release of DevOps Secrets Vault. Among other new and expanded features, the high-velocity vault for developers and security teams offers enhanced support for Kubernetes, providing more secure credentials management for containerised applications. The release also introduces dynamic secrets for MongoDB, increasing the number of developer-preferred databases supported.

This release of DevOps Secrets Vault expands secure management of secrets for communication between Kubernetes containers. Enhancements to the webhook include dynamically updated secrets and support for custom namespaces. Highspeed credentials management is now available for DevOps teams supporting Windows sidecar containers.

"Developers know security is important, but often don't have enough time to prioritise it. The focus for DevSecOps should be on seamless usability and automation for elastic and dynamic environments," said Phil Calvin, Chief Product Officer at Delinea. "By expanding Kubernetes support and adding dynamic secrets for MongoDB, we continue to give DevOps teams the ability to minimise security vulnerabilities related to hard-coded credentials."

AXIS COMMUNICATIONS INTRODUCES WORLD'S FIRST NETWORK STROBE SIREN TO HELP DETER INTRUDERS AND IMPROVE OPERATIONS



Axis Communications has announced AXIS D4100-E Network Strobe Siren, the world's first network strobe siren, which

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helps deter intruders, ensure on-site safety and improve operational efficiency with the power of light and sound. Integrated through VAPIX, MQTT or SIP, the device comes with various light and sound patterns to ensure the right level of protection for specific environments.

Based on the open Axis platform, this fully networked product can be connected to any Axis device, Axis VMS, or to third-party VMS and issue warnings and notifications with strobe lighting and/or siren alarms. For example, it can be used for perimeter protection together with thermal and/or radar cameras. Or, for improved parking entrance management with a license plate recognition (LPR) camera.

It is possible to create different configurations with white and RGBA color lighting and pre-configured sounds. This highly customisable product can also be connected to an Axis audio solution with live or pre-recorded announcements to step up the level of deterrence. Additionally, thanks to a simple, webbased interface, it's easy to configure one device and copy and deploy the setup to other devices on the system.

This cost-efficient network device is easy to install, configure, and maintain. It can be powered with PoE so only one cable is needed for both data and power transfer. Furthermore, it comes with first-class quality, support, and a 5-year warranty.

MINDWARE RECOGNISED AS 2021 PARTNER OF THE YEAR BY JUNIPER NETWORKS



Mindware, one of the leading Value

Added Distributors (VADs) in the Middle East and Africa, announced that it was recognised as a 2021 Partner of the Year by Juniper Networks, a leader in secure, AI-driven networks. Each year, Juniper Networks recognises partners that have demonstrated innovative solutions to driving new business, exceptional attention to customer experience and have overachieved financial goals. Mindware was recognised in the category of

Emerging Distribution for its ability to promote, distribute and provide implementation services support across the Middle East for Juniper's innovative data center and cloud-integrated network solutions.

Partner of the Year awards are part of the Juniper Partner Advantage Program (JPA). The program not only recognises partners for their outstanding performance, but also focuses on partner development through specialisations, certification and Enterprise Plus and Deal Registration programs that aim to drive opportunity in the AI-driven enterprise.

"We congratulate Mindware and thank them for their commitment to customer service and distribution excellence," said Saeed Agha, Director of Emerging Markets Channel, Juniper Networks. "Juniper Networks is committed to the long-term success of our distributors in the Middle East region. Mindware's achievements are a great example of how our partners can team and lead with Juniper to differentiate their services and offer greater business and technical value to partners, delivering the best possible user experiences."

Speaking about the award, Philippe Jarre, CEO at Mindware commented, "We are excited and proud to have won the award from Juniper, which is testament to Mindware's commitment to the vendor, our reseller ecosystem and customers. This award further validates our leadership in the valueadded distribution space and reflects the fact that we have continued to thrive and support Juniper's growth objectives in today's challenging market conditions. We thank Juniper for this recognition and will continue to provide the highest levels of value as we maintain a long-standing, mutually beneficial relationship."

zendesk

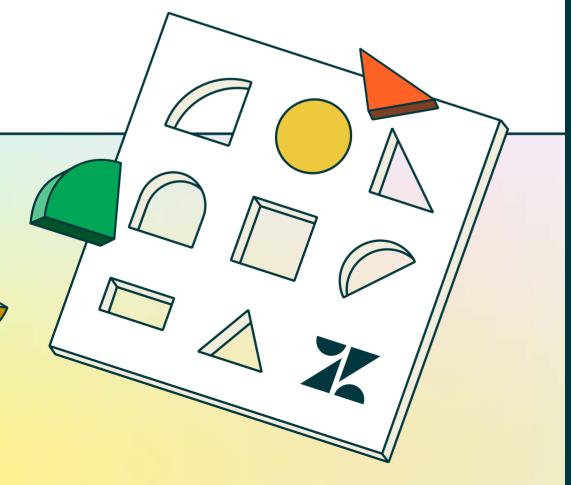
INTERACTIVE REPORT

CX Trends 2022

Access the latest research in our interactive report







NEWSMAKERS

KYNDRYL NAMES ANDREAS BECK AS MANAGING DIRECTOR FOR MIDDLE **FAST AND AFRICA**



Kyndryl, the world's largest IT infrastructure services provider, has

announced the appointment of Andreas Beck as the company's Managing Director in the Middle East and Africa, with predecessor Vickram Nagi taking on a new role as Vice

BECK RETURNS TO THE REGION WITH A WEALTH ACROSS NUMEROUS REGIONS, INDUSTRIES AND BUSINESS UNITS.

METALLIC'S GROWTH

AND SUCCESX TODAY

IS TESTAMENT TO THE

FACT THAT IT HAS

STRUCK A CHORD

WITH CUSTOMERS.

President, Delivery Transformation Leader at Kyndryl.

Beck returns to the region with a wealth of experience, working across numerous regions, industries and business units. Most recently, he served as Chief of Staff to Kyndryl's Group President. Based out of the company's headquarters in New York, Beck was leading strategic initiatives around the formation of Kyndryl and ensuring alignment of business strategy and priorities throughout the company.

"The Middle East and Africa is a rapidly growing region where digital transformation not only acts as a catalyst for success amongst businesses but is key to advancing national agendas," says Beck. "I am

excited to return to the region and collaborate with Kyndryl's employees, customers, and partners to modernise and manage missioncritical systems across multiple

OF EXPERIENCE, WORKING

industries." COMMVAULT SEES GLOBAL MOMENTUM SOAR

WITH METALLIC PORTFOLIO EXPANSION

Commvault, a recognised global enterprise leader in intelligent data services across on-premises, cloud,

and software as a service (SaaS) environments, has revealed the outstanding global momentum that its SaaS division Metallic has experienced since its launch just two years ago. Looking further across the business,

Commvault has also launched an access programme for ThreatWise, the company's new offering following its acquisition of TrapX, as well as a new name for its well-established Metallic Cloud

Storage Service to better reflect its value for customers.

Metallic's growth and success today is testament that it has struck a chord with customers: it offers the security and flexibility companies of all sizes need to meet this unique moment of both accelerated change and rising risk. Through Metallic - together with a broad set of

intelligent data services delivered as SaaS, software, or appliance -Commvault is helping customers move fast, stay agile, and put security first as they modernise their business.

AVEVA POSITIONED AS A LEADER IN GARTNER MAGIC QUADRANT FOR MANUFACTURING **EXECUTION SYSTEMS**



AVEVA, a global leader in

industrial software, driving digital transformation and sustainability, has announced that it has been positioned by Gartner as a Leader in its 2022 Magic Quadrant for Manufacturing Execution Systems (MES) for its **AVEVA Manufacturing Execution** System. This is the third time in a row that AVEVA has been recognised in the Leaders quadrant.

"Our positioning in the Magic Quadrant for Manufacturing Execution Systems by Gartner for the third consecutive year validates our ability to help customers gain exceptional value from their manufacturing systems and investments. In the post-pandemic business landscape, manufacturers' ability to operate in an agile and resilient way in the face of massive and unpredictable disruptions to demand and supply networks is key. We continue to leverage the latest technology (both on premise and in the cloud) to enable the optimisation and integration of business planning and manufacturing execution into a single digital pane," said Rob McGreevy, **Executive Vice-President of Operations** Business, AVEVA.

NOZOMI NETWORKS AWARDED BY FROST & SULLIVAN FOR LEADING OT & IOT CYBERSECURITY WITH SUPERIOR AND HIGHLY DIFFERENTIATED SOLUTIONS

Based on its recent analysis of

the global operational technology cybersecurity industry, Frost & Sullivan recognises Nozomi Networks with the 2022 Technology Innovation Leadership Award for accelerating the digital transformation of businesses and government organisations with advanced cybersecurity solutions specially designed for threat detection, asset visibility, and high-quality insights for operational technology (OT) and the Internet of Things (IoT) environments. Nozomi Networks is an innovative and leading company that unifies OT and IoT cybersecurity in just one platform with exceptional network visibility, solid threat detection capabilities, and useful operational insights.

With the rising deployment of Internetconnected devices and systems, the company's solutions address real-world business challenges to prevent hacking attempts, data breaches, or losing confidential data. Particularly, Nozomi Networks leveraged cutting-edge tools that reduce cyber risk while boosting efficiency and security.

"Nozomi Networks' solutions offer deep asset discovery and inventory management that allow security teams to achieve superior security resiliency," said Danielle VanZandt, Industry Analyst at Frost & Sullivan. "The company's flexible, scalable, and comprehensive Vantage and Guardian solutions provide complete IT, IoT, and OT visibility providing actionable insights that enable clients to secure their environment and improve their security posture over time."

GROWING BUSINESS DRIVING GALAXKEY EXPANSION IN THE REGION

Galaxkey, the world's leading holistic

data security solutions provider, is aligning its expansion plans with the growing market for cybersecurity in the Middle East and Africa. The company, which started its regional operation in 2016 has seen its business grew multiple times and to sustain its growth, Galaxkey has expanded team and its office to stay on the growth path.

Galaxkey has recently elevated Yashaan Cooper to the position of Managing Director for the Middle East, Africa and India from the earlier position of Regional Manager for the Middle East and Africa. Cooper has been with the company for over 5 years and has been instrumental in the success of Galaxkey in the region.

As a channel-oriented organisation, Galaxkey is investing heavily in resources to expand its

channel presence across the region. Commenting on the channel, Yashaan Cooper, Managing Director for Middle East, Africa and India, at Galaxkey, said "We have always believed AS A CHANNEL-FOCUSED ORGANISATION, GALAXKEY IS INVESTING HEAVILY IN RESOURCES TO EXPAND ITS CHANNEL PRESENCE IN THE REGION.



in a channel-based approach for our business, and we consider our distributors and partners to be part of our extended team. Apart from technical superiority

that lends an edge for our products and offers an advantage to our channel partners, we also ensure our partner ecosystem is sustainable and partners able to make healthy margins," he added.

ENTRUST BUILDS ELECTRONIC SIGNATURE & ID VERIFICATION CAPABILITIES WITH EVIDOS ACQUISITION



Entrust, a global leader in trusted

identities, payments and data protection, has announced the acquisition of Netherlands-based Evidos, an innovative leader in cloud-based electronic signatures and identity verification solutions. The acquisition advances Entrust as a global player in the fast-growing \$2.3 billion market1 for trusted electronic signatures, a key element of digital transformation.

Terms of the deal were not disclosed.

Based in the Netherlands and founded in 2008, Evidos has approximately 35 employees who will join the Entrust team with the acquisition, including co-founders Kick Willemse and Zivko Lazarov. Evidos has innovative technology and extensive business in Europe, with more than 2,000 customers and millions of users of its solutions.

As a global digital security leader, Entrust offers a unique portfolio that includes all the key elements necessary for e-signature solutions, including e-signature workflow, PKI, hardware security modules (HSMs), digital certificates, signing servers and timestamp authority (TSA).



DISPLAY & CONTROL SOLUTIONSWITH PRESENTATION MATRIX & SCALER













Hikvision is the world's leading IoT provider with video as its core competency, commercial display business also being its key focus area. Malco Technologies is an official Hikvision Displays distributor in the UAE, offering LED/LCD Video Walls, digital signage and 3D/transparent screens to suit every Boardroom, Media advertising, NOC/SOC control room requirements. By pairing with Kramer's Matrix switchers, VIA Connect PRO Wireless Collaboration Solution and Video Wall Controller etc. the applications are unlimited.









SMART PARTNERSHIP

VM Manu, General Manager, Avientek and Aaron Fright, Regional Director, SMART Technologies, tell Anita Joseph, Editor, Reseller ME, about what their collaboration means for the education market in the region and beyond.



vientek is the front runner in cutting-edge Audio Visual and Unified Communications in the region. SMART is

a pioneer in helping educators and businesses collaborate in innovative ways for better outcomes. Tell us about the synergy that brought about this partnership.

Manu: Avientek is one of the leading distributors, with a significant presence in the audiovisual and unified communications (UC) sector. SMART Technology, widely known as SMART, is a leading provider of technology solutions that have inspired modern schools and workplaces all around the world. Partnering with Smart in the Middle East and Africa region helps Avientek increase our product offering to our partners for hybrid workspaces and hybrid classrooms all across this region. This helps our partner address the current and post COVID requirements which they will have to address on an everyday basis.

Tell us more about your partnership program and how companies can benefit from joining your program.

Manu: SMART is accessible across our extensive partner network in the Middle East & Africa and we are implementing SMART's products and solutions in our experience centres across the region. We have multiple experience centres in UAE, Oatar, Saudi, Kenya, and Nigeria, allowing our partners and end-users easy and instant access to demos, POCs and trainings. Avientek is also investing in additional resources and consultants to comprehensively address the education industry. As a result, we assist our partners in getting into the education industry by providing the appropriate solutions. Overall, with its hybrid classroom spaces, it is a tremendous opportunity to step into the education industry.

How would you describe the regional market for collaborative learning solutions as particularly post the pandemic?

Aaron: What we are seeing around the world, globally since the pandemic,

is a huge wave of investment coming from federal governments from the East Coast, the EU and North America, and the Middle East is no exception. So across the region here, in the Middle East and North Africa, we're seeing a huge appetite and desire to truly transform teaching and learning. And now, with the impact of COVID, there is a huge thing called loss of learning, since a lot of students were kept at home and were not collaborating with their peers inside the classroom. So now, there's a real appetite and desire to accelerate a transformational journey across the region. So we're excited to be working with key stakeholders and policymakers across the region, as we continue to do exactly what we do around the world. We're striving to promote & propel some of the objectives and visions of the countries across the region.

SMART has won several accolades in the last five years for its futuristic products and solutions. How do you expect to leverage Avientek's expertise to drive the increased demand for collaborative educational tools?

Aaron: SMART is an award-winning, innovative company, we have a strong heritage in R&D. For the last 35 years, we've been a market leader. We run over 4 million classrooms around the world, we're in 175 countries around the world. And so we have a strong pedigree

SMART IS AN AWARD-WINNING INNOVATIVE COMPANY WITH A STRONG HERITAGE IN R&D. FOR THE PAST 35 YEARS, WE'VE BEEN A MARKET LEADER.

in terms of bringing solutions to the market that have true relevance to the teaching and learning process. Working with Avientek will really allow us to extend our breadth across the territory as we aim to enrich and strengthen our channel go-to-market policy across the region. And we believe we have a significant chance to contribute to that transition, given the growing appetite for investment in the region.

What are some of the leading trends in the smart learning education collaboration face today?

Aaron: We do what we do as a company, to really inspire greatness. What does this mean? This implies we're aiming to assist educators and teachers in harnessing technology and incorporating it pedagogically into teaching practises that allow and promote students' true motivation. What are they passionate about? How can we inspire students to really find what they are excited about within the learning journey that they're on? That's what we do at SMART, but what we also do in terms of our promise is around connecting, particularly post the pandemic, so connections that matter are a real catalyst for us to be able to really drive some of the trends that we're seeing in the education space, and that's things like social-emotional learning. There are lots of things and studies and white papers that are in flight that have been published already around how students need to be more socially aware. How can they be more socially ready to go out into the workplace once they finish their academic journey?

There's also the question of teacher burnout-just look at the impact of COVID with regard to teachers having to all of a sudden, without very little warning and very little preparation, and often without the right resources and infrastructure, be very, very agile very quickly, in order to make sure they get the content out to students who were no longer in the classroom. So there is a real appetite for teachers to be connected with one another in a much better way than they were before. They want to be connected much better and more robustly with their students, okay. These are some of the most important market trends

we're witnessing right now. More active learning and hyper-personalised learning are also possibilities. In other countries, however, a hybrid approach may exist, in which some students are not physically present in the classroom, but others are. In such instances, the educator's ability to move smoothly between the two scenarios in real-time, ensuring that no student is left behind, is important. Technology is a great facilitator for them to do so, but teachers need the right support in order to harness this technology effectively.

Can we expect to see new product launches in the region as a result of this partnership?

Aaron: Our roadmap is continuing to evolve. When it comes to bringing new technologies to market, SMART's philosophy is to build solutions that are fit for purpose in the education industry. What does this mean? It indicates that they were developed by educators for educators. So our solutions are specifically designed for the learning environment.

Our roadmap, product transitions, and new product announcements are all constantly evolving. In terms of software solutions, we receive quarterly updates. We release new upgrades and hardware throughout the year, and we continue to grow and incorporate best-of-breed technology into our solutions. Again, we focus on teaching practice. Our solutions are designed to be simple. Our solutions are designed to make sure that you can stay connected and fully engage. Whether you're an educator or a teacher, our roadmap will continue to evolve, and we will continue to bring revolutionary best of breed new technologies to market. The ability for us to do that with an additional partner like Avientek, will give us a really solid foundation to help collectively take the business to the next level.

What are some of the challenges faced by the education market with regard to technology?

Aaron: This is an ongoing conversation that we have on a daily basis. The requirements of the education market are extremely specific. And there needs to be a significant shift in mindset because when it comes to technology in the learning

PEOPLE ARE
LOOKING AT
HOW TO REFORM
LEARNING SPACES
SO THAT THEY CAN
BECOME MORE
MOTIVATIONAL
AND INSPIRING FOR
STUDENTS.

space, people focus on the hardware.

However, history has shown us that regardless of what technology you put the current into the learning space, if it is not fit for purpose, if it has not been truly designed for the learning environment, if it is not implemented with the right adoption and utilisation services such as continuous professional development and getting teachers to really embrace the technology, it becomes useless. Technology must be intuitive and simple to use, and we see this more and more with the solutions that we bring to market because they are truly designed and fit for purpose.

Then again, putting technology in the learning space doesn't mean to say that all of a sudden, you've got 21st-century learning. You have to make sure you start with teaching practice first. It has to be the teaching practice, not the hardware first, so we have this formula for success at SMART, and we also know the wrong formula and that is that people typically focus on hardware & software, and they often forget about teaching practice.

The real formula for success is focusing on teaching practice first, focusing on software that is truly designed, pedagogically, for content creation, lesson delivery, student assessment, improving student attainment and ultimately allowing students to improve their learning outcomes to support the curriculum. And then, eventually, the hardware has to be truly fit for purpose as well. These three components in that order are really what deliver a far higher percentage of success when it comes to implementing technology in the learning space.

What's your outlook for the smart learning market in 2022 and beyond?

Aaron: Everyone was emerging out of the post-pandemic fog last year, so there was a lot of uncertainty and a lot of investment plans, but no one knew how hard to press the pedal in terms of releasing some of that capital. Last year, on the other hand, was a breakthrough year for us. And we expect 2022 And the next three to five years to continue to be extremely sturdy and strong not only in terms of business but also in terms of people's desire to really look to implement the right solution in the teaching-learning environment.

People are also looking at how to reform learning spaces so that they can become more motivational and more inspiring for students to really immerse themselves into a more revolutionary type of learning space that addresses things like hyperpersonalised learning, journeys and experiences for students. SMART is at the heart of all of those types of conversations with key decision-makers. And obviously, strengthening our go-to-market with partnerships like with Avientek across the region will help us increase our breadth and depth across channels, allowing us to reach out to more end customers and have the right conversation with key decisionmakers and policymakers. So, we're very, very robust and quite bullish about the vear ahead.

The next three to five years are also going to be equally exciting. We're going to see some really exciting new technologies, revolutionary stuff around predictive analytics and AI in the classroom, more than ever before. There's going to be a continued increase in investment to help really truly transform teaching and learning. And as mentioned, SMART is at the heart of it all. So clearly, we are confident and super optimistic as well.



A better WiFi has arrived.

Linksys Atlas Pro 6 with Velop Intelligent Mesh is a dual-band WiFi 6 system that simultaneously delivers next-level streaming, gaming and uninterrupted video calls to more than 30 devices per node. Access to 160 MHz unleashes the true power of WiFi 6 technology—these are the least congested channels available on the 5GHz band and offer incredibly fast connectivity.



Atlas Pro 6

Mesh WiFi 6 dual-band system

30+ devices

Capacity per node



AX5400 up to 5.4 Gbps



Covers homes with up to

4-5 bedrooms

1/2/3-Pack: Model# MX5500 MX5501 / MX5502 / MX5503

WiFi 6 Offers 4x More Capacity*.

Mesh WiFi 6 delivers true gigabit speeds—up to 5.4 Gbps with 6-stream connectivity—throughout your entire home inside & out.

160 MHz Capable.

Access to the least congested channels on the 5 GHz band unleashes the true power of WiFi 6, allowing working from home, e-learning and streaming & gaming on more devices than ever.

Linksys.com

No interference from the neighbours.

Dynamic Frequency Selection (DFS) reduces interference from neighboring networks.

Industry-Leading Technology.

The Qualcomm[™] Immersive Home 216 Platform transforms home & business WiFi to wired-like stability and speed.

Easy Setup and Control.

It's simple to set up and lets you manage your network or prioritise devices from anywhere, all with the free Linksys app.



COVER STORY

SUSTAINABILITY & THE CHANNEL

Sustainability will be a major factor that determines the success and survival of the channel industry as it navigates an increasingly complex & complicated business landscape.





Kerry Grimes Global Head of Partners AVEVA

here's no denying that the role of channel partners has shifted from typical technology consultants to something more akin to "business consultants" during the last two years. There's also been a shift in focus to data analytics, subscription models and something more important: Sustainability.

Indeed, the channel industry is at a crossroads today: its business model has changed and there is a major technological revolution across the board, which has resulted in increased service expectations for channel partners as they assist businesses in navigating, surviving, and thriving in this new world.

So, what are the opportunities present in the channel? Are channel partners playing a larger role in the channel ecosystem in 2022? Where can we expect to see growth and investment? We try and piece

COVER STORY

together the role of the channel partner in 2022 and beyond, and decipher some of the leading trends that define the channel market this year and beyond.

To begin with, nearly three-fourths (74%) of respondents in a recent AVEVA channel survey said end customers are seeking technologies that provide predictive analytics to support sustainability goals. A similar majority (76%) said the industrial internet of things (IIoT) and edge computing are of paramount importance for their end customers.

AVEVA's global channel partners reported an active focus on growing and supporting these segments as industrial enterprises rapidly seek to connect and integrate field devices. The online survey polled 108 different AVEVA partner companies including distributors, solution providers and system integrators in every major region (Asia Pacific,

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Latin America, North America and Europe, Middle East and Africa). The findings represented a significant opportunity for subscriptions growth. "As industrial establishments

"As industrial establishments begin their digital transformation journey, they will embark on digitising and integrating their industrial sensor data – especially those that are positioned on the edge of their industrial networks," said Kerry Grimes, Head of Global Partners at AVEVA.

Experts say partners will also need to evolve from transactional business models to selling holistic solutions that drive measurable outcomes. To put it simply, partners must adopt outcome-based selling of end-to-end solutions, while implementing lifecycle services to improve long-term adoption of the technology.

Sustainability is another key issue channel partners will have to grapple with.

"At Fortinet, we understand the importance of making sustainability integral to our business model," says Barbara Maigret, Global Head of Sustainability & CSR at Fortinet. "2021 was the year for defining our strategy and planning the company's journey for the mediumto long-term. With our inaugural sustainability report, we aim to increase transparency on progress to date and allow our stakeholders - including customers, partners, employees, suppliers, shareholders, and communities - to better understand our corporate social responsibility approach, leading with ambition towards a more sustainable world and safer internet."

Barb Huelskamp, SVP, Global Partners and Alliances, Alteryx is of the opinion that the channel market is hugely competitive and that customers need to know exactly who they should be doing business with, in order for the industry to thrive.

"Our approach with the partner program redesign acknowledges



Amr Alashaal, Regional Vice President - Middle East at A10



ASSAULT AND

AGGRESSIVE

SECURITY

STRATEGY.

ADOPT A MORE

AND PROACTIVE



Barb Huelskamp, SVP, global partners and alliances, Alteryx

that partners want to invest their resources in organisations that reward activities such as opportunity registration, training, certifications, co-marketing, and joint business planning," she says. "We want our enhanced partner program to reflect our mission and values and adhere to industry best practices, driving value for our partners and enhancing business outcomes for our customers."

Another aspect is the increased focus on security. As we continue to see the terrible consequences of high-profile security breaches, global firms are being pushed to regularly estimate the risk of a cybersecurity assault and adopt a more aggressive and proactive security strategy. However, this should not detract from the employee experience, but rather enhance it; the necessity for an excellent employee experience has never been greater.

"With decentralisation now, the

boundaries of the organisation have become invisible," says Kinda Baydoun, Manager of Channels & Distribution -Middle East, Veeam Software.

"Data is all over, necessitating a need for a comprehensive security strategy to safeguard all entry points. Modern Data Protection and management technologies will be a number one priority for CIOs and IT managers to combat the increasing incidence of cyberattacks, including ransomware that has huge negative ramifications for organisations. And finally, we see an increased interest in Kubernetes as a critical piece of an enterprise's cloud infrastructure. This has created a new area around container-native data protection that needs addressing," she adds.

Another rising trend is that of the cloud. According to a report, the latest Canalys data estimates that expenditure was over US\$2 billion more than in the previous quarter and US\$14

COVER STORY

billion more than in Q1 2021. The top three cloud service providers have benefited from increased adoption and scale, collectively growing 42% year on year and accounting for 62% of global customer spend.

"Cloud has continued to be a hot market and transformation strategies are emphasizing digital resiliency to face the market challenges of today and tomorrow," notes Canalys Research Analyst Blake Murray. "To be effective in resiliency planning, customers are turning to channel partners with the technical and consulting skills to help them effectively embrace hyperscaler cloud services."

Kinda Baydoun points out that cloud adoption continues to be one of the key trends, as partners are racing to having their operations "cloud-ready" to capture the high potential of this market," she points out. "The adoption of cloud is accelerating in the Middle East, fuelled by the pandemic, government spending on smart cities and public sector projects and the availability of an expanding range of data centre," she adds.

Amr Alashaal, Regional Vice President - Middle East at A10 Networks opines that to stay ahead of competition, organisations are constantly looking for ways to drive innovation with speed and agility, while maximising operational and economic efficiency at the same time. "To that end, they have been migrating their applications to multi-cloud and hybrid cloud environments for quite some time. Initially, these applications were moved to the cloud using a "lift-and-shift" approach, retaining their original

THE ROLE OF A CHANNEL PARTNER WILL SHIFT FROM VENDOR-SPECIFIC TRUSTED ADVISOR TO ECOSYSTEM

ORCHESTRATOR.

monolithic architecture. However, such monolithic applications are unable to fully exploit the benefits offered by cloud, such as elasticity and distributed computing, and are also difficult to maintain and scale. Consequently, as the next evolutionary step, organisations have started to rearchitect their existing applications or develop new ones as cloud-native applications," he says.

Perhaps the most significant trend will be that of the emergence of the marketplace.

To meet the demand for different goods, there is likely to be increased adoption and involvement with markets as a strategic endeavour. Marketplaces enable suppliers and channel partners to enter new markets at a cheaper cost while providing greater value to customers. As marketplaces continue to evolve in 2022, more firms will be able to explore a wider range of goods while lowering the cost and complexity associated with traditional channel sales.



Kumaravel Ramakrishnan, Evangelist at ManageEngine

With the emergence of the marketplace, the role of a channel partner will shift from vendorspecific trusted adviser to ecosystem orchestrator. Moving from 'traditional resale' to a partner-empowered ecosystem orchestration model is important to client retention and overall business success. As a partnerenabled ecosystem orchestrator, the partner has a greater understanding of the customer's core business and a keen interest in optimising information technology operations across all platforms, including cloud, infrastructure, and solution purchase. Partner of Record (PAR) enabled and adoption rewards will replace product resale profitability. Furthermore, to align with IT contractual agreements, professional services will be raised to Virtual C-Level advising services paired with managed service options."

Finally, it's amply clear that there are likely to be "flexible work" expectations this year, which means that everyone will want the same superlative experience no matter where they are. The challenge will be how channel partners can deliver these expectations, whether it's via remote login or combining data from other applications to offer a seamless experience.

"Organisations worldwide learned invaluable lessons from the pandemic, including what's most important to them and their end users, the importance of IT to business operations and the changes needed to meet the needs of a hybrid workforce," says Kumaravel Ramakrishnan, Evangelist at ManageEngine.

"ITSM teams played a critical role in ensuring that business operations continued during the pandemic, from overseeing BYOD policies and the provision of mobile assets to implementing self-service features and chatbots, investing more in business



Kinda Baydoun, Manager of Channels & Distribution - Middle East, Veeam Software

TO MEET THE DEMAND FOR DIFFERENT GOODS, THERE IS LIKELY TO BE INCREASED ADOPTION AND INVOLVEMENT WITH MARKETS AS A STRATEGIC ENDEAVOUR.

continuity planning and offering IT service delivery and support."

To sum up, it is clear that the channel industry has a mixed bag ahead of it. There needs to be a complete overhaul of its business processes and increased focus on sustainability and the customer, if the channel operating model is to survive and thrive.

As Arshad Munir Sharif, Managing Director at Kyndryl Saudi Arabia says: "Changing the existing cloud model is a hugely complex ask, extending beyond an organisation's tech stack to the wider business.

The more manageable approach, therefore, is to develop a resilience framework, consisting of step-bystep processes, requirements, and considerations to bring IT towers into a more cohesive alignment. The challenges lie in both developing an exhaustive resilience framework in the first place, and then actively retrofitting it to your existing tech stack and internal operations."

HOW CHANNEL PARTNERS CAN MOVE CUSTOMERS TOWARDS DETERMINISTIC PROTECTION

Traditional security solutions are using a legacy approach towards protection and detection which has reached the end of its life, prompting the need to adopt a new approach around Deterministic Protection, explains Virsec's Bobby Gupta, SVP & MD, International Business.

ecurity practitioners are exhausted at the failed promise of protection when many vendors merely offer alerts after an attack on their applications. As we have seen with Log4j, PrintNightmare, and other recent attacks, this approach is not working.

Attacks continue to increase exponentially. In 2020, the FBI saw more than 2,000 ransomware incidents, and more than a 200% jump in ransom demands in 2021. Software vulnerabilities continue to plague legacy and modern systems and the commonality among these events is that they target, and in many cases hide within software at its fundamental levels on hosts and in memory.

OWASP has updated its top ten most critical risks to applications and added a

new category, software and data integrity failures. Since attackers are constantly changing their techniques, traditional tools do not protect against the attack-ofthe-week anymore.

Deterministic Protection

A new approach is to use Deterministic Protection, which can determine what your software is supposed to do and immediately stop any attack. Deterministic Protection secures the full-application stack, web, host, and memory, at runtime, regardless of application type or environment. This deterministic approach to security ensures protection for legacy unpatched workloads, consolidated VMs and containers, and provides runtime web application protection and application control.

Deterministic Protection ensures better protection against known and unknown threats to software workloads and reduces threat actor dwell time from minutes to milliseconds. It combines the broadest attack coverage and highest accuracy in the industry and protects server workloads across the entire runtime stack, eliminating false positives, when deployed on bare metal, virtual machines, containers, or in the cloud.

This is the next evolution from eradicating threats to software workload using runtime in real-time. Deterministic Protection makes security response obsolete by improving the protection that conventional, probabilistic solutions simply cannot.

Tips for channel partners

Servers are the crown jewels in an organisation. And it is important to have Deterministic Protection installed in all the servers especially the ones which are the most critical and vulnerable.



It is important to deploy Deterministic Protection in any server environment where organisation runs a risk of a reputation loss or any kind of monetary loss if they get breached.

One of the key benefits that channel partners can transfer to their end customers recognitions is reduction of operational expenses after deployment of Deterministic Protection since the false positives is close to zero. The ease of deployment and configuration of a Deterministic Protection solution is appreciated by end customers even in complex environments.

Deterministic Protection can be implemented by certified channel partners. This is an on-premises solution, which is platform agnostic and can support bare metal, virtualised, cloud, containers or a hybrid environment. All of this can be managed though a single on-

DETERMINISTIC
PROTECTION
SECURES THE FULLAPPLICATION STACK,
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OR ENVIRONMENT.

premises user interface console deployed in the customer environment.

Another plus point while implementing Detection and Protection is that it is fully automated with minimal to no human intervention. Most other conventional security solutions rely on a scoring mechanism to look for the bad and require human intervention to take protection action. This makes the protection limited to human intelligence and becomes a bottleneck to detect and protect from Zero-days on time.

Deterministic Protection's automated approach removes this dependency and is able to protect instantaneously with precision. The coverage for all of these use cases helps organisations achieve better protection, reduces cost of operations, and ensures continual compliance, aiding overall business outcomes.

EVENT FOCUS // EVAD





EVAD CHANNEL SUMMIT 2022 OUTLINES ONGOING BUSINESS PLANS









VAD, a Middle East value-added distributor focusing on Computer and Network Security, has held its channel partners summit this year at The Address Boulevard Dubai, titled "EVAD Channel Partner Summit 2022" the meeting aimed to outline EVAD's capabilities to prospective partners and to hear testimonials from current collaborators.

The founders of EVAD had a clear vision to go beyond the current distribution business model, where most of the "Distributors" are only box movers. Aiming to be a genuine "Value-Added Distributor" EVAD worked hard to have the proper technical and sales capabilities to represent and open new opportunities for its vendors. That said, EVAD put the emphasis on the whole triangle of stakeholders - Vendors, Channel Partners, and Customers-equally; it is investing in the knowledge and capabilities of its technical teams, taking its sales strategy to the next level, and enabling and incentivizing its Channel Partners, is what has put EVAD where it is today as an Evolved VAD.

EVAD's Vision: To be the valueadded distributor of choice, whom the vendors choose to work with, channel partners strive to partner with, and customers fully trust and respect.

Abdullah Qaisi, General Manager of EVAD, led the event and started with his memorable opening speech. "We focus on our capabilities, from technical and logistic, to sales and the general knowledge, because it is key to helping our partners rely on these capabilities and work with us. Because if you have a partner with connections but this partner does not trust the vendor enough to go the extra mile, they won't present them the opportunity to show their true value through technical capabilities. Now, I am mentioning the technical team rather than our sales team because most distributors and vendors choose to focus on sales overly, but we recognize that the backbone of any company is the technical side. Structurally, we classify teams as pre-sales and technical teams; however, they are equally capable on the ground. Without working with the technical team, sales teams can't impact the market in any meaningful way. After establishing the technical background, we can cover the sales team because, without them, all efforts will be a waste of money and time. Following this concept in our early years, we were focused so strongly on the technical side; that every investment we made in EVAD was towards the technical team. The sales team strategy is simple; when you have all the technical infrastructure in place, build connections and promise whatever you can deliver because you have a strong team behind you. Now our channel partners can rely on the technical capabilities that EVAD have built for them. We aim to build long-term strategic relationships with our vendors as we invest our time and resources into sustainable business growth. We put effort into the smallest details; even the vendors' sales pitch, we don't present it as is; we adapt it to match our people, region, language, and terms. This is who we are, and we aim to be the VAD of choice". 🚥

STATE OF CLOUD ADOPTION

Lack of visibility, high cost, lack of control, and lack of security are the biggest unforeseen factors that slow or stop cloud adoption.

he COVID-19 pandemic and the shift to workfrom-anywhere has forced organisations to significantly advance their digital acceleration initiatives, resulting in increasingly hybrid IT networks to help deliver better access to applications and data. In many cases, these assets are distributed across data center networks and cloud deployments that are in a constant state of flux. In addition to the added complexity of managing hybrid IT architectures, organisations underwent forced acceleration to the cloud due to external factors such as competitive pressures or supply chain issues. The lack of time to properly plan and coordinate around these efforts has led to security gaps across an expanded attack surface. Now, today's organisations are scrambling to provide consistent security and policy everywhere to defend against attacks without disrupting business operations. So given this digital acceleration, what is the current state of cloud adoption and cloud security? Fortinet partnered with Cybersecurity Insiders to survey more than 800 cybersecurity professionals from around the world and across industries. The 2022 Cloud Security Report reveals how security executives and practitioners are using the cloud, how their organisations are responding to security threats in the cloud, and the challenges they are facing. Let's look at some of the highlights from this year's report.

Digital Innovation Accelerates Cloud Adoption

Organisations continue to shift workloads to the cloud at a rapid pace to achieve faster time to market, increased responsiveness to customer needs, and cost reductions. 39% of respondents have more than half of their workloads in the cloud.

Most organisations are selecting either a hybrid-cloud (39%, up

from 36% last year) or multi-cloud deployment approach (33%) to integrate multiple services, provide scalability, or ensure business continuity. Seventy-six percent of organisations currently use two or more cloud providers. AWS and Microsoft Azure currently top the list, though Google and Oracle are rapidly increasing their investment and market share.

Cloud Adoption Faces Headwinds

This year's Cloud Security Report is set against a backdrop of increasingly brazen and costly ransomware attacks and the major disclosure of a severe zero-day vulnerability in the popular Apache Log4j logging tool, used in many enterprise apps and cloud platforms. It's not surprising that 95% of organisations are moderately to extremely concerned about cloud security.

When cybersecurity insiders asked what surprises security



professionals uncovered that hinder cloud adoption, they discovered lack of visibility, high cost, lack of control, and lack of security are the biggest unforeseen factors that slow or stop cloud adoption. These remain to be consistently top inhibitors of cloud when comparing against previous surveys. Addressing these topics is critical to empowering business success.

The survey also reveals that the biggest challenges organisations face are not primarily about technology, but people and processes. Lack of qualified staff (40%, up from 37% last year) is the biggest obstacle to faster adoption, followed by legal and regulatory compliance, and data security issues. Internal upskilling as well as external expertise are major game-changers to accelerating cloud success.

And with most organisations choosing a hybrid or multi-cloud strategy, not surprisingly, they face increased complexity and

CLOUD IS A CRITICAL ELEMENT OF THE DIGITAL STRATEGY OF ALMOST EVERY ORGANISATION, OF EVERY SIZE AND ACROSS ALL INDUSTRIES. security challenges. Lack of security skills becomes the top challenge (61%, up from 57% last year), followed by data protection, understanding how different solutions fit together, and loss of visibility and control. Simplifying this complexity is key.

Breaking Down Barriers to Cloud Adoption

To reduce complexity and increase security effectiveness, visionary organisations are taking advantage of a cybersecurity mesh platform. This composable, collaborative approach helps dramatically reduce the financial impact of security incidents. With threat intelligence directly shared across diverse attack vectors, visibility, management and automation are simpler, meaning that threats are identified, and mitigated, faster. Ultimately, this reduces complexities, resolves cloud cybersecurity skills and resource gaps, and increases overall security effectiveness.

It's no surprise that over threequarters (78%) of respondents consider it very or extremely helpful to have a single cloud security platform to protect data consistently and comprehensively across their cloud footprint.

Cloud is a critical element of the digital strategy of almost every organisation, of every size, and across all industries. Securing this transition is critical. Fortinet helps deliver cloudnative security solutions that empower a secure digital acceleration with cloud. Available on all major cloud platforms and for all cloud environments, the Fortinet Security Fabric extends world-class security across on-premises, hybrid, and cloud platforms. Get the digital advantage of reduced operational complexity, greater visibility, and robust security effectiveness, powered by FortiGuard Labs. Together, we can create a digital future we can always trust. 🚥

IN CONVERSATION // SECUREWORKS



THE SAUDI FOOTPRINT

Youssef Abdat, Territory Manager – SELL (Saudi, Egypt, Libya & Levant), Secureworks, on Taegis XDR and plans for the Saudi Arabia market.

ell us about
Secureworks and its
presence in the Saudi
region.
Secureworks is well
established in Saudi

Arabia, in fact, we've been closely working with our customers and partners for the last eight years. Over the last 12 months, we have even signed numerous agreements with System Integrators to increase our presence and footprint in the market. We will continue to invest in Saudi Arabia by adding value for our customers and partners. We're also planning several events next year, both in person and virtual. We look forward to listening to our customers and partners about their

Post the pandemic, Saudi Arabia, in particular, has been on a strong cloud adoption drive. How does

cyber priorities and find out how we

can work together to find a solution

to cloud security.

Secureworks help organisations ensure cloud security?

Cloud Security is a major issue for customers who would like to migrate to the cloud and are unsure how. We have designed our Taegis XDR from the ground up-it is a cloud native platform that simultaneously works with all the big cloud providers. We focus on protecting our customers' endpoint network and cloud. We also offer hybrid IT security solutions and multi-cloud deployment services for popular platforms such as Amazon Web Services and Microsoft Azure.

Tell us about Taegis XDR and how it is redefining the cybersecurity landscape in Saudi Arabia

Our Taegis platform protects our customers on all fronts. It focuses on protecting their endpoint, network and cloud. Another differentiator is that our XDR is an open one which allows our customers to integrate solutions from other vendors into our platform in order to provide a full, comprehensive view of the IT environment.

Tell us more about the roadshow to be held in June. What are the highlights?

We're excited about the roadshow and glad to be back in Saudi post the pandemic. We will be highlighting our new vision and our new focus on the mid-market space. We will also be demonstrating our XDR and VDR platforms in our booth. So please come by, have a look and say hello.

What is Secureworks' plan for Saudi Arabia/the region in 2022 and beyond?

SecureWorks has huge potential in Saudi. We are in talks with partners and stakeholders that are interested in our services, Saudi is an extremely promising market for Secureworks.



WE WILL CONTINUE TO INVEST IN SAUDI ARABIA BY ADDING VALUE FOR OUR CUSTOMERS AND PARTNERS.



ASBIS-SEAGATE CELEBRATE 30 YEARS OF PARTNERSHIP

Attended by senior executives from both companies, the event was a testament to the lasting ties shared by both companies











SBIS Middle East, the leading IT Distributor in the MENA region, recently celebrated the 30th anniversary of its partnership with Seagate, the frontrunner in mass data storage solutions, at a gala event held at the ASBIS office in Jebel Ali. Attended by senior executives from both companies, the event was a testament to the lasting ties shared by both companies as they forged ahead with their cutting-edge solutions and customer-first service.

Speaking on the occasion, Hesham Tantawi, Vice-President MENA at ASBIS, said the celebration was proof of a partnership that has withstood the test of time. "This is a unique one-of-a kind relationship and I look forward to the next 30 years," he added.

Sanja Horylova, Sales Director at ASBIS Middle East, said the occasion was a milestone in the history of channel partnerships. "We're witnessing a robust relationship that has withstood challenges and emerged stronger. Both companies are focused on the customer and have their needs as the top priority. Both ASBIS & Seagate are well known and respected for their customer-first approach and robust solutions portfolio," she added.

Mohit Pandey, Head of Sales MEA & Turkey at Seagate, also commended the partnership for standing the test of time.

"Thirty years back, we signed the contract on the 13th of June and we really value the relationship with ASBIS. In fact, we have grown by leaps and bounds and the business has been steadily growing. Looking back, it's been a long and fruitful partnership and I expect this to keep growing," he said.

Mohit also added that there were indeed challenges, but those were easily overcome and the partnership emerged stronger. We're growing and the momentum will continue," he added.

Key customers present on the occasion lauded the partnership for its strength and resilience.

Raees Ahamed from Micro Trans said the two companies enjoyed a one-to-one relationship and what made them stand apart was their personal touch. "There are a lot of distributors in the market but what distinguishes ASBIS is its market adaptability and complete focus on the customer. This is why the company continues to enjoy the trust and respect of its partners and customers," he said.

Farhaan Chiinoy of Golden Triangle Technology FZE said that consistency and commitment are critical to success in a growing market, and that this is what made ASBIS & Seagate so attractive to partners & customers alike. "In a dynamic market, it is important to be able to resonate with the customer and this is what we see in this case. This is the celebration of a strong and future-forward partnership and we look forward to its further growth & progress," he added.

BUSINESS WITHOUT BORDERS

Suchit Kumar, CEO & Niranjan Gidwani, Consultant Director at TEXUB, tell Anita Joseph, Editor, Reseller ME, about how this new initiative provides a unique, cutting-edge opportunity for the channel community to seamless grow and expand their business.

ell us about TEXUB and what prompted you to set it up in the region. Suchit: We were always trying and finding ways to help the IT trade community to do better business and help them with any issues they might have. In the year 2017-18, trade was actually going down and to make it worse, COVID hit. But when the pandemic started, it proved to be a boon for the IT industry - the industry started showing an upward trend. Yet at the same time, digital transformation was happening at an accelerated pace and people started adapting to this new way of business. We realised that this transformation is going to happen within the B2B segment as well.

As a result, two years ago, the thought came to us that we need to build a platform that will help the community come together during this time of transformation and start conducting business digitally. We came together and thought about how we could facilitate business without borders and globally connect everybody. We didn't want to take the usual route and make an E-commerce site or our own company – we wanted to make it a platform for the entire buyer/seller community to come together. We did a lot of research. We looked into all the pain areas of the trade

community and took all those points on board. And today, the platform is ready. We've started onboarding people and we're hoping that by the first week of July, we will start transacting as well.

What's your USP going to be in a market like this, which is competitive and rapidly changing?

Suchit: Our USP and what we tell people is that if you have, for example, 50 customers, with us you can expect to find more customers. If you are selling in 10 countries we can take you to 25 or 30 or 40 countries. It's a global platform and comes at no cost. There is no CapEx or OpEx. We don't charge any subscription fee – it is free for everyone to come on

THERE IS NO CAPEX
OR OPEX. WE
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FREE FOR EVERYONE TO
COME ON BOARD.

board. There is nothing to lose. Also, this portal is going to be safe, stable and seamless. Documentation is very simple. Sellers can just put in an Excel file with their products and upload it. In terms of safety, we have signed up with one of the best companies in Israel on cybersecurity, and ensured that the entire web portal is extremely secure from any external hackers.

The market here is very channel oriented-so what can the channel community look forward to with something like TEXUB?

Suchit: The channel community is always finding ways to expand business. Especially post the pandemic, you've seen the trends – there was a time when it all was in short supply and now it is back to a high supply. The channel will always try and find ways to expand where their business comes from. We are providing that platform to them with TEXUB. We will help them enhance their business and ensure that they have an enduring journey, one that is seamless and supports their growth.

Moreover, we are making TEXUB a community platform, which means that beginning January 1, 2023, we are going to give warrants to everyone who is trading with us. What this means is that if they're trading, based on a certain target level they achieve, we will give





them warrants and after three years, they can convert these warrants to equity. This means we are making them shareholders – partners in business. We will keep the minimum but give the maximum and that's what the platform reflects.

Niranjan: Anybody who comes on board with us has the benefit over time of getting depth, width and reach. This means you get more customers, you get more markets and you have access to many more products and brands, which you may or may not be currently selling - because when you start browsing you realise that maybe you can also offer product Z or Y to some of your customers. Today, the market seems to have this single-minded thought process of "I need to keep buying and selling whatever I'm doing right now." But sometimes you just need to expand your horizons by going online. For instance, a customer who goes onto a B2C platform and ends up buying what they are looking for, but many times also ends up buying what they never had in mind because they looked at something and thought, "I think I can use this." It's the same concept on the B2B side.

How would you describe the Middle East market for Ecommerce?
Niranjan: Business on the B2C side is growing rapidly. The compound average growth rate in the Middle East

is somewhere in the region of between 17 to 21%, depending on the markets - the fastest obviously is the UAE. We used the time during the pandemic to understand this whole concept of the B2B online portal and what we found is that in the run-up to 2026, the size of the B2B online market is going to be about twice the size of the B2C online market globally. This is because roughly about 73% of millennials are now trading in B2B products. I don't mean only online, and currently, when they trade in B2B products, they are actually researching online before they close a transaction. Therefore, it's just a matter of time before that research will culminate into decision-making on an online portal as it happened with the B2C market. In the IT and the mobility space, the value buying online is close to about 73% - that's what it's projected to be in the run-up to 2026 and the same trend or probably better is likely to hold true in the GCC or in the Middle East region. Because if you look around you see people here are changing, and the desire at the premium end to change devices rapidly is probably more than anywhere else in the world.

Finally, tell us about your geographical spread, both in terms of your network and offices.

Suchit: TEXUB is a global marketplace. We have our offices in Jebel Ali and Dubai, and we have a trade license here. We have also established our office, trade license and banking in the US. We have set up the same in India with our back office in Pune, where our software team is also based. We have also set up in Nigeria, and we are present in the Netherlands and Singapore, too.

If you look at the map of the world, starting from the US on one side, then the Netherlands, followed by Nigeria, coming to the Middle East with Dubai, go further down we have India, and further up there's Singapore - we have covered the entire world in terms of offices for logistics management. From the US, we'll be able to cover the entire North American and South American market, from Dubai will cover all of Middle East, Africa, and Central Asia and from the office in the Netherlands, we can cover all of Europe. We're looking at India to cover South Asia, and Singapore to other parts of Asia as well. We will also add manpower in countries where we don't have offices yet. In fact, we've already put manpower in Pakistan and we're looking at implementing manpower in Egypt and Saudi Arabia as well. 🚥

CUSTOMER-LED PARTNERSHIP

Christian Alvarez, Senior Vice President of Worldwide Channels for Nutanix tells Anita Joseph, Editor, Reseller ME, that scaling a business and sustaining profitability requires working creating partnerships that give customers a simpler way to drive their digital transformation.



hat should channel partners do to remain relevant and successful in a Hybrid

Multicloud World?

In addition to rapid innovation and growing complexity around enterprise technologies and services, IT decision makers, service providers and channel resellers are dealing with an industry shift to subscription billing models from traditional sales, leasing or licensing models. Now more than ever, the channel really needs to move faster to 'everything as a service'. They need to adapt really quickly to subscription. Why? Because customers are asking for this.

We see customers' reliance on and expectations for enterprise cloud capabilities intensifying. Many are building the future of their businesses on hybrid multicloud IT operations, which blend private and public cloud services. Increasingly that requires interoperability, including automation, across different technologies and services. This paradigm shift in customer expectations and cloud acceleration is leading prudent service providers into new partnerships.

You can't do it alone. Scaling a business and sustaining profitability requires working creating partnerships that give customers a simpler way to drive their digital transformation. That involves consulting, design, new products, integration, customisation and 24x7 support.

That's what's behind the Nutanix Elevate Service Provider Program. It helps providers pursue partnerships that can improve customer experiences, competitiveness and profitability. There's no minimum commitment or cost to service providers to join the program, which allows carriers of all sizes to participate. Many customers are making their on-premises IT capabilities work with different public cloud services. The partnerships are critical for ensuring interoperability and reliability, which are essential to IT teams, especially as many move to hybrid multicloud operations.

Going forward, I see service providers and resellers redesigning their sales, postsales and support approaches to address cloud and distributed enterprise solutions, especially as customers have had to embrace more distributed architectures to reach remote-work employees. Partnerships are proving especially useful to customers moving to the cloud for the first time. By working together, partners can give customers confidence that they'll be supported by a broad array of professionals working together to uphold clear service-level agreements (SLAs) in the cloud.

How have you updated your channel program to align with modern day trends?

'Channel Autonomy' is one of our key objectives when it comes to our channel program. We wish to empower our channel ecosystem so that they can independently drive our business with minimal involvement from our sales team. We want to train them and make them true champions of Nutanix and in this way the partner and distribution community will be a true extension of our company.

We have spent the past two years shifting our resellers away from legacy sales and compensation models. Our Elevate program, launched last September has accelerated this. The program emphasizes expertise and capability over size, and pays on a recurring-revenue basis. We have moved away from a traditional tiered partner program to a 100% competencybased program that will help channel partners drive more profitability. We have introduced a concept called "disaggregating the incentive stack" that motivates partners to sell more and keeps them in better touch with their customers. What's more important than the initial sale is the lifetime value of a customer. From that perspective, Nutanix could reward partners with premium incentives along the lifetime of the customers journey - at point of sale, at activation, at renewal, at expansion, or at another point. The goal is basically assuring that the customer is going to get the most value out of their investments. This is an incredible way for partners to potentially earn more incentives.

We are also investing a significant amount of money, along with our distribution partners, in order for them to become a Distributor Champion, which is the highest tiered level and has the highest earning potential. These distributors have to be integrated with us and have a very tight secured B2B integration via API's. The Elevate Distributor Program is going to significantly enhance the resellers experience, not just with us, but also with the distributors. Also, with distributor's ability to have enhanced incentives by ticking all the right boxes - showing growth, leveraging our performanceplus deal registration that is all built around trust, alignment and growth distribution can go back and enhance their own incentives model back into the reseller program. So everyone wins.

What do you see as market trends when it comes to the channel? Profit as a Continuum, not an 'Event'

Legacy sales methods and incentive models are quickly becoming a thing of the past. As customers move to consume IT products as a subscription service rather than a one-time purchase event, vendors will face pressure (and opportunity) to align partner incentives with that of the customer's lifetime journey. We are exploring how we can incentivise partners throughout the full lifetime of a customer's engagement with us. We believe it will better enable partners to deepen their engagement with customers, and benefit partners in a more sustained way as they drive

THE SEISMIC SHIFT
TO DISTRIBUTED
WORKFORCES AND AN
EXPANDING UNIVERSE
OF TECHNOLOGY
SOLUTIONS HAVE
REQUIRED DIFFERENT
AND DIVERSE SERVICE

PROVIDER SKILLSETS.

solutions and services development with us and their customers over time.

Knowledge is Power

We believe that there is untapped opportunity in giving the right partners secure access to telemetry. This will be a whole new dimension of validating solution adoption and usage; and ultimately will better enable partners to provide proactive and reactive support. If partners have access to these insights, they will be able to identify new opportunities to improve customer experience and success. We believe that customer experience and success insights are another tool in partners' toolboxes to drive greater growth, intimacy and value with the customer.

Attracting Next Gen Channel Talent

Future-minded channel organisations are actively looking at DevOps as one of the next practices to drive differentiation and growth. Low code / no code development methodologies will transform solution delivery - slashing engagement time & costs, and thus providing a significant competitive edge.

Doing the Right Thing for Customers

We anticipate that the alliance landscape will see even more examples of vendors finding common ground as demand grows for more complete, multitechnology solutions. Alliances will be driven by not only the customers of today, but the customers of tomorrow as the technology landscape drives innovation but also more complexity. This isn't a new trend - Nutanix forged strategic relationships with Red Hat and Citrix which have both proved to be of great value to our partners with solutions that are certified and supported together. Nutanix continues to support VMware ESXi and Horizon View, to enable customer choice.

Nutanix partners with AWS and Microsoft Azure because cloud is no longer a destination but a collection of capabilities that customers want to work together seamlessly as a hybrid environment. Ultimately, we vendors have learned as an industry that there is a vast set of needs out there to meet, and we can absolutely find ways to partner well together.

74% OF CHANNEL PARTNERS REPORT SURGING DEMAND FOR DATA ANALYTICS: AVEVA SURVEY

Global survey highlights growing business development and digital transformation opportunities for technology partners.

early three-fourths (74%) of respondents in a recent AVEVA channel survey said end customers are seeking technologies that provide predictive analytics to support sustainability goals. A similar majority (76%) said the industrial internet of things (IIoT) and edge computing are of paramount importance for their end customers.

AVEVA's global channel partners reported an active focus on growing and supporting these segments as industrial enterprises rapidly seek to connect and integrate field devices. The online survey polled 108 different AVEVA partner companies including distributors, solution

providers and system integrators in every major region (Asia Pacific, Latin America, North America and Europe, Middle East and Africa). The findings represented a significant opportunity for subscriptions growth.

"As industrial establishments begin their digital transformation journey, they will embark on digitising and integrating their industrial sensor data – especially those that are positioned on the edge of their industrial networks," said Kerry Grimes, Head of Global Partners at AVEVA.

"AVEVA and its channel partners are well positioned to integrate this data through the three core packages of AVEVA Operations Control: Edge, Supervisory and Enterprise," Grimes added.



Massive subscriptions opportunity

Increasing emphasis on flexibility and agility to quickly ramp up or down usage with minimal upfront barriers is driving customer interest in subscription offers. The financial gains of embracing subscription models are clear: customers report 65% lower upfront costs in the first year. The AVEVA channel survey mirrored this market trend, highlighting untapped opportunities for partners to promote and cross-sell subscription software solutions. The survey revealed that end customer organisations with revenues of \$50 million or less are most actively looking at subscription software solutions (44%), but companies of all sizes showed indicators of interest in subscriptionbased solutions.

The survey revealed that respondents view the oil and gas sector as being most 'ahead of the

INCREASING
EMPHASIS ON
FLEXIBILITY AND
AGILITY TO QUICKLY
RAMP UP OR DOWN
USAGE WITH
MINIMAL UPFRONT
BARRIERS IS DRIVING
CUSTOMER INTEREST
IN SUBSCRIPTION
OFFERS."

curve' and one primed to adopt subscription offerings (14.1%), closely followed by mining and metals (12%), and infrastructure (10.9%).

The findings indicate that while IIoT and edge scenarios are already strong subscription candidates, plant floor and control room software solutions are at the start of their transitions. About 64% of survey respondents said that the vast majority of their customers (90%) are still using legacy software contract models.

"Today's channel partners are now in prime position to leverage this opportunity to increase subscriptions take up with industrial software decision makers. We predict that AVEVA partners will increase their engagement with industrial software decision makers with a holistic approach across 2022. With the recent launch of AVEVA Operations Control as an AVEVA Flex subscription offer, industrial decision makers will begin to see the efficiencies available in their digital transformation programs," said Grimes.

AVEVA channel partners can leverage AVEVA Operations Control to address IIoT, cloud, remote edge management, and multisite supervisory control, thanks to the AVEVA Flex subscription program. These solutions provide a comprehensive suite of tools for plant, field, control room, and enterprise teams to accelerate operational excellence. The AVEVA Operations Control software subscription allows end customers to utilise the solution they need, when and where they need it.

AVEVA is the only industrial and infrastructure software vendor to offer full portfolio coverage under subscription, with the flexibility to maintain perpetual licensing in the deployment mix.

THE POWER OF OBSERVABILITY

Anita Joseph caught up with Laurent Delattre, EMEA Sales Vice-President at SolarWinds, to find out more about Hybrid Cloud Observability and how it is designed to integrate data from across the global IT ecosystem.

ow is hybrid cloud observability expected to benefit the channel? SolarWinds hybrid cloud observability is a comprehensive, integrated and full stack observability solution that has been designed to integrate data from across the global IT ecosystem, including network servers, application, database, and more. Hybrid cloud observability has been designed for organisations of all sizes and industries. Our platform includes built-in intelligence designed to help customers optimise performance, ensure availability and reduce remediation time across on-premises and multi-cloud environments. Observability gives organisations end-to-end visibility of service delivery and component dependencies. It reduces operational noise and gives IT ops, DevOps and security teams more proactive anomaly detection capabilities, greater focus and prioritisation and more efficient problem resolution.

OBSERVABILITY GOES BEYOND **MONITORING AND EXPEDITED COLUMN RESOLUTION BY** PROVIDING INSIGHTS. **AUTOMATED ANALYTICS AND ACTIONABLE INTELLIGENCE** THROUGH THE **APPLICATION OF CROSS DOMAIN** DATA CORRELATION. **MACHINE LEARNING &** AI OPS.

It also continuously analyses conditions affecting user experience and performance to predict element problems, service levels and needed capacity change. This hybrid cloud observability can enhance your customer or business agility by enabling the IT organisation to move from a reactive to a proactive mode in order to achieve optimum IT service performance, compliance and resilience.

How can channel partners add value to their offerings with this solution? Observability goes beyond monitoring and expedited column resolution by providing insights, automated analytics and actionable intelligence through the application of cross domain data correlation, Machine Learning and AI ops. Observability allows organisations to understand and have end-to-end oversight into service delivery and component dependencies. As a result, observability solutions can

advance business agility by enabling

the IT organisation of our customers



shift from a reactive to a proactive posture and to achieve optimum IT service performance, compliance and resilience.

How can hybrid cloud observability help end customers in the region?

Observability is our product strategy to provide additional value and extended functionality to our existing customers and increase our market reach beyond those customers. So no matter where they are in their digital transformation journey from hybrid IT to multi cloud, we can today answer to their needs and help them move easily and seamlessly into this cloud journey.

Today the focus is on business resilience, continuity and

growth. How does hybrid cloud observability help channel partners and those in the channel industry with these aspects?

SolarWinds observability offers organisations of all sizes and verticals comprehensive, integrated and cost effective, full stack solution to increase performance, ensure availability and reduce remediation time across on premises and multi cloud environments by optimising visibility, intelligence and productivity. So we are offering our partners the opportunity to be the first to provide this ground-breaking solution and become a part of this transformation journey with us.

How about cost effectiveness? With IT budgets being curtailed everywhere how will the solution

prove to be financially viable?

Its main benefit is the low cost of ownership. Enterprises will be able to optimise on-premise and cloud resource costs with a unified solution that has been built to simplify and improve the cloud migration. This approach will allow organisations to cost effectively start and extend cloud observability across hybrid and cloud environment with a unified experience, deployment, scalability and support. All of this offered at a low total cost of ownership for the solution to our customers. In fact, this will also benefit our partners at the same time. Let me also say that the cloud observability solution will be packaged in different tiers. Right now, we're starting with Essentials and Advanced and later this year, we will introduce additional offerings.



NEXT GEN COMPUTING

Introducing the latest GPU technologies, jointly by GIGABYTE, Mediasys & NVIDIA to the Middle East High Performance Computing Solutions market.

Partnering for Strength - GIGABYTE and Mediasys

GIGABYTE Technology (hereinafter as GIGABYTE) has more than 30 years of engineering expertise and success stories that cover a myriad of use cases, from high-density CPU servers to HPC/AI/Virtualization GPU servers to exclusive liquid/immersion cooled servers and more. The continuing success of GIGABYTE's server and workstation solutions stems from the quality and resiliency inherent in the processes of GIGABYTE's research and development and manufacturing management.

Mediasys FZ LLC (hereinafter as Mediasys) provides the world's leading integrated tools and solutions for digital content creation. Mediasys' primary commitment is to help their customers do what they do best. For tapping into

the massive growth of AI and fastgrowing demand for HPC in this region, Mediasys prides itself in providing total solutions and complete technical consultancy and support services in system integration and HPC hardware.

The partnership between GIGABYTE and Mediasys combines strengths and extensive expertise in HPC and AI on both sides to achieve the common goal of bringing premium customer experience, unique compute solutions and reliable customer services throughout customers' journeys of solution selection. To both companies, the key to gaining market share is a combination of quick response to projects, total solution proposal and deep understanding in end-use cases.

Proof-of-Concept & Expert Consultation – the Mediasys HPC Test Lab

Following the partnership announcement, Mediasys and GIGABYTE have been collaborating on building the "Mediasys HPC Test Lab" for enabling the region's customers with the latest HPC computing solutions based on NVIDIA GPU technologies. The HPC Test Lab consists of a wide range of GPU compute servers, from 1U to 4U and in different system design types. These servers can be flexibly configured, on demand, to offer testing capability for end applications and workloads. Mediasys and GIGABYTE aim to expand the HPC Test Lab capacity as the market growth continues. The objective is to develop the HPC Test Lab into a regional hub for technology proof-of-concept for customers who seek technical consultation for use-case specific questions and guidance throughout a solution validation process.

GIGABYTE provides Mediasys with preferential commercial conditions and timely access to the latest HPC compute technologies, including the latest state-of-the-art NVIDIA GPU, in exchange for Mediasys effort in bringing the HPC Test Lab to the forefront of the region's market and making the lab experience an essential part of the customers' decision-making process. The lab

shall be equipped with HPC servers, workstations, and edge servers based on GPGPU specifications. Mediasys will be able to offer either remote access to the lab's hardware or on-site delivery of test hardware. Some of GIGABYTE's next-generation exclusive solutions and NVIDIA's latest GPU solutions shall also be made available in the Mediasys HPC Test Lab.

FOR TODAY'S MAINSTREAM AI & HPC MODELS, H100 WITH INFINIBAND INTERCONNECT **DELIVERS UP TO 30X** THE PERFORMANCE OF THE THE A100. THE NEW NVLINK **SWITCH SYSTEM** INTERCONNECT **TARGETS SOME OF** THE LARGEST & MOST CHALLENGING COMPUTING WORKLOADS.

Next-Generation GPU Computing Solutions – a Joint Webinar by GIGABYTE, Mediasys and NVIDIA

Following the recent announcement by NVIDIA on the new NVIDIA Hopper GPU architecture, GIGABYTE, Mediasys and NVIDIA will host a joint webinar on 22nd June 2022 at 16:00 Dubai local time (GMT+4) to provide an in-depth summary of the NVIDIA H100 GPU features, its use cases, and an overview of GIGABYTE nextgeneration GPU servers. The webinar aims to propagate the necessary technical knowledge for proper selection of GPU-based HPC computing solutions which can be tested for proof-of-concept in the Mediasys HPC Test Lab.

The NVIDIA H100 Tensor Core GPU is NVIDIA's ninth-generation data center GPU designed to deliver an order-of-magnitude performance leap for large-scale AI and HPC over the prior-generation NVIDIA A100 Tensor Core GPU. H100 carries over the major design focus of A100 to improve strong scaling for AI and HPC workloads, with substantial improvements in architectural efficiency.

For today's mainstream AI and HPC models, H100 with InfiniBand interconnect delivers up to 30x the performance of A100.

The new NVLink Switch System interconnect targets some of the largest and most challenging computing workloads that require model parallelism across multiple GPU-accelerated nodes to fit. These workloads receive yet another generational performance leap, in some cases tripling performance yet again over H100 with InfiniBand.

The innovations featured in the NVIDIA H100 GPU:

- New fourth-generation Tensor Cores perform faster matrix computations than ever before on an even broader array of AI and HPC tasks.
- A new transformer engine enables H100 to deliver up to 9x faster AI training and up to 30x faster AI. inference speedups on large language models compared to the prior generation A100.
- The new NVLink Network interconnect enables GPU-to-GPU communication among up to 256 GPUs across multiple compute nodes.
- Secure MIG partitions the GPU into isolated, right-size instances to maximise quality of service (QoS) for smaller workloads.

To learn more about the NVIDIA H100 innovations, visit the webinar registration page and sign up for first-hand expert knowledge: https://event.webinarjam.com/register/8/6ovplsy

KODAK ALARIS LAUNCHES S3000 MAX SERIES SCANNERS

They combine high-volume capacity with the simplicity and compact size of a desktop unit



odak Alaris has expanded its award-winning S3000 Scanner Series with the launch of two new models, he Kodak S3120 Max and Kodak S3140 Max. Both scanners are designed to help organisations make the most of their information - faster.

The scanners come equipped with cutting-edge features. They combine high-volume capacity with the simplicity and compact size of a desktop unit. They are ideal for document-heavy processes and make it easy to quickly and accurately convert paper-based information into business-critical data. These scanners can deliver exceptional image quality, superior paper protection, versatile media handling capabilities, and faster capture speeds, plus three months of onsite, next-day service and support and extended service options to ensure maximum productivity. They can capture up to 140 pages per minute (ppm), while on-board

image processing enables independent operation and reduces PC resources.

That's not all: RESTful Web API support delivers efficient document capture via the browser, with no software or drivers required. This makes it easy to integrate them into line-of-business applications, web-based scanning

VERSATILE MEDIA
HANDLING CAPABILITY
MEANS THE S3000 MAX
SERIES CAN HANDLE A
WIDE ARRAY OF PAPER
SIZES, SHAPES AND
WEIGHTS, INCLUDING
MIXED BATCHES.

applications and mobile devices. They are easy to set-up and use; knowledge workers can configure the scanners themselves, without IT support, and the intuitive interface and 3.5" color touchscreen deliver simple operation. Operators can personalise workflows with Smart Touch software, capable of configuring up to twenty different scan jobs to suit specific scanning needs – all with one-touch simplicity.

What's more, users can quickly digitise data trapped on paper and get it into enterprise applications such as ERP or CRM systems with a high degree of accuracy, and easily scan documents into on-site or off-site applications and file repositories, including cloud services. Then again, versatile media handling capability means the S3000 Max Series can handle a wide array of paper sizes, shapes and weights, including mixed batches. The scanners feature a large 500-sheet automatic document feeder (ADF), enabling operators to scan multiple batches at once, while controlled output stacking speeds up post-scan processing. Advanced Intelligent Document Protection (IDP) and multifeed detectors catch paper feeding problems to ensure all documents are scanned without damage or skipped pages. IDP "listens" for problems and notifies users before jams or misfeeds occur, helping to safeguard valuable data and further improve efficiency.

The new MAX Series Scanners also have built-in barcode reading for fast and accurate read results every time, and Perfect Page technology, which delivers superior image quality while scanning at rated speeds.

These scanners offer enterprise-class security features like secure boot, which validates firmware before it executes, and supports enterprise security protocols for scanning over networks, including TLS Encryption and HTTPS, which is easy to enable via the Kodak Alaris RESTful WEB API.

LINKSYS BRINGS BEST IN CLASS WIFI PERFORMANCE WITH AFFORDABLE WIFI 6 MESH SOLUTIONS

The latest dual-band mesh systems provide optimal, secure, and reliable wireless access throughout the home.

inksys, a global leader in home and business WiFi networking solutions, has announced two new WiFi 6 mesh systems designed to deliver peak wireless performance for all at-home needs including remote working, streaming content, multi-user gaming and more. The Linksys Hydra 6 and Linksys Atlas 6 are Linksys' newest entry-level dual-band products in the company's family of WiFi 6 mesh systems and come at the most affordable prices to date for the brand.

"There is an increased need for wireless connectivity that can handle the influx of devices on home networks, and deliver reliable, secure and private connections," said Amanullah Khan, Managing Director for Middle East, Turkey & Africa at Linksys. "Our mission is to connect everyone securely and through the launch of these systems, we provide our customers with two new options for fast speed, coverage, and connectivity at an affordable price point."



Linksys Atlas 6 – Our Most Affordable WiFi 6 Mesh System to Date

The Linksys Atlas 6 is the newest whole-**home** mesh system in Linksys' portfolio of products. Speed and

performance at an affordable price, the Linksys Atlas 6 is ideal for hybrid work, online gaming, 4K UHD streaming, and more. The dual-band router works best with internet service plans up to a gigabit. Each node has three 1GbE Ethernet ports for connecting wired devices to wireless networks and provides access to 160MHz channels for superfast wireless connections. The Linksys Atlas 6 is available in three configurations. The 1-pack supports up to 25 devices and covers over ~2,000 square feet, the 2-pack supports up to 50 devices and covers ~4,000 square feet, and the 3-pack supports up to 75 devices \sim 6,000 square feet.



Linksys Hydra 6 – Dramatically Faster, Robust, and Reliable Connectivity

The Linksys Hydra 6 delivers highspeed wireless data for up to 25 devices over 2,000 square feet. The Linksys Hydra 6 WiFi 6 dual-band mesh router delivers dramatically faster, robust, and reliable wireless connections. Ideal for super smooth 4K UHD streaming, video conferencing, online gaming, and more. The router works best with internet service plans up to a gigabit. It provides 160 MHz channels for superfast wireless connections and has four 1 GbE Ethernet ports to connect wired devices such as gaming devices, television, DVR, and more to the wireless network.

EUFY SECURITY SMART LOCK TOUCH & WIFI







his new and cutting-edge smart lock lets you control your door with a touch, tap, passcode, key, Wi-Fi or voice command.

The new eufy Smart Lock Touch & Wi-Fi stands out for two reasons: First, there's versatility in terms of all the ways you can lock and unlock it. You can use its keypad, the eufy Security smartphone app, its built-in fingerprint scanner, a digital assistant, or a good old-fashioned key. Second, it's one of a small, but growing, number of smart locks with an integrated Wi-Fi (no hubs or bridges required).

eufy Security Smart Lock Touch & Wi-Fi, Fingerprint Scan, Keyless Entry Door Lock, Smart Wi-Fi Lock, Bluetooth Electronic Deadbolt, Touchscreen Keypad, BHMA Certified, IP65 Weatherproof. • Your Finger is the Key: Smart Lock recognises your fingerprint in just 0.3 seconds and unlocks your door in 1 second—it's faster than fumbling for your keys.

Control From

Anywhere: With its all-new Wi-Fi connectivity, you can control Smart Lock from absolutely anywhere via the eufy Security app.

• Always Has Your Back: Even when you're in a hurry, Smart Lock is ready to protect your home. A built-in sensor detects when your door is closed and locks it automatically behind you, every time.

Multiple Ways to

Unlock: Open Smart Lock using your fingerprint, with your phone via the eufy Security app, or by using the keypad or key.

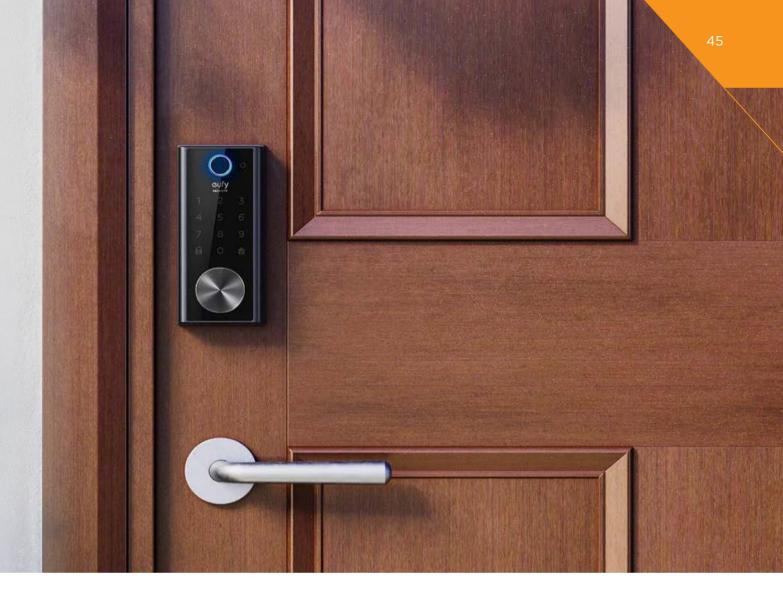
• **Built to Last:** With a sturdy zinc alloy and stainless steel frame,

Smart Lock is tested to handle the comings and goings of a busy household for over 30 years. The IP65 rating ensures that come rain or shine, your front door is protected.

Part of what makes a smart lock "smart" is all the extra features that it brings to the table, and this model is no exception. In addition to all the ways you can lock and unlock it, the eufy lock includes these features.

Auto-lock: The lock will automatically lock the door after a set amount of time, giving you peace of mind. But it does not offer an auto-unlock feature to unlock the door when it sees that you've come home based on your phone's location data, which is handy if your hands are full.

Access log: This is a time-stamped log of every time the lock is locked and unlocked, whether it's done manually or by a specific user. It's not



as detailed as those from competitors, though—it doesn't tell you whether a user locked or unlocked the door via a passcode, a fingerprint, the app, or a digital assistant (in case it's helpful for you to know).

Lock and unlock notifications:

You can set up smartphone notifications to let you know anytime the lock is locked or unlocked. But you can't customise them to alert you only about certain users or at certain times of day—say, only when your kids get home from school.

Voice control via digital assistants: You can ask Alexa or Google Assistant to lock and unlock the door. (Again, the eufy lock doesn't work with Apple HomeKit/Siri.)

eufy's "wrong-try protection": This feature prevents someone from attempting to unlock the door for a THE NEW EUFY
SMART LOCK TOUCH
& WI-FI STANDS OUT
FOR TWO REASONS:
FIRST, THERE'S
VERSATALITY IN
TERMS OF ALL THE
WAYS YOU CAN LOCK
& UNLOCK IT, AND
SECOND, IT HAS AN
INTEGRATED WI-FI.

certain amount of time after so many failed attempts.

There are a couple of features that the eufy doesn't include that would be nice to have, such as a door sensor (to know if it's open or closed in addition to being locked) and a tamper alarm to know if someone is trying to break in.

A word about eufy's physical keys: The eufy lock has an unusual curved keyhole and uses special curved keys (see below). eufy says you can't easily copy these keys at your local Home Depot. Instead, you'll need to call a locksmith. Still, the company does provide you with five keys, which is much more generous than the usual two that you receive with other locks.

It is available at Virgin Megastore, Sharaf DG, Jumbo Electronics, Amaozon.ae & IR Channel & RRP and costs AED1099.

SAMSUNG'S GALAXY A73 5G: AWESOME IS FOR EVERYONE

he Galaxy A73 5G was recently launched in the UAE, the latest addition to the most popular existing Galaxy series, now more powerfully connected than ever. This light Galaxy A device not only blazes hyper fast 5G connection, but its two-day battery life can also carry customers' most demanding multimedia lifestyles – with even more room to hold on to memories and most precious moments. The Galaxy A73 5G

brings the latest technologies at the fingertips in one affordable, sleek and powerful device.

// Reseller Middle Fast

5G to power awesome experiences It's time to enter the next chapter. The

It's time to enter the next chapter. The Galaxy A73's hyper fast 5G connection takes customers' everyday mobile experiences and vastly enhances them with next-level speed. Feel truly connected with seamless streaming, instant sharing, and the power to transfer your thoughts to action in a blink.

Spill, splash, and splatter resistant Powered by the Snapdragon® 778G 5G, Galaxy A73 5G completely changes mobile multimedia lifestyle with pro-level gaming, accelerated AI for smarter performance and premium capture experiences. Spill, splash, and splatter resistant rated IP67 for water and dust-resistance, the Galaxy A73 5G stands up to 1.0 meter of freshwater for up to 30 minutes - with additional protection from Gorilla Glass 5, the new device is now tougher and less prone to scratches.

Capture your awesomeness

With the AI-powered camera, consisting not only of wide and depth lenses, but also Ultra-wide and Macro lenses, customers can capture the fine, facial details. The new Galaxy A device boasts multiple lenses for each brilliant moment. The Galaxy A73 5G's high resolution 108MP Wide-angle Camera captures more light and details for unmatched clarity. With OIS and advanced VDIS tech working in sync, the Galaxy A73 5G shoots videos that stay stable and clear while Enhanced HDR keeps the details alive with delicate color expression in both bright daylight and low light.

The Galaxy A73 5G 128 GB is currently available at AED 1,849 and

the Galaxy A73 5G 256 GB at AED 1,999 across all Samsung brand stores, Samsung.com and major retailers across the UAE. Those who purchase the device will benefit from a 6 months OneDrive 100GB cloud storage, a twomonth YouTube Premium subscription, a two-month premium access to Adobe Photoshop Lightroom and Adobe Creative Cloud Express. Until June 30th, they can also avail a 1-year Samsung Care+. 🚥







We Connect You to the World

700+ Global MNO Connections | 40+ Data Centers
24Bn Monthly Transactions | 3500+ Employees
70+ Offices | CPaaS Leader in IDC Marketscape 2021
Rocco Best Customer Engagement Platform 2020
Rocco Best A2P SMS Vendor 2018, 2019, 2020

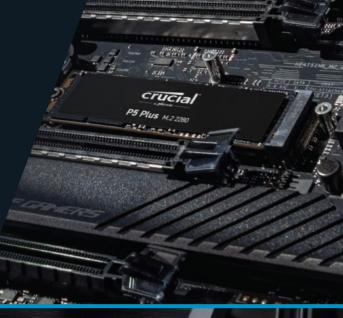
For more information please visit www.infobip.com



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Are you ready for next-gen performance? The Crucial® P5 Plus SSD delivers remarkable speed and data protection with sequential reads up to 6600MB/s for transformative computing.



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