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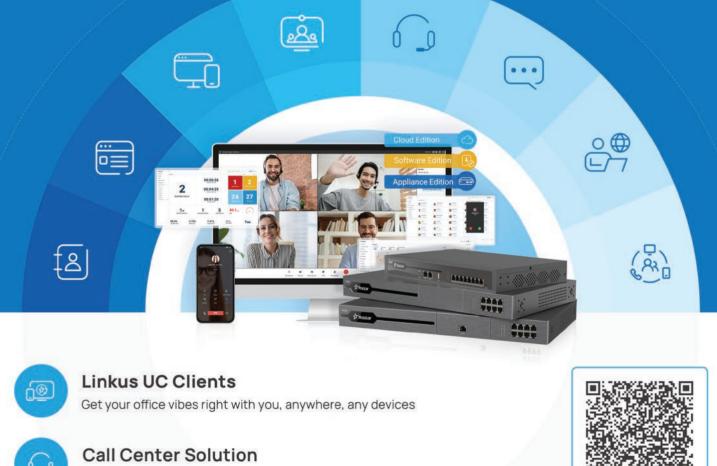




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# ISSUE 298 // AUGUST 2022



### **TOP STORIES**

**05** Top news stories from the channel word in the region and beyond.

### HIGHLIGHTS

**16** Nabil Elwatter, Head of Services Sales, MEA Gulf Region at Cisco, on how the company's customer-first approach recognises a partner's expertise and helps them build and expand their customer success practice.



22 Kerry Koutsikos, GM and VP For Middle East & Africa Region at Infor, on tips to help manufacturers adapt to changing demands.







**26** At the HP Amplify Executive Forum, HP Inc's annual partner roadshow, the company unveiled a number of new partner benefits aimed at driving greater partner collaboration.

# **EDITORIAL**





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# **Technology the enabler**

here's no denying the fact that technology and digital transformation are driving businesses today. What's not obvious, however, is that the pace at which businesses transform themselves digitally, will determine their eventual success or failure

Our cover story in this issue looks at the technology angle from different expert perspectives-the debate is not about the fact that technology adoption is imperative for progress, rather, what's discussed

is how this technology can be optimised for maximum business outcomes. Our special interviews also spotlight the various uses of technology-a conversation with Danish Siddiqui, Assistant Vice President - Digital Banking at Raqmiyat throws light on Raqmiyat's digital banking portfolio and discusses how the concept of open banking is catching on in the region.

In an exclusive interview, Nabil Elwatter, Head of Services Sales, MEA Gulf Region at Cisco discusses how the company's customer-first approach recognises a partner's expertise and helps them build and expand their customer success practice with the right people, tools and processes to best support their customers throughout the lifecycle.

That's not all: Rob Tribe, VP, System Engineering EMEA at Nutanix tells us all about waking up to the dawn of the hybrid multi-cloud: how among the core validation points that exist for hybrid multi-cloud are the need to locate certain workloads in specific geographic locations.

Our focus section spotlights how ABB & Red Hat have partnered to deliver further scalable digital solutions across industrial edge and hybrid cloud. Sherifa Hady, Vice President Channel, Europe Middle East & Africa at Aruba, a Hewlett Packard Enterprise company, discusses a new trend in the channel: Networkas-a-Service or NaaS. She talks about why it's important to understand exactly what's driving the broader industry's appetite for NaaS and identify the key drivers and barriers to its adoption.

In addition to all of this, we have the usual news roundup, insight and perspective columns, to give you a deeper insight into how technology drives change and progress in the channel industry. So, enjoy, HAPPY READING!



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While the publishers have made every effort to ensure the accuracy of all information in this magazine, they will not be held responsible for any errors there

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### TOP STORIES

# NOZOMI NETWORKS ADDS 9 NEW PARTNERS AS IT EXPANDS ITS MSSP PROGRAMME



Nozomi Networks Inc., the leader in OT & IoT security, has announced that its MSSP Partner Program has added 9 new members. In addition to a solid bench of global MSSP Elite Partners, the program has expanded to include MSSP Focus Partners who are distinguished by service offerings tailored to address regional needs and requirements.

"MSSPs are filling a critical role as CISOs look for cost-effective ways to strengthen their security postures across IT and OT while juggling resource limitations and skills gaps," said Chet Namboodri, Nozomi Networks Senior Vice President of Business Development and Alliances. "Nozomi Networks' MSSP Program allows us to work with our partners to address a growing requirement to include advanced OT and IoT security solutions and maximise value for our mutual customers."

Launched in August 2021, Nozomi Networks MSSP Partner Program is the industry's first complete program for OT and IoT managed security services. The program fully equips industry leading MSSPs with Nozomi Networks' awardwinning OT and IoT cybersecurity solutions, expertise and selling resources.

# MICROSOFT LAUNCHES AZURE AVAILABILITY ZONES TO HEIGHTEN COMPETITIVENESS OF UAE ORGANISATIONS

Microsoft has announced the general availability of Azure Availability Zones, to be delivered via its UAE data centres in Dubai. The investment, which is aimed at enhancing the competitiveness of UAE businesses through the vital provision of business continuity and disaster recovery solutions, reinforces Microsoft's



commitment to the UAE government, its business community, and its population.

"With the advent of the alwayson economy, uptime and continuous access to critical data, applications and workloads have become front-of-mind concerns for the region's technology stakeholders," said Naim Yazbeck, General Manager, Microsoft UAE. "As businesses move forward amid increased industry upheavals and competition from market disrupters, competitiveness hinges on the ability to remain operational even as external issues destabilise markets and supply chains. Backups alone will not deliver such capabilities. Rapid recovery requires strategy-focused infrastructure and solutions to work effectively. That is what Azure Availability Zones delivers."

# MANAGEENGINE INTEGRATES WITH SECTIGO TO AUTOMATE CERTIFICATE LIFECYCLE MANAGEMENT

ManageEngine, the enterprise IT management division of Zoho Corporation, has announced the integration between its key and certificate lifecycle management solution, Key Manager Plus, and Sectigo, an industry-leading identity-first security Certificate Authority. A testament to Sectigo's push for openness and interoperability in the identity, public key infrastructure (PKI), cryptography space, this integration enables IT admins using Sectigo certificates to confidently automate the entire certificate lifecycle from a secure, central platform.

"With work environments going perimeter-less and integrity issues at play in increasingly complex and untrusted IT environments, organisations are looking to step up their certificate lifecycle management (CLM) programs," said Rajesh Ganesan, president of ManageEngine. "The integration of Key Manager Plus with Sectigo is an important step in helping security teams protect applications and infrastructures, improve their overall CLM maturity, and reduce risks to their reputation."



## TOP STORIES

# VECTRA ANNOUNCES TWO NEW APPOINTMENTS TO STRENGTHEN EMEA LEADERSHIP

Vectra, a leader in AI-driven threat detection and response for hybrid and multi-cloud enterprises, has announced two new appointments to its EMEA leadership team.

The announcement sees Teppo Halonen appointed as Vice President of EMEA, and Christian Borst named as Chief Technical Officer of EMEA. Vectra's new EMEA leadership team will work closely with customers and partners to develop security strategies and assist them with securing digital transformation and cloud adoption projects.

"The influx of new and progressing talent is a sign of our growing momentum in EMEA, which has been driven by significant investment into our technology and the strong relationships built with regional partners. We are now seeing a huge opportunity in the channel to help organisations secure digital transformation and cloud adoption projects," explains Willem Hendrickx, CRO at Vectra. "By bolstering the EMEA leadership team, we can work even more closely with partners to help customers on their journeys and identify the behavioural signs of cyberattacks and stop them before they become breaches."



# VMWARE PUBLISHES 2022 ESG REPORT

VMware has published its 2022 Environmental, Social and Governance (ESG) Report, highlighting the actions the company has taken to foster a more sustainable, equitable and secure world. The report tracks progress towards the company's ESG goals outlined in its 2030 Agenda.

VMware's approach to ESG not only

addresses its internal operations and supply chain, but also delivers value to its customers and partners. VMware solutions help them decarbonize their digital infrastructure, increase equitable access to opportunities through distributed workforce technology, and earn trust through enhanced data privacy and security.



# UAE-FOUNDED ZUMVIE DELIVERS INNOVATIVE NEW PLATFORM TO GIVE CLOUD SERVICES COMPANIES A DECISIVE EDGE IN CUSTOMER ACQUISITION

Following its graduation from the Flat6Labs Ignite seed program in Abu Dhabi, Zumvie has announced the launch of an innovative new platform which enables Software-as-a-Service (SaaS) companies to create fully clickable product demos that can be embedded in blogs, landing pages, emails, sharable URLs and more. The demos offer customers and prospects a fully interactive way to explore a solution's features and capabilities without the need for any cumbersome registration or log in.

The Middle East and North Africa (MENA) region's spending on SaaS grew 18.9% last year and is projected to grow a further 16% this year1. "This growing appetite for cloud-delivered, subscriptionbased software is causing an exponential growth in the number of offerings available. While the benefits of this trend include greater choice and negotiation capabilities for buyers, it has the potential to leave them overwhelmed and unable to effectively evaluate and select the solution that best fits their requirements," explained Bertrams Lukstins, Co-founder at Zumvie.

The company's market analysis reveals that 57% of the SaaS selection process is completed before buyers even approach a SaaS company's sales team. "Our solution enables SaaS providers to gain an edge during this critical consideration stage as it allows prospects to experience, rather than just read about the solution's features and functionality," Lukstins said. "Equally important, it enables companies to be far more thorough and effective in their analysis of SaaS solutions. This can help ensure they shortlist the offerings that best meet the unique needs of their organisation while sidestepping the frustrations they'd typically face with traditional, lengthy sales and evaluation processes."



NEWSMAKERS

# HIKVISION COMMERCIAL DISPLAY AND MALCO TECHNOLOGIES HOST PARTNER EVENT

#### This new release extends the

capabilities of Remote Support further into the systems and processes that service desks uses every day. BeyondTrust Remote Support 22.2 improves support technicians' and admins' ability to conveniently and securely access systems, while furthering the goal of least privilege, to strengthen an organisation's security posture.

"With the sustained increase in remote and hybrid working, Microsoft Teams has become a critical connection and collaboration tool for many organisations," said Tal Guest, Senior Director of Product Management at BeyondTrust. "Recognising this new reality, BeyondTrust set out to bring Remote Support functionality to the Hikvision Commercial Display in partnership with Malco Technologies, held an event recently at the Pullman Hotel, Dubai, attended by System Integrators and other major players from the region's AV & IT sectors.

The event provided a unique platform for partners to stay updated about the product offerings of both companies. Malco Commercial Display is the official distributor and stockist of Hikvision displays in the UAE and offers fine pixel LED/LCD video walls, digital signage, corporate screens and various customised solutions for indoor transparent LEDs and asymmetrical screens to suit every retail, media, corporate and NOC/SOC control room requirement. Huzaifa Kanorewala(Malco Technologies – GM), Sachin Srinivasan(Commercial Display Sales Director, Hikvision), Richard Wu (Hikvision Commercial Display Dept. Sr. Product Manager), Mohammad Naushad alam Noor (Commercial Display Regional Sales Manager, Hikvision ) and Zoeb Pedhiwala (Audio Visual Solutions Dept. Sr. Product Manager, Malco Technologies) delivered keynote speeches at the event, which highlighted the solid partnership between the two companies and the strides they were taking towards the future.

The event, which proved to be a huge success, laid the foundation for bigger partner meets in future.



# TPV TECHNOLOGY ANNOUNCES PARTNERSHIP WITH SARIYA TO EXPAND BUSINESS OPPORTUNITIES IN SAUDI ARABIA

#### TPV Technology Gulf DMCC,

manufacturers of Philips and AOC displays, have announced a new partnership with Saudi-based IT distributor Sariya Company LTD. They will extend business prospects in the Kingdom of Saudi Arabia for both the brands.

The partnership will see Sariya Company Ltd carry a wide range of professional and gaming monitors from Philips and AOC, most of which deliver a feature-set that would suit any user. In addition, the gaming monitors also have topof-the-line specifications that make them an essential part of any casual or professional gaming setup.

"Saudi Arabia has always been a key market for us, and our new partnership with Sariya Company Ltd ensures that products, particularly the AOC and Philips monitor line-up, will reach every customer in KSA. We look forward to a successful journey together with Sariya Company Ltd," said Hisham Tolba, Sales Manager-MEA at TPV Technology Gulf.



Sariya Company Ltd is part of Al Kuhaimi Group. Headquartered in Riyadh, Saudi Arabia, the company was formed in 2002 and has grown to become one of the country's largest hardware and software vendors. Sariya has invested in many fields that include infrastructure, technical skills and customer service. It has created a niche in the distribution business by providing the best products and solutions to its channel partners.

"We are excited to bring some of the best monitors in the market for all our Saudi customers thanks to our partnership with TPV Technology. We believe this ongoing relationship will bring a new level of success for both parties," said Dr. Amjad Fathi Al Omar, GM for Sariya Company.

# **KISSFLOW CHALLENGES GIANTS LIKE MICROSOFT** IN THE \$50BN LOW-CODE MARKET WITH ITS UNIFIED WORK PLATFORM

As it looks to cement its position as a pioneer in the \$50 billion low-code market, Kissflow unveiled its vision for seamless work management across all facets of the modern enterprise. The company has consolidated market-leading solutions across its portfolio - including its low-code, no-code, process automation, collaboration, and analytics offerings - to deliver a unified low-code/no-code work platform that enables enterprises to fasttrack digital transformation.

Outlining how the current, fragmented approach to work software hinders the success of digital initiatives, Suresh Sambandam, CEO, Kissflow said, "The multitude of siloed work management tools has created a complex, disjointed digital ecosystem. A holistic digital transformation is impossible without an inclusive approach where business experts and IT teams can co-create," he added.





# **KAGOOL EXPANDS INTO THE MIDDLE** EAST AND AFRICA REGION WITH **REGIONAL HEADOUARTERS IN DUBAI**

Kagool, a leading global data & analytics is expanding into the Middle East and North Africa with the opening of its regional headquarters in Dubai, United Arab Emirates.

Projections indicate that the data analytics, artificial intelligence, and cyber security business in the Middle East and Africa will grow by 20.4% to \$28.36 billion by 2026. This projected growth means tremendous opportunities for key players in this industry, and Kagool is in the perfect position to take the lead!

As these new opportunities evolve, the data analytics industry is reimagining what this technology can achieve, thus enabling decision-makers across different verticals such as Financial Services,

Manufacturing, Retail, and Energy to use data to their advantage.

Kagool's expertise and unique offering in redefining data analytics and prediction through its trademark products Velocity and Pulse highlight its extensive understanding of manufacturing FSI, Retail, and Energy business and leading technologies in the market like SAP, Oracle, and Microsoft. Kagool's products help clients accelerate analytics with scalable, real-time data ingestion and ready data models that can be optimized to fit different use cases. Kagool's advanced analytics enables data to be immediately analysed and optimised, thus transforming business decision-making.

# MANAGEENGINE POSITIONED IN 2022 GARTNER MAGIC QUADRANT FOR UNIFIED ENDPOINT MANAGEMENT TOOLS & MAGIC QUADRANT FOR PRIVILEGED ACCESS MANAGEMENT

#### ManageEngine, the enterprise

IT management division of Zoho Corporation, has announced that it has been recognised in the 2022 Gartner Magic Quadrant for Unified Endpoint Management Tools. The company has also been acknowledged in the 2022 Gartner Magic Quadrant for Privileged Access Management.

Gartner assessed ManageEngine based on its completeness of vision as well as its ability to execute. ManageEngine believes the recognition from Gartner comes on the heels of its work to fortify security in its entire product line, including its enterprise privileged access management



(PAM) suite, PAM360, and its flagship unified endpoint management (UEM) solution, Endpoint Central (formerly Desktop Central). The fortifications are ManageEngine's response to postlockdown demands placed upon its customers' IT teams and workforces. For these users, work has become increasingly unscripted, ad hoc and self-organising, especially at the edges of the enterprise where bad actors pose an unprecedented threat to endpoints, data and other resources.

# JUNIPER NETWORKS VSRX ACHIEVES HIGHEST RATING IN INAUGURAL CYBERRATINGS.ORG CLOUD NETWORK FIREWALL TEST

Juniper Networks, a leader in secure, AI-driven networks, has received a "AAA" rating in the first-ever Cloud Network Firewall evaluation by CyberRatings. org, a non-profit member organisation that provides transparency and expert guidance on cybersecurity risks via research and objective product testing.

This is the latest in a series of third-party tests, analyst reports and customer wins that validate Juniper's Connected Security portfolio, which sets the bar for security effectiveness, performance, scale and cost savings across a wide array of use cases - from Zero Trust data centers and workload protection - to secure SD-WAN and SASE transformation.



CyberRatings tested Juniper Networks vSRX Virtual Firewall deployed within an AWS environment, a deployment scenario that has become a popular use case with public cloud usage expected to grow 20.4% in 2022, according to Gartner (Forecast: Public Cloud Services, Worldwide, 2020-2026, 1Q22 Update). Juniper vSRX achieved top scores across all five tested categories: AAA in Threat Prevention: 100% exploit block rate with 0 false positives, AAA in Performance: 974 Mbps overall rated performance, AAA in Management & Reporting Capabilities, AAA in TLS/SSL Functionality: Supporting 100% of the tested cipher suites and encryption use cases, AAA in Routing & Policy Enforcement.

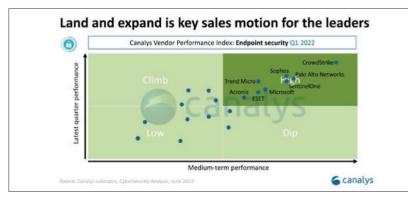
# ACRONIS RECOGNISED AS A HIGH PERFORMER IN CANALYS ENDPOINT SECURITY VENDOR **PERFORMANCE INDEX FOR Q1 2022**

Acronis, the global leader in cyber protection, has announced that it has been recognised as a High Performer in the Canalys Endpoint Security Vendor Performance Index for Q1 2022. The company, praised for being a cyber protection pioneer, realised an 18.8 percent growth in revenue compared to the first quarter of 2021.

Canalys, a leading global technology market analyst firm, releases the quarterly Endpoint Security Vendor Performance Index research to highlight market share and trends within the endpoint protection industry. Specifically, it "assesses vendor performance, in terms of customer adoption, within the endpoint security

market during the last 12 months (July 2021 to June 2022)."

In the 2022 report, Canalys praises Acronis' endpoint security solution that is integrated with data backup and recovery services. Acronis was officially classified as an endpoint protection platform provider for the first time when it was added to Canalys' Endpoint Security Vendor Performance Index in April 2021. Since then, Acronis expanded its endpoint security solutions, announcing several integrations with leading service provider platforms, and launching enhanced capabilities of the company's flagship, all-in-one cyber protection platform for service providers, Acronis Cyber Protect Cloud.





# COHESITY APPOINTS SANJAY POONEN AS **CEO & PRESIDENT**

Cohesity, a leader in next-gen data management, has announced the appointment of Sanjay Poonen & CEO and President. He will also join the Cohesity Board of Directors. Poonen was formerly Chief Operating Officer (COO) of VMware and President of SAP.

"Cohesity sits at the intersection of three of the highest priority business issues today – cyber security, cloud, and data management - and is poised to become a major powerhouse with industry analyst firms naming the company a leader and one of the fastest growing in its category," said Sanjay Poonen .. "In my due diligence with customers, I've found that Cohesity has the best technology in its category and protects data for many of the biggest brands in the Fortune 500. I look forward to leading this talented organisation and driving even further success in strong partnership with Mohit and all Cohesians," he added.







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ASBIS SUCCESS THROUGH FOCUS

# SHELF DRILLING REDUCES TIME SPENT ON CRITICAL DATA OPERATIONS BY 98% WITH JEDOX EPM

Jedox, an award-winning provider of Enterprise Performance Management (EPM) solutions for Financial Planning and Analysis (FP&A), has announced that Shelf Drilling, an offshore drilling company providing shallow water services to the oil and gas industry, has reduced the time spent on the transfer and consolidation of operational data by 98% following its implementation of the Jedox EPM solution. Consequently, this has enabled the company to enhance efficiencies across key functions including rig maintenance and fuel tracking.

Headquartered in Dubai, Shelf Drilling operates 30 rigs across eight countries and has 12 onshore locations, with approximately 3,100 employees and contractors. As it sought to modernise



and digitalise its operations, the company was looking to implement an integrated planning system. Because of the low bandwidth of the satellite links that connect Shelf Drilling's rigs to its headquarters, the company needed a solution that could replicate data offline and in the background.

The company's evaluation found Jedox's offering not only met these requirements, but also offered the ability for its decision makers to effortlessly visualise planning and operational data through intuitive dashboards and reports. By integrating Jedox's solution with its existing enterprise resource planning (ERP) and business intelligence (BI) tools, Shelf Drilling can now maintain a consistent, always up-to-date, single source of financial and operational data. This near real-time data is being used for different purposes and among different departments, namely for the maintenance forecasts, project authorisations and emissions tracking.

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# WEB3 LEADER BEDU ALIGNS ITS EXPANSION PLANS WITH DUBAI METAVERSE STRATEGY

### BEDU, the Dubai-based leader of

Metaverse and Web3 technologies in the Middle East, has announced an ambitious expansion of its services and team, as it aligns itself closely with Dubai's recently announced emirate-wide strategy for the Metaverse.

'Dubai's bold vision for the next iteration of the Internet is one we wholeheartedly share," said Amin Al Zarouni, Chief Executive Officer of BEDU. "Today, BEDU looks to that future, as our strategy already aligns with that of the government. We have made waves already with our work in NFTs, blockchain and the Metaverse. Our UAENFT Keypass, a unique membership scheme for the non-fungible token community, was launched by our UAENFT division earlier this year, and we have conducted a series of well-received curated art drops. As we expand our services, it is now our intention to enable a free economy within our Metaverse and create several job opportunities that will contribute to national growth."

The Dubai Metaverse Strategy, announced last month, is designed to support the generation of some 40,000 virtual jobs by 2030 while adding US\$4 billion to Dubai's GDP over the next five years. The programme is also aimed at consolidating the emirate's reputation as a Web3 leader and Metaverse hub, being home to more than 1,000 metaverse and blockchain companies already operating here.



BLOG // MICRO FOCUS

# IMPORTANCE OF FACE-TO-FACE MEETINGS POST COVID

Toufic Derbass, MEA Managing Director, Micro Focus

he COVID-19 pandemic got all of us used to the idea of working from home. The transition from the physical to the virtual provided a welcome break and we all warmed to the idea of blurring professional and personal lives and the flexibility that remote work gave us. During the lockdown, in particular, there was a need for technology to step in and connect people, and so businesses managed to hold on and witness growth despite everyone being at home. However, now that the worst of the pandemic is behind us, businesses continue to grapple with what the future of work should be like-whether to continue with the

remote work/online trend, or revert to physical meetings as they were before.

Undoubtedly, digital meeting platforms such as Zoom and Teams brought in greater efficiency and reduced costs incurred for physical meets, such as for commuting and arranging physical meeting venues. However, as we re-examine the conversation around business outcomes, it becomes increasingly clear the absence of the 'thrill' of meeting and connecting with people in a physical scenario has hit companies hard. The emotional void created by a lack of human interaction has definitely impacted customer-facing organisations and it has become amply clear that a return to face-to-face meetings is the need of the hour.

For most of us, a physical return to the office is for 'social' reasonsthe chance to connect with friends, interact with customers and get feedback real-time. It's also about a definite structure to everyday activities-a clear demarcation between home and office life. However, there are other definite advantages to business outcomes if face-to-face meetings are encouraged, especially those that involve direct interaction with customers.

To begin with, businesses are built on relationships, and there's no better way to develop a strong rapport with clients and connect with them on a deeper level, than physical meetings.



Although digital communication has taken huge strides and evolved significantly in recent years, the power of face-to-face interactions can never be discounted.

This is where the importance of non-verbal communication comes in-the physiological changes, body language, feelings, facial expressions and sitting postures of people that provide instant cues about what a customer is thinking. Emotions are expressed through body language and also through the expressions, tone and volume of what is said. These provide valuable feedback that can be suitably responded to.

Imagine a meeting where two people disagree strongly on an issue. In a physical, face-to-face setting, this disagreement can be kept to the minimum by timely inventions by the rest of the attendees and the meeting concluded amicably, with the final deal concluded successfully. In an online meeting, however, the intervention will be minimum, where both sides will probably be allowed to present their views and then be shut down abruptly, so as to move on to the next item on the agenda. The meeting could end in stalemate, as timely interventions may not be possible and so the argument may not be favourably resolved. This will perhaps result in an opportunity lost, to perhaps, seal a deal.

In the sales field, in particular, face-to-face meetings help to remove any miscommunication between the salesperson and their prospects. The physical presence of both sides means there is undivided attention, the direct opportunity to see the product or experience the service and receive instant feedback, as opposed to online meetings where the 'actual feel' is missed.

This doesn't mean that we should disregard online meetings altogether; it just means we should work out a balance between the two forms. Face-to-face meetings are all about building long term relationships; its all about strategy; it's all about opening our eyes to what's happening in the country, in the region, and staying alert and aware of the public pulse-all of which is difficult to achieve in virtual meetings. APPOINTMENT // VECTRA AI

# VECTRA ANNOUNCES TWO NEW EMEA APPOINTMENTS

Vectra's new EMEA leadership team will work closely with customers and partners to develop security strategies and assist them with securing digital transformation & cloud adoption projects.



AI-driven threat detection and response for hybrid and multi-cloud enterprises, has today announced two new appointments to its EMEA leadership team.

The announcement sees Teppo Halonen appointed as Vice President of EMEA, and Christian Borst named as Chief Technical Officer of EMEA. Vectra's new EMEA leadership team will work closely with customers and partners to develop security strategies and assist them with securing digital transformation and cloud adoption projects.

"The influx of new and progressing talent is a sign of our growing momentum in EMEA, which has been driven by significant investment into our technology and the strong relationships built with regional partners. We are now seeing a huge opportunity in the channel to help organisations secure digital transformation and cloud adoption projects," explains Willem Hendrickx, CRO at Vectra. "By bolstering the EMEA leadership team, we can work even more closely with partners to help customers on their journeys and identify the behavioural signs of cyberattacks and stop them before they become breaches."

Teppo Halonen moves from his previous role at Vectra as Regional Director for North Europe, a position he has held since June 2020.

"As the volume and sophistication of attacks targeting the hybrid enterprise grows, I'm excited to take on this new role and help more customers to build on their cyber defence capabilities," adds Halonen. "I'm looking forward to building on the strong regional alliances we have in EMEA and working with a team of great people with shared values to achieve this."

Christian Borst boasts an extensive background in cybersecurity and joins Vectra as Chief Technical Officer for EMEA, he will become Vectra's second EMEA CTO, working alongside existing EMEA CTO Steve Cottrell. Christian previously worked as Senior Manager & Head of Cyber Offense for European management consulting firm AWK Group after leading the cyber resilience strategy at the Richemont Group - owner of Cartier and other luxury brands. Christian is a Senior Fellow of the Bocconi Business School Corporate Information Security Roundtable and will build on his expertise to foster strong relationships within the cybersecurity community.

"I am excited to join such a vibrant team of security professionals to help our clients boost their cyber resilience," comments Borst. "I am looking forward to enriching exchanges with security leaders, teaming up to define tomorrow's responses to the ever-evolving threat landscape."



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# CISCOCX: POWERING INNOVATION

In an exclusive interview, Nabil Elwatter, Head of Services Sales, MEA Gulf Region at Cisco, tells Anita Joseph how the company's customer-first approach recognises a partner's expertise and helps them build and expand their customer success practice with the right people, tools and processes to best support their customers throughout the lifecycle.

### Can you elaborate how Cisco Customer Experience (CX) offers a holistic services package to guide the customers for accelerating business outcomes throughout their lifecycle?

ur customers are under pressure to transform their organisations while delivering better business

outcomes faster. CX changes our customer's experience from reacting to problems to being more proactive and predictive with a lifecycle approach. We make this possible by harnessing knowledge gained from managing over 50 million network devices with 3 million cases annually, leveraging telemetry combined with AI/ML, and digitising this knowledge into data-driven insights. The result is a uniquely powerful combination of human + digital intelligence to get our customers to the outcomes that matter most, faster. This innovation comes to life with our Cisco Success Tracks packaged services portfolio and Business Critical Services (BCS) advisory services.

### Innovation is the cornerstone for any IT organisation striving to create remarkable digital experiences. Can you elaborate how Cisco Business Critical Services are powering innovation?

Business Critical Services provides customers with ongoing advisory services for planning, designing, and implementation, with analytics that provide predictive insights to speed digital transformation and innovation goals. Our Cisco experts provide consultative guidance to architect and deploy the right strategy and roadmap that aligns with the customer's key initiatives to achieve business goals.

### There is a lot of focus from Cisco on LifeCycle Management. Can you highlight how the lifecycle approach can help end users and partners?

Through Cisco's Global Customer Success model, Lifecycle Management maps key touchpoints and assigns experts at every stage, ensuring the suitable adoption offerings to help customers advance along their lifecycle INTERVIEW // CISCO

CISCO'S CUSTOMER EXPERIENCE (CX) SPECIALISATION RECOGNISES A PARTNER'S EXPERTISE AND HELPS THEM BUILD AND EXPAND THEIR CUSTOMER SUCCESS PRACTICE WITH THE RIGHT PEOPLE, TOOLS, AND PROCESSES TO BEST SUPPORT THEIR CUSTOMERS THROUGHOUT THE LIFECYCLE.

journey to achieve their business objectives. Customers want simple experiences, and this model delivers 'time to value' with realtime insights, expert engagements, and workflow creation – all built-in. This approach empowers partners and end users with the roadmap to evolve those insights to define clear actions, next steps, and designated owners and accelerate our customers' adoption, leading to more seamless renewals. For partners, we introduced Partner Lifecycle Services (PLS), a portfolio of lifecycle and support service offers designed to enable partners to deliver exceptional customer outcomes. PLS provides Cisco's partners with greater flexibility and choice to deliver Cisco Services. Cisco partners have a menu of choices for monetising customer lifecycle and support services – branded, delivered, and enhanced with partners' professional services, actionable customer lifecycle data, and the

BUSINESS CRITICAL SERVICES PROVIDES CUSTOMERS WITH ONGOING ADVISORY SERVICES FOR PLANNING, DESIGNING, AND IMPLEMENTATION, WITH ANALYTICS THAT PROVIDE PREDICTIVE INSIGHTS TO SPEED DIGITAL TRANSFORMATION AND INNOVATION GOALS. right services, delivery, and data mix to help partners drive growth, differentiation, and profitability.

### Can you share the details about the business specialisation called Customer Experience and what benefits can the customer experience specialised partners get?

Cisco's Customer Experience (CX) Specialisation recognises a partner's expertise and helps them build and expand their customer success practice with the right people, tools, and processes to best support their customers throughout the lifecycle. The benefits for CX Specialised partners include selling more of their own branded services; differentiation with new lifecycle offers; delivery of new managed services; increased product expansion; improved renewal rates; access to selected rewards driving adoption; and eligibility to participate in Cisco's Partner Lifecycle Services (PLS). For more information, please visit Customer Experience Specialisation. "https://www. cisco.com/c/en/us/partners/ partner-with-cisco/expertise/ specializations/business/customerexperience.html"

### What are the focus areas/ priorities for Cisco services in the new year?

We will continue to expand Success Tracks' holistic services package to drive business outcomes with a lifecycle approach to more technologies. More advisory services will be combined with Success Tracks to more simply deliver services that meet the needs and business outcomes of our customers when, where and how they want it. We are making Partner + CX partner ecosystem more robust by opening Success Tracks in Partner Lifecycle Services (PLS). Partners are encouraged to visit Cisco's SuccessHub "https://www. cisco.com/c/m/en us/successhub. html" for the latest updates on all these priorities and more. 🗠



# 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.

WiFi 6 speeds



# Atlas Pro 6 Mesh WiFi 6 dual-band system

# 30+ devices Capacity per node

modems and ISPs.



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

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Dynamic Frequency Selection (DFS) reduces interference from

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

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# UNLOCKING NAAS Opportunities in the Channel

Sherifa Hady, Vice President Channel, Europe Middle East & Africa at Aruba, a Hewlett Packard Enterprise company.

OVID-19 triggered a surge in interest in as-a-Service adoption across the IT industry. Unprecedented uncertainties and disruptions meant that companies came to value the versatility and flexibility of their technology solutions more than ever. Enterprises and SMBs alike saw their IT needs evolve rapidly, with most forced to digitally transform at a pace beyond their capabilities. As they turned to external support to cope with increased IT complexities and cybersecurity challenges, reliance on the channel grew.

Indeed, while it is still a small share of their business for most, recent research from Canalys shows that channel partners are starting to wake up to the opportunities that as-a-Service is creating. Over one in two (58%) channel companies forecast growth in ITaaS revenue this year, and almost a third predict it to be double-digit.

Included within this shift is a rising interest in Network-as-a-Service (NaaS), which we define as when an organisation has over 50% of its network rollout, operations and life cycle management delivered by a third party on a subscription basis. The appetite for NaaS is rising, with our own research showing that it is now being discussed in 86% of EMEA companies. Recognition of the channel's part to play in its uptake is also clear – with IT resellers showing up strongly in respondents' expectations of who to purchase NaaS from.

With all market indicators suggesting that mass adoption is imminent, channel partners must prepare themselves to capitalise on this heightened customer interest. So if this is you, how do you go about it?

# Understanding the key drivers and barriers to adoption

First of all, it's important to understand exactly what is driving the broader industry's appetite for NaaS. Our research revealed that 75% of respondents agree that having the flexibility to scale their company's network based on business needs is at the heart of their interest. That's in addition to its time and cost saving benefits – 57% believe NaaS will free up IT team time for innovation and strategic initiatives, while 76% expect it could reduce operations costs.

On top of these benefits, the rapid move towards public cloud is also helping transform customer purchasing behaviour, with greater acceptance of as-a-Service and pay-per-use consumption models. Customers are also attracted by the promise of being able to manage cashflow and mitigate financial risks through Opex IT investments instead of capital expenditure.

Of course, as with any rising technology trend, barriers to adoption among both customers and partners remain. Our survey found that one of the largest roadblocks to NaaS adoption for customers was a lack of understanding. Despite universal familiarity with the term, only 2 in 5 of the technology leaders we spoke to claimed to fully understand what it means. The consequence of this was evident in the perception of NaaS as a solution – with only 11% seeing it as an established and viable option for businesses today.

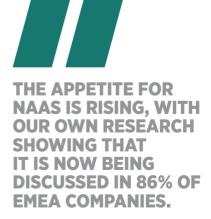
From a partner perspective, an emphasis from some vendors on "referral" models also raises concerns: the general sentiment is often that as



management workloads for partners lessen with as-a-Service, revenue will be taken away by vendors and reliance on the channel will diminish.

Another issue sometimes raised by partners relates to the true flexibility of offers. Due to the fast-evolving market the ability to flex up, but not down, is a common customer complaint – customers are seeking the option to do both so that is what you must provide.

Addressing customer confusion and your own finance fears



Armed with an understanding of the attraction to NaaS alongside an insight into potential concerns, you can use this knowledge to address customer confusion.

This starts by working with vendors to close the education gap. In fact, channel partners now play an increasingly core role in articulating IT benefits and delivering technical consulting. Here, vendor partner strategies and programs, such as Aruba's MSP program, can ensure that you get the information you need to become trusted advisors to your customers on NaaS. For example, Aruba offers access to network design templates and best practices, plus sample SOWs for our partners.

In terms of your own finance fears, offering a NaaS service can become a long-term source of profitability if handled correctly. The current challenge for many of you is around finding and offering services that encourage customers to partner for longer. Not only do offering flexible payment models increase the potential for you to generate recurring income, but NaaS also opens up additional opportunities for you to layer on your own value-added services on top.

### Providing the perfect package

Once you have educated customers on the benefits of NaaS and addressed any financial concerns of your own, you can turn your attention towards creating the right type of NaaS offering for you and your customers.

Here, you must do your research. Regarding some of the other barriers identified, not all offerings are only capable of upscaling the network or minimizing the role of management for channel partners. One of Aruba's NaaS offerings, HPE GreenLake for Aruba networking, which includes a suite of eight standardised NaaS solutions, gives partners four primary models for delivery: a partner assessment and design model with standardized and modular service packs that can be configured by partners in 3-5 year subscription models; a fulfilment model that gives the partner the ability to sell the service but have Aruba fulfil it; a model for the customer to contract service levels with a partner, and finally a model where the Aruba team together with partners provide monthly billing and day one services for the customer. Our solutions also give end-customers the ability to flex the network up and flex down.

Fortunately, we're seeing a range of NaaS packages being introduced across the industry, giving you more choice of what you want to offer as-a-Service, how you want to go to market and how much management you want to take on. A NaaS package won't look the same for everyone. Differentiation will be key to successful sales, so you should look to build offers around your own specialist vertical knowledge and experience.

#### Conclusion

Clearly, the appetite for NaaS isn't going anywhere and channel companies cannot afford to lose out on this opportunity. In order to leverage the customer shift towards subscription-based models, you must prepare by understanding both the benefits and barriers to adoption, then doing your research to help you develop the best packages for your business and customers. INSIGHT // INFOR

# TIPS TO HELP MANUFACTURERS ADAPT TO CHANGING DEMANDS

Kerry Koutsikos, GM and VP For Middle East & Africa Region, Infor

hange is the only constant in manufacturing today. Disruption, innovation, and continual refinement of shopfloor processes are driving factors in today's complex market landscape. Whether you make automotive components, office furniture, or industrial valves, you need to stay on top of trends and adapt. New strategies and actions must sync—and align with customer expectations.

This is especially important in the Middle East, where numerous national initiatives aim to stimulate manufacturing growth. For example, in the UAE industrial manufacturing is a key pillar of Operation 300bn, a government strategy launched in 2021 with the aim of raising the industrial sector's contribution to the GDP from some \$36 billion to \$81 billion by 2031.

Meanwhile, the government of Saudi Arabia is providing significant backing to the manufacturing sector with initiatives such as the implementation of the required infrastructure, construction of new industrial cities like Jubail and Yanbu, the establishment of SIDF (Saudi Industrial Development Fund) and other incentives which help industrialisation, according to Mordor Intelligence.

### Here are three tips to help you adapt to changing demands:

1. Improve supply chain agility. The disrupted supply chain has been a major headache for most manufacturers. Trade tariffs, bottlenecks and delays, geopolitical tensions, chip shortages, unavailability of cargo containers, and high costs of fuel have turned procurement into a game of chance-with unfavourable odds. Modern software, with artificial intelligence (AI)-driven analytics and full supply chain visibility, can provide relief. Smart solutions will help you make smart decisions, anticipate risks, make strategic choices, and forge new partnerships. Data insights help plan for contingencies and manage expectations. You'll know the stock you need and when you can expect it to arrive.



2. Manage shop floor complexity. Manufacturers must meet the demands of customers for highly personalised products. But, you still need to control costs and improve margins. In many industries, traditional mass production is being replaced by mixed mode manufacturing with highly configured products, engineer-toorder, and assemble-on-demand operations becoming the new normal. Modern manufacturing software is essential for the transformation. It helps streamline processes, close gaps and keep workflows synchronised. The latest Industry 4.0 technologies provide critical tools—like smart sensors for tracking machine performance, output, quality control, and

TECHNOLOGY, SUCH AS MODERN CLOUD-DEPLOYED ERP SOLUTIONS, HELP ORGANISATIONS QUICKLY ADAPT TO CHANGE, INCLUDING STARTING NEW BRANCHES OR DIVISIONS. optimising resources. Tools also help manage the existing workforce which must work smarter, not harder, to get the job done. Data insights help keep the shop floor running with orchestrated precision, because every part, every machine, and every work cycle matters.

3. Leverage data insights. While answering consumer demand for new and personalised products, manufacturers must simultaneously strive to improve productivity, boost efficiency, automate processes, and strategically plan the use of resources. You have tough decisions to make. Modern Enterprise Resource Planning (ERP) software helps capture, track, and leverage data throughout the organisation. Using facts, not feelings or hunches, manufacturers can better align with customers, launch new product introductions, design and source appropriate parts and components, and track all costs. New strategies for remaining relevant and growing the business can now be planned and executed with a balance of long-term goals and short-term capacity and cash flow restraints. Data insights are key.

### Seek the right tools to improve operational efficiency and foster innovation

To avoid threats to market share and profitability, manufacturers must stay alert and on top of the ever-evolving trends. You need to adopt modern, data-driven processes and turn to technology to help you introduce new products. Technology, such as modern cloud-deployed ERP solutions, help organisations quickly adapt to change, including starting new branches or divisions. This agility means you can now focus on green initiatives, offering new services or managing logistics. Manufacturing is being redefined, and software plays a major role in supporting the new era—from go-to-market strategies to supply chain planning and shop floor operations. It may be easier than your think—if you start in the right place. 💿

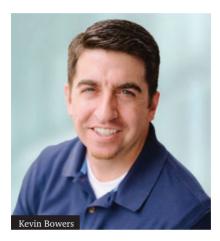
# NETWITNESS ANNOUNCES NEW THREAT DETECTION & INTELLIGENCE CAPABILITIES WITH NETWITNESS PLATFORM XDR 12

Newest version of cutting-edge XDR technology focuses on critical threat detection

etWitness, a globally trusted provider of cybersecurity technologies and incident response, has announced the upcoming availability of NetWitness Platform XDR 12 later this month, the industry's most comprehensive extended detection and response solution. NetWitness Platform XDR 12 is the first solution on the market to deliver on the promise of extended detection and response.

Developed in response to realworld customer needs, NetWitness Platform XDR 12 is focused on sophisticated detection, which is at the core of effective threat defence. The updated platform offers full visibility into all key data planes across an organisation including network, logs, endpoint, and Internet of Things (IoT); full Security Orchestration, Automation, and Response (SOAR); a complete Threat Intelligence Platform (TIP); User and Entity Behavior Analytics (UEBA); and new asset analytics and prioritisation, all easily viewed in a single interface and a unified data model.

"Effective security teams need tools that can bring insights together from multiple data sources and deliver comprehensive, actionable alerting," said Kevin Bowers, Director, Product Management at NetWitness. "Embracing this principle, NetWitness built XDR functionality long before the phrase was popularised. This release delivers the promise of XDR: the ability for security teams to detect attacks



across all an organisation's information assets and infrastructure, and to stop them before they cause damage."

The updated NetWitness Platform XDR solution features new and enhanced analytics capabilities that can find

DEVELOPED IN RESPONSE TO REAL-WORLD CUSTOMER NEEDS, NETWITNESS PLATFORM XDR 12 IS FOCUSED ON SOPHISTICATED DETECTION, WHICH IS AT THE CORE OF EFFECTIVE THREAT DEFENCE. known and unknown threats even faster, to reduce dwell time and allow response and remediation before adversaries can successfully execute a harmful attack. NetWitness Platform XDR 12 also makes it easier for users to deploy and manage threat detection content bundles that target specific threat categories, vertical industries, and use cases, providing more effective threat coverage.

NetWitness began as a governmentsponsored research project to inspect network packets for cyberthreats and tools to detect and respond to them. Since then, the technology has continuously evolved in real-world usage to tackle today's most complex attacks. NetWitness now features fully integrated components for network, log, endpoint and IoT detection and response. With its long history and global footprint, NetWitness Platform XDR integrates directly with the world's most critical and widely deployed tools, as well as many specialised and industry-specific solutions.

"XDR concepts aren't new, but they're incredibly important," said Bill Hart, Senior Product Manager for NetWitness Platform XDR. "We long ago integrated the primary data planes - network, endpoint, log and IoT - into a unified data model allowing for advanced detection capabilities that are independent of the data source. Others that have recently adopted an XDR strategy still analyse different data types in silos and attempt to correlate at the alert level; this leaves visibility gaps. Sophisticated, multivector attack detection requires holistic, data level integration and analysis." 🚥



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# HP UNVEILS NEW PARTNER BENEFITS AT AMPLIFY EXECUTIVE FORUM ROADSHOW

t the HP Amplify™ Executive Forum, HP Inc's annual partner roadshow, the company unveiled a number of new partner benefits

aimed at driving greater partner collaboration, training opportunities and community engagement. In addition to enhancements to its Amplify Data Insights program, the company announced the global expansion of its award-winning Amplify Impact partner sustainability program and introduced a new partner training and engagement platform, HP Curiocity.

Each one of the programme announcements build on the strength of the company's global1 HP Amplify Partner Program, a first-of-its kind channel partner program optimized to drive dynamic partner growth and deliver consistent end customer experiences. Built on a single, integrated structure, HP Amplify provides the insights, capabilities and collaboration tools needed to drive growth as digital transformation and customer purchasing behaviors continue to evolve.



"HP's success relies heavily on the strength of our channel partners. Over the past year alone, our partners helped drive more than \$6 billion dollars in revenue growth2," said Kobi Elbaz, General Manager of HP's Global Channel Organization. "Today's news reflects our continued commitment to the channel and ongoing investment in ensuring we deliver the insights, training, connection and engagement our partners need to better serve customers and drive growth."

### The Power of Data

Launched nearly one year ago, HP Amplify Data Insights gives partners immediate access to a rich set of data analytics each aimed at influencing the customer buying journey. HP continues to collaborate closely with partners to sharpen their digital skills by equipping them with valuable research throughout the purchasing experience.

Studies show that companies that

26



leverage actionable intelligence experience faster growth versus companies not using this type of intelligence. With 98 percent of HP's channel partners sharing data, more than 14 billion data points are updated in the platform weekly, ensuring real-time access to insights catered to each partner's business.

Acting on partner feedback, HP has expanded its customerlevel insights available through the use of advanced analytics - resulting in customer-ready, targeted opportunities for partners to immediately act upon. New automated tools are designed to integrate directly with partner sales systems, thus simplifying the way data is collected and delivered to participating partners to convert insights more easily into sales-drive actions. Each of these enhancements is designed to create a partner sales force that can be more targeted and effective in winning business.

# Expanding Amplify Impact on a Global Scale

Having a clear Sustainable Impact (or Environmental, Social and Governance) agenda clearly offers a competitive advantage – as evidenced by the more than \$3.5B in new sales at HP in fiscal year 20213, where sustainability was a deciding factor. Amplify Impact offers partners the opportunity to realize this same competitive advantage.

Launched in early 2021, HP Amplify Impact represents a first of its kind partner assessment, resource, and training program, leveraging HP's own extensive investments and initiatives. Today, the program provides more than 10,000 partners across 43 countries with the opportunity to join HP in its efforts to generate meaningful impact across Climate Action, Human Rights and Digital Equity. Thus far the program has been enthusiastically embraced by partners with more than 80 percent of enrolled partners having completed the self-assessment.

HP today announced the global expansion of this award-winning program – across all markets – via a phased approach over the next two years. Ultimately, partners of all types (resellers, retail, and distribution partners), regardless of location, will have the opportunity to participate in this award-winning program.

### Celebrating Partner Sustainability Efforts

HP today also invited partners to enter its new annual HP Amplify Impact Awards, celebrating partners across 5 categories, including the Amplify Impact Global Leader Award, Sustainability Business Award, Climate Action Award, Diversity, Equity & Inclusion Strategy Award and HP LIFE Award.

Winners will be announced at an awards ceremony in December 2022 and will have the opportunity to promote their award externally with badges and promotional material. Partners can learn more on the HP Partner Portal and track their performance via the Awards Leaderboard.

### Introducing HP Curiocity

Recent studies emphasise the benefits of training and collaborative selling to the bottom line. Companies that offer comprehensive training programs have a 24 percent higher profit margin on average while 60 percent of sales professionals say that collaborative selling has increased productivity by more than 25 percent.

In response to these trends and based on partner feedback, HP developed a new platform offering enhanced training, community engagement and rewards – all in a single program. Inspired by the open world concept and rewards system of renowned games, HP Curiocity will roll out via a phased approach starting later this year, providing partner sales representatives with access to this unique, collaborative community.



# DIGITAL FIRST

igital

The channel industry needs to accelerate the pace of its digital formation if it is to survive and thrive in an increasingly complex & unpredictable business environment.

Transformation is key to the growth and progress of the channel industry. Although there'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 no doubt that the pace of digital transformation is driving the momentum with which channel partners bounce back after a business setback.

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 technological opportunities present in the channel? Are channel partners playing a larger role in the tech ecosystem in 2022? Where can we expect to see the actual implementation and fruition of the digital transformation journey? We try and decipher the role of the channel partner in 2022 and beyond, and predict some of the leading trends that define the channel market this year and beyond.

To begin with, nearly threefourths (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

DATA IS ALL OVER, NECESSITATING A NEED FOR A COMPREHENSIVE SECURITY STRATEGY TO SAFEGUARD ALL ENTRY POINTS. 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, 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 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." **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.** 

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 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 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

CLOUD ADOPTION CONTINUES TO BE A KEY TREND, AS PARTNERS RACE TO HAVE THEIR OPERATIONS "CLOUD-READY" TO CAPTURE THE HIGH POTENTIAL OF THIS MARKET. 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.

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 continuity planning and

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.

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 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." 👳

32

OPINION // NUTANIX

# WAKING UP TO THE DAWN OF HYBRID MULTI-CLOUD

Rob Tribe, VP, System Engineering EMEA at Nutanix.

hroughout the rapid evolution of cloud computing from its earliest stages, we have witnessed the development and extension of many different cloud service specialisms, applications and optimisations. But however diverse and complex the cloud becomes, we can classify its core DNA into two strands i.e. public and private.

With public cloud services coming from datacentres and offering maximum flexibility, breadth and scope, private or on-premises cloud sits alongside the public cloud in a sort of yin-yang balance to provide control, privacy and compliance where needed. Businesses quickly realised that a hybrid combination of the two strands was the most prudent workable approach.

When these same businesses also saw that they could cover a wider multiplicity of use cases and deployment requirements by extending hybrid across multiple Cloud Services Providers (CSPs), we reached the point of hybrid multicloud epiphany that characterises the most progressive cloud implementations today.

But what else do we need to know about how hybrid multi-cloud happened and how this technology should be most productively implemented today?

### **Core validations**

Among the core validation points that exist for hybrid multi-cloud are the need to locate certain workloads in specific geographic locations.

This can be due to latency

requirements if a particular application's functionality depends upon it working to a precise number of microseconds, or it can be in order to fulfill upon regulatory compliance rulings and legislation. Potentially, it can be as a result of both.

While these requirements can theoretically be delivered from the public cloud, in the vast majority of scenarios these reasons are core justifications for the workloads concerned being located on-premises in private cloud deployments.

AMONG THE CORE VALIDATION POINTS THAT EXIST FOR HYBRID MULTI-CLOUD ARE THE NEED TO LOCATE CERTAIN WORKLOADS IN SPECIFIC GEOGRAPHIC LOCATIONS.

### CapEx to OpEx in public cloud

For applications that use a lot of compute resources but on a highly variable basis and only for a short burst of time, on-premises private cloud represents a disproportionate Capital Expenditure (CapEx) outlay with the risk of purchased resources lying idle and unused.

A good example here might be quarterly or annual tax processing; the workload is high and heavy, but essentially intermittent on a comparatively date-specific basis. Running this type of workload in the public cloud enables us to shoulder a cost that specifically tracks the consumption of resources, which is logically an Operational Expenditure (OpEx) weighted use case best suited to the public cloud.

# Straddling the colocation intersection point

Looking at the middle ground and looking for the deployment sweet spot, we need to think about what happens if we start a new business from scratch with modest capital investment and limited physical equipment or resources.

In this scenario, it of course makes sense to use as many suitable public cloud services as possible in the first instance; they require little or no pre-procurement expenditure and offer the maximum breadth to scale if and when the business flourishes and grows.

On that growth path, there will logically come a point at which workloads are predictable enough (and potentially privacy-related enough) to determine the use of some colocated resources. This is the



straddling intersection point between public cloud and private on-premises cloud - this is hybrid cloud. Further up that growth path, the business can define an increasing number of workloads where on-premises costs can be justified. This is hybrid cloud at a more fully blown scale.

### Hybrid multi-cloud reality

If a company has progressed to this point but then opens a new office in a new territory or country, it may very reasonably look to adopt a greater weight of public cloud in its new location.

If a business runs its New York operation with an 80% on-premises deployment and a mere 20% of resources located in public cloud to define its 80:20 hybrid split, it is entirely feasible that its new Cape Town office might be 100% public cloud.

This again is hybrid cloud. But if the business finds that it gets a better deal (commercially, or supportrelated, or platform-related) in one country from one particular CSP, then it may switch some workloads to Microsoft Azure, push some workloads to Google Cloud Platform, others to AWS and still others to any of the smaller tier players in this market. This is hybrid multi-cloud reality.

Many organisations now using hybrid multi-cloud may be comparatively oblivious as to why their mixed usage model has evolved. This disconnect is amplified if the gulf and the communication channel between the C-suite management function and the IT department is wide.

Understanding how, why, when and where hybrid multi-cloud deployments have resulted, what the layers and tiers within the deployed matrix of services are tasked with doing inside any given working day... and knowing which way business requirements might be developing next, will enable an organisation to manage its hybrid multi-cloud engine room with highest levels of efficiency.

#### A new de facto standard

If we have learned anything at this point, it is perhaps just how far hybrid multi-cloud has become a kind of de facto industry standard for prudent, strategically tactical cloud implementations. It offers the greatest scope for deployment flexibility, functional dexterity and cost optimisation.

Where we go from here is interesting. We will continue to see all of the ancillary competencies that flow alongside the wider development of cloud now more directly reflect the infrastructure resiliency that organisations can achieve with this model. Skillsets will need to be tuned, bolstered, augmented and extended in line with the specific actions of cloud architects, Site Reliability Engineers (SREs) and the now cloud-native DevOps developer+operations teams that will exist in this space.

As hybrid multi-cloud usage patterns crystallise, so will the most logical migration paths for organisations looking to complete the more advanced stages of their digital transformation initiatives.

On the road ahead, businesses will look to unify their infrastructure control mechanisms in order to straddle the full breadth of the hybrid multi-cloud IT stack that they themselves will now build, manage and operate across an increasingly connected pool of API-centric applications.

Where once we had cloud, we now have cloud multiplicity, connectivity and an occasional instance of exclusivity. It's a small but hybrid multi-cloud world after all. INTERVIEW // EFFICIENT IP

# SMART PARTNERSHIP

Leonard Dahan, Vice President Worldwide Channels, Efficient IP, on their partnership with EVAD.

### Tell us about Efficient IP

t Efficient IP, we are specialised in the DDI (DNS-DHCP-IPAM) market. Over and above that, we have the DNS security and DNS firewall which is another component of the portfolio. We promote business continuity by making your IP infrastructure foundation reliable, agile and secure. Since 2004, we have continued to expand our reach internationally, providing solutions, professional services and support all over the world with the help of select business partners. Our passionate teams have delivered successful projects to many customers globally, and ensured operational efficiency through dedicated customer care.

Our goal is to enable secure and dynamic IP communication between users and apps/services. We achieve this by securing DNS services for protecting users, apps and data and ensuring service continuity, simplifying life-cycle management of DDI resources, via smart automation, cross-platform visibility and policy control from a single pane of glass Companies rely on us to help control the risks and reduce the complexity of challenges they face with modern key IT initiatives such as cloud applications, virtualization, mobility, digital transformation and SDN.

# Tell us about your new partner programme

We started the company in 2004. So we have extensive experience and when we started in that business, only very few partners were interested in this market. It was not well known and was a bit complex. Most of the time, vendors like us have to take care of the deployment of the solution, because only very few partners are interested in this kind of technology. So since the very beginning, Efficient IP was involved in the design, pre-sales activity and solution deployment. Following on this, we decided to create a partner program that ensures that together

OUR PASSIONATE TEAMS HAVE DELIVERED SUCCESSFUL PROJECTS TO MANY CUSTOMERS GLOBALLY. we are able to deliver a reliable DDI solution to our customers by relying on a flexible structure, delivered with a collaborative approach. We understand that partners have many technology options, and it is with that understanding that we developed this program, which allows you to quickly deliver solutions to your customers while rewarding you as a trusted partner.

Efficient IP's partner program puts partners on a fast track to success with leading DDI & DNS Security offerings, ensuring that partners can deliver quality services around implementation and support.

### Your role is a global one-tell us how you're prioritising the ME region as compared to your other territories?

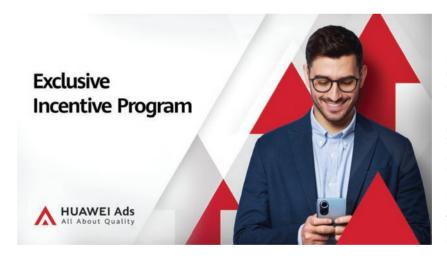
We're growing in many ways and its amazing what's happening at Efficient IP now, particularly since the last 6-9 months. And we're just getting started. In the last few months, we opened in Australia, New Zealand, China, Kora, Norway and South Africa. I'm sure I'm missing a few places, so basically, we're everywhere. We're recruiting for sales, pre-sales, field marketing and other different functions to support the growing business activity. This is why we need the support of good distributors, since the business is growing fast and we have to support the local team. 🚥



SPOTLIGHT // HUAWEI

# HUAWEI ADS LAUNCHES Exclusive incentive Programme to drive Partner growth and Monetisation

The first incentive offering allows partners with an average traffic volume of over five million to enjoy an additional 10% of their monetisation revenue from HUAWEI Ads until 31 December 2023.



UAWEI Ads, a leading programmatic advertising platform by Huawei, announced the launch of two new monthly incentive programmes for marketers in the Middle East and Africa region (MEA). The launch is in line with the advertising marketplace's commitment to enhancing partners' experience on the platform and harnessing their growth, traffic, and monetisation. HUAWEI Ads is a listed Consent Management Platform (CMP) in the IAB Europe's Transparency and Consent Framework (TCF).

The first incentive offering allows partners with an average traffic volume of over five million to enjoy an additional 10% of their monetisation revenue from HUAWEI Ads until 31 December 2023. This follows a revenue sharing ratio of 2:8 (HUAWEI Ads: Media) for average daily ad requests of over five million. Ad requests below five million have a revenue sharing ratio of 3:7 (HUAWEI Ads: Media). Eligible partners will receive an extra 10% of their monetisation revenue from HUAWEI Ads. Partners will require a Traffic Quality Score (TQS) of over 75 to qualify and must be part of HUAWEI Ads Publisher Service for at least 30 days.

The second incentive programme enables the top ten per cent of the high-performing partners to enjoy a 10% monetisation revenue for their marketing strategies until 31 December 2022. Since the launch of the incentive programme, HUAWEI Ads granted 30% of its ad revenue as rewards, and top partners achieved a 600% return on investment (ROI)

HUAWEI Ads has over 41,000 thirdparty apps, allowing developers to increase in-app revenue and benefit from advertising through a fully connected world. The advertising marketplace also has over 1.2 billion daily advertising requests and a large consumer base of over 730 million monthly active users, offering services and driving monetisation in addition to growth in over 170 countries and regions. The HUAWEI Ads offering will be added to Huawei's portfolio of smart TVs, tablets, and IoT devices as part of the company's 1+8+N strategy.





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REGION // IDIS-AGILITY

# IDIS PARTNERS WITH AGILITYGRID ACROSS MIDDLE EAST & AFRICA

IDIS's comprehensive line-up of video security solutions now available to AgilityGrid's customers in the region

DIS, the largest manufacturer of trusted South Korean-made video tech and AgilityGrid, a value-add distributor, have announced a new Middle East and Africa distribution agreement.

The partnership will see IDIS's full suite of video security solutions made available to AgilityGrid's wide range of customers, operating in a variety of vertical markets, including law enforcement, transportation, banking, retail and hospitality.

AgilityGrid's network of systems integrators will benefit from IDIS's comprehensive line-up of end-toend solutions, including network cameras, NVRs, VMS and AI-powered video analytics, are delivering robust and cost-effective video security and intelligence for organisations around the globe. The simple plug-and-play THIS PARTNERSHIP IS A STRATEGIC STEP FORWARD AND BOTH COMPANIES ARE PERFECTLY POSITIONED TO ENJOY MUTUAL GROWTH THAT IS KEY TO THE SUCCESS OF THE IDIS PARTNER PROGRAMME. and seamless connectivity of IDIS DirectIP® saves time and money during installation and maintenance. Users will also have a choice of costfree or modular and enterprise-class VMS suiting applications of any size, delivering on the IDIS promise of an industry leading low total cost of ownership.

Since 2010, AgilityGrid has operated over 20 countries in the Middle East and Africa and offers high-performance network security solutions and fully integrated enterprise hardware, as well as a range of professional services including system design, training, and technical support.

Commenting on the partnership, Dennis Choi, General Manager, IDIS Middle East and Africa said: "IDIS has enjoyed significant and continued success in the MEA region



with major project wins in banking, retail, education, and government. We are delighted to be partnering with AgilityGrid, with a customer base that will benefit from proven and trusted Korean-made technology and will provide integrators with everything they need to design and install network, end-to-end video solutions. This partnership is a strategic step forward and both companies are perfectly positioned to enjoy mutual growth that is key to the success of the IDIS partner program."

Ahmed Mehdaoui, General Manager of AgilityGrid added: "The IDIS product portfolio matches the requirements of many of our systems integrators, offering a range of easyto-deploy video solutions, ideal for multiple vertical sectors that are increasingly looking for end-to-end, video surveillance and analytics that deliver a rapid return on investment. The IDIS ethos of providing trusted, reliable hardware and software also aligns with our own core values and we look forward to a long and successful relationship."

# **KYNDRYL AWARDED CONTINUITY & RESILIENCE PROVIDER OF THE YEAR** IN THE MIDDLE EAST

yndryl, the world's largest IT infrastructure services provider, has announced that it has won the 2022 BCI Middle East Continuity and Resilience Provider (Service/Product) Award. The award recognizes the contributions of Kyndryl's Security and Resiliency practice in the region and its leadership in the business continuity, risk and resilience space.

"We are honored to have had our Security and Resilience practice in the Middle East recognized by the BCI," said Andreas Beck, Managing Director, Kyndryl Middle East, Africa and Turkey. "The pandemic forced enterprises everywhere to suddenly undergo intense digital transformations. While it was necessary to enable people to work remotely and keep operations running smoothly, it also created potential openings for security threats. At Kyndryl, customers are at the heart of everything that we do; and we are committed to continue helping them keep their missioncritical systems secure."

Security and Resiliency is one of Kyndryl's six core practices. It provides expertise, services and technologies that help enterprises keep their vital systems secure, available, reliable and recoverable – regardless of their size and complexity.

Today, Kyndryl's global Security and Resiliency operations deploys 4,000 highly skilled cyber resiliency practitioners to help protect more than 3,000 customers and manage more than 11 million 'system health checks' annually. The company also has more than 3,000 patents in riskreducing areas such as multicloud management, orchestration, integrated monitoring and issue triage and resolution.

Customers can also benefit from Kyndryl's new recovery retainer service which is designed to provide on-demand qualified experts in cyber recovery, to assist the in proactively improving cyber recovery preparedness, as well as delivering support to recover from cybersecurity events.

Since its launch, Kyndryl has been growing the partner ecosystem that supports its Security and Resiliency business practice and expanding the reach of its capabilities into new markets and industries. Today, strategic partners in the Security and Resiliency space include: Microsoft, VMware, Red Hat, Cisco, Dell and Veritas. TREND // OUTSIZED

# **SKILLS MOST IN DEMAND** IN THE MENA REGION IN 2022

The findings from Outsized's talent-on-demand report highlight the sectors making the most use of flexible talent models and the skills of the future to address the growing skills gap in the region.

utsized, a talent-ondemand platform, has seen a surge of independent skilled consultants signing up to the platform and an increase in demand from enterprises moving to more agile and flexible workforce models. The findings uncovered in the Talent-on-Demand 2022 report, based on proprietary data collected from Outsized's platform, summarise thousands of data points on client demand and talent skills. The findings from the report also revealed the Middle East as one of the fastest growing regions in terms of growth in the new freelance economy. As the MENA region continues to consciously move away from oil dependence digital transformation and automation are taking center stage and are being widely hailed as the Fourth Industrial Revolution — along with data being christened as the 'new oil'. Governments are investing significantly in skills development and infrastructure to support this move. One of the initiatives implemented by the government termed UAE Industry 4.0, aims to transform UAE into a globally competitive, productive, and sustainable sector at the cutting edge of the Fourth Industrial Revolution.

To run an agile organisation and to succeed in highly competitive

markets, businesses need to have a sharper focus on skillset management. To achieve this, organisations are taking to managing a distributed and virtual workforce while integrating freelancers into their teams to make use of skilled talent from across the globe, increase cost savings, reduce the businesses' main office footprint as well as function with great speed and agility.

Owing to massive transformation caused by rapid modernisation and initiatives implemented by the regional authorities for digital transformation, many enterprises are consciously shifting towards these agile work models to address chronic skill shortages.

In McKinsey's 2021 Global Survey, 58% of the respondents stated that closing the skills gap has become a higher priority since the pandemic began. Narrowing down to the region, PwC's survey found that skill gaps in the region are adversely affecting the growth in 3 out of 4 organisations.





In keeping with the worldwide trend, there is a growing demand for specialist skills in the area of digital products and services in the region. As evidenced by Outsized's clients' demands, the top desired skill sets in the MENA region for 2022 include:

- 1. Digital transformation
- 2. Payments
- 3. Data governance, Analytics
- 4. Agile methodologies
- 5. Cards
- 6. Project and program management

#### Vikram Malhotra, Managing Director – MENA at Outsized,

commented, "Prior to the onset of the pandemic, on one hand, enterprises were struggling to find the right talent to meet their needs, and on the other hand skilled talent found it difficult to find the right opportunities with blue chip clients due to a very fragmented market. At Outsized, we have built the infrastructure to make it possible for skilled talent to meet premium clients in an efficient manner. Clients can easily find top independent talent from the region and beyond, and freelancers and independent consultants can access opportunities with leading organizations in one place. The MENA region is witnessing the dual benefit of local talent getting access to global opportunities and regional organizations getting access to global talent."

The report reveals that Outsized's MENA clients were focused on higher skills areas and that the trend of independent consulting and skilled freelancer contracts is increasing with those onboarded often being based abroad. With the increased acceptance of remote working, combined with the growing digital adoption during the pandemic, Outsized saw a steep

TO RUN AN AGILE ORGANISATION AND TO SUCCEED IN HIGHLY COMPETITIVE MARKETS, BUSINESSES NEED TO HAVE A SHARPER FOCUS ON SKILLSET MANAGEMENT. pick up in registrations from local and international technology and data specialists. E-commerce and Buy Now Pay Later services have also been booming on the platform, leading to increased interest from payments and card experts. Equally robust demand from consulting firms led to a large number of strategy and banking specialists enrolling across mid and senior levels.

Furthermore, Outsized reports skill growth for the Payments, Consumer Banking and Project Management industries at 11, 5.5 and 5 times what it was in the previous year respectively.

The report further reveals that the top sectors hiring skilled talent through Outsized are financial services management consulting and strategy consulting firms.

To access the full Talent On-Demand 2022 report, visit https:// outsized.com/app/uploads/2022/02/ Talent-On-Demand-Report-2022\_ For-Independents.pdf.

To learn more about the services offered by Outsized for companies as well as consultants, visit www. outsized.com

#### Methodology

The talent-on-demand report is based on original research and thousands of proprietary data points from real projects on Outsized's platform.





# SAMSUNG LAUNCHESNEG OLED 8K TV Streen size

The Neo QLED 8K provides some of the most pristine images and immersive soundscapes possible.

amsung Gulf Electronics has launched the new Neo QLED 8K TV with the latest advancements in picture quality, sound technology and

smart features in Qatar, Kuwait, Oman and Bahrain. With more screen size options, customisable accessories and an upgraded interface, the Neo QLED 8K brings the vision of 'Screens Everywhere, Screens for All' closer to reality with life-like images, immersive sound and hyper-personalized experiences.

"The Neo QLED 8K features nextgeneration picture quality and a range of cutting-edge personalisation



and immersive soundscapes possible. In fact, this year's Neo Quantum Processor introduces advanced contrast mapping with BLU (back-light unit), increasing the brightness level from 12 to 14-bit gradation for greater control of the light source – the Quantum Mini LEDs. This allows the TV to control its lighting across 16,384 steps, quadrupled from the previous 4,096 steps.

The new Shape Adaptive Light technology leverages the Neo Quantum Processor to analyze lines, shapes and surfaces to control the shape of light from the Quantum Mini LEDs, enhancing the brightness and accuracy of all shapes on the screen. The result is outstanding image quality that puts full HDR content on display.

## Expanding the user experience

The Neural Quantum Processor 8K also powers a new technological innovation — Real Depth Enhancer, a multi-intelligence picture quality algorithm. This technological advancement creates a greater sense of realism by determining and processing an object on the screen against its background to create a sense of depth.

#### Experiencing your screen

Samsung's Neo QLED 8K features EyeComfort mode, which automatically adjusts the screen's

options. Its award-winning features are truly one-of-a-kind," said Nikola Aksentijevic, Head of Visual Display Group, Samsung Gulf Electronics. "Launching the all-new Neo QLED in the region is hugely exciting for us as we continue to bring cutting-edge technologies closer to home, shaping the smart and immersive lifestyles of tomorrow."

# Bringing the large screen experience to another level

Thanks to the Neo Quantum Processor and the advancements in picture technology and sound it delivers, Neo QLED 8K provides some of the most pristine images LAUNCHING THE ALL-NEW NEO QLED IN THE REGION IS HUGELY EXCITING FOR US AS WE CONTINUE TO BRING CUTTING-EDGE TECHNOLOGIES CLOSER TO HOME, SHAPING THE SMART AND IMMERSIVE LIFESTYLES OF TOMORROW. brightness and tone based on a built-in light sensor and sunset/ sunrise information. As the ambient light changes, the screen will gradually reduce the amount of light and offer warmer tones, adjusting the blue light levels accordingly. This allows for a more comfortable viewing experience at night by reducing the blue light which may affect one's sleep quality.

## Immersive sound with smart features

Neo QLED's sound features have received a major upgrade as well. Building on OTS (Object Tracking Sound), which directs the sound to move across the room along with the object on-screen, the 2022 products will feature OTS Pro, which incorporates powerful upfiring speakers to create overhead surround sound. Neo QLED 8K also delivers a truly remarkable Dolby Atmos experience thanks to the addition of Samsung's new top channel speakers. With multi-channel speakers placed throughout the TV, Neo OLED delivers a dynamic sound experience that tracks the actions from all corners.

# Designed to improve daily lives

From accessing work documents straight from the Neo OLED 8K to outstanding opportunities for your senses – the NEO QLED 8K decidedly merges wellness with work-from-home environments. Its next-generation gaming consoles demand a display that enhances both performance and picture quality-and Samsung's cuttingedge Neo QLEDs are engineered to deliver. The TV features the new and intuitive Game Bar in Game Mode, allowing players to easily adjust the screen's aspect ratio, check input lag, and connect wireless headsets, while gameplay is optimized through the Samsung AI processor.

The Neo QLED 8K can be purchased from Samsung brand shops and major retailers in Qatar, Kuwait, Oman and Bahrain. © FINAL WORD // REDINGTON VALUE

# **'THE PITCH ROOM' BY REDINGTON FOSTERS COLLABORATIONS BETWEEN AZURE-NATIVE ISVS & CHANNEL PARTNERS**

Powered by Microsoft, 'The Pitch Room' by Redington offers exclusive opportunities for channel partners to leverage unique solutions from key Azure-native ISVs.



edington Value, the leading value-added distributor (VAD) in the Middle East and Africa, has launched a new initiative 'The Pitch Room' by Redington, powered by Microsoft, to help channel partners capitalize on state-of-the-art and unique solutions from Azure-native Independent Software Vendors (ISVs).

ISVs are the tech-based IP owners that disrupt the way customers function or process information. *'The Pitch Room' by Redington* offers a one-of-akind platform for regional value-added resellers to strengthen skillsets and knowledge on designing comprehensive and innovative industry-specific solutions from Azure-native ISVs.

At the recently concluded event, channel partners had a one-off opportunity to listen to pitches from five different Azure-native ISVs – Human Logic Software, VDD, ZIWO, AHOY, Verofax – to then assess how they can add value to end customers and boost their portfolios with these solutions.

The initiative also serves as an ideal stage for Redington's ISV ecosystem to have meaningful discussions and networking opportunities with relevant channel partners. By creating this close-knit ecosystem for collaborations, Redington is playing a vital role in enhancing customer experiences and simplifying their digital transformation journeys.

Sayantan Dev, President, Redington Value, said, "Innovation is at the core of our business. 'The Pitch Room' by Redington is a novel initiative and it has been a resounding success for all our stakeholders. Our aim is to remove the complexities from customers' digital transformation plans and help them leverage new-age solutions to achieve business outcomes faster. We are excited to introduce disruptive technologies from our ISVs to our channel partners, so that they can take innovative and cutting-edge solutions to the market."







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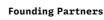
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