

Reseller

MIDDLE EAST

THE VOICE OF THE CHANNEL

ISSUE 292 | DECEMBER 2021

www.tahawultech.com

INTERVIEWS

- LOGITECH, p12
- ASUS, p16
- VIRSEC, p20

RESELLER
ME PARTNER
EXCELLENCE
AWARDS
p32

DRIVING THE CHANGE

Asim Al Jammaz, CEO, AL Jammaz Technologies, tells Anita Joseph in an exclusive interview how the company is driving change and innovation in the distribution market, p28.

CPI

tahawultech.com

PUBLICATION LICENSED BY DUBAI PRODUCTION CITY, DCCA

Why upgrade instead of buying new?

Upgrading memory with **Crucial 3200 MHz DRAM** can dramatically improve your PC and laptop performance for a fraction of the cost of buying new. By choosing to upgrade, you can:

- Improve productivity
- Speed up boot and load times
- Run applications more efficiently
- Extend system life
- Maximize your investment
- Save money for other expenses



Easy to install



Make everything on your computer faster



Maximize the value of your system



Multitask with ease

Speed

DDR4-3200

Warranty

Limited Lifetime

Module type

UDIMM

PC speed

PC4-25600

*Available in 8GB, 16GB, 32GB and, as a KIT

CONTENTS

ISSUE 292 // DECEMBER 2021



TOP STORIES

5 A round-up of the top stories from the channel industry.

INTERVIEWS

12 Loubna Imenchal, head of video collaboration, Africa, Middle East, Turkey, and Central Asia at Logitech, on how the company's cutting-edge video collaboration solutions make it the undisputed leader in the market.

26 QNAP TS-h973AX: Powerful and stylish

32 Highlights of the Reseller ME partner Excellence Awards



42 Paulo Pereira, Senior Director, Systems Engineering METI @ Nutanix, about how the company is constantly innovating its products and solutions portfolio in order to resonate better with



FOUNDER, CPI MEDIA GROUP

Dominic De Sousa (1959-2015)

Publishing Director

Natasha Pendleton
natasha.pendleton@cpimediagroup.com

EDITORIAL

Editor
Anita Joseph
anita.joseph@cpimediagroup.com

Online Editor

Daniel Shepherd
daniel.shepherd@cpimediagroup.com

DESIGN

Senior Designer
Analou Balbero
analou.balbero@cpimediagroup.com

ADVERTISING

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

Senior Sales Manager

Sabita Miranda
sabita.miranda@cpimediagroup.com

DIGITAL SERVICES

Web Developers
Adarsh Shehajan

webmaster@cpimediagroup.com

DIGITAL

www.tahawultech.com

Published by



Registered at

Dubai Production City, DCCA
PO Box 13700
Dubai, UAE

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

© Copyright 2021 CPI
All rights reserved

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

FORWARD AND AHEAD



Anita

Anita Joseph
Editor

We bid farewell to another eventful year—a year that will remain etched in everyone’s memory as the year of recovery, a year of rejuvenation and of transformation. A year where we experienced triumph and sorrows in equal measure; a year where we counted our losses and celebrated every tiny gain.

Indeed, there is no denying that 2021 has been a year of significant learning and stock-taking.

As we bid farewell to this momentous year, we look ahead at what is to come and how we plan to deal with it. This year-end issue tries to spread a message of hope and of strength. To begin with, we bring you a mammoth ten-page roundup of the most important event that the channel witnessed in 2021—the Reseller ME Partner Excellence Awards. This event was a shining star in the vibrant events landscape of Dubai—it brought together the who’s who of the channel industry to celebrate its triumphs and resilience during the worst of the pandemic and after.

Our cover story is also one of hope, optimism and confidence—Asim Al Jammaz, CEO of Al Jammaz Technologies, discusses how the company is growing from strength to strength through constant innovation and value addition. In his opinion, the key to business success today is not about providing solutions for one product—it’s how you can grab a piece from every vendor to create one compelling solution for the customer.

We also have a focus interview with Loubna Imenchal, head of video collaboration, Africa, Middle East, Turkey, and Central Asia, about how the company’s cutting-edge video collaboration solutions make it the undisputed leader in the market.

That’s not all: Rahil Ghaffar, Director, Sales for Middle East & Africa, Virsec, speaks to us about the key learnings of 2021 and the company’s top priorities for the channel in 2022. We also have Brisco Soman, Channel Sales Manager – UAE & GCC at ASUS, tell us how the company plans to focus on enhanced digital experiences and customer-centric innovations in the new year.

In the last issue of the year, we also have a special offbeat section for you where we present some unique gifting ideas from Logitech, and throw light on a shopping festival by Huawei Petal. In addition, we also have interesting and unusual perspectives from industry decision makers about tech trends for the coming year, as well as the usual opinion segment and the top news roundup from the channel world.

So, dear readers, this issue is different, it’s memorable and it’s optimistic. Happy Holidays, Happy Reading!



E-mail:
anita.joseph@cpimediagroup.com



Facebook:
www.facebook.com/
TahawulTech



Twitter:
@TahawulTech



Instagram:
@TahawulTech

GARTNER FORECASTS MIDDLE EAST AND NORTH AFRICA IT SPENDING TO GROW 2.6% IN 2022



Miriam Burt

IT spending in the MENA region is forecast to total \$1.7 billion in 2022, an increase of 2.6% from 2021, according to a recent forecast by Gartner, Inc. “The recovery of the IT sector in MENA will continue in 2022,” said Miriam Burt, Managing Vice President at Gartner. “Underpinned by the GCC Country Visions, the rapid shift of the GCC countries from an oil-exporting economy to a knowledge-based economy will be a major influence.”

The rise of renewable energy and the subsequent dip in oil prices due to COVID-19 expedited the transition towards a knowledge-based economy to reduce the regions’ dependency on oil exports. Additionally, the direction and guidance from the various governments of the GCC in their country vision statements, the advent of 5G, increase in digitally skilled local workforce, and rapid digitalization of key sectors such as banking and retail, will present a growth-conducive environment for IT spending in the region through 2022.

Communication services will continue to be the largest segment in 2022, making up 66% of total IT spending in 2022. IT services will emerge as the fastest growing segment in MENA in 2022, forecasted to grow 8.6%. Devices will be the only segment expected to decline in 2022. In 2021, the pandemic response was a primary reason for the uptick in spending on devices. This trend will stabilize in 2022 as MENA CIOs will work on advancing their remote/hybrid working models, virtual learning, digital commerce and tele-medicine projects.

LINKSHADOW JOINS FORCES WITH SECURITY MATTERZ AT @HACK



LinkShadow - Cybersecurity Analytics Platform that modernizes the SOC with extended Threat Hunting and Response, has signed an agreement with Security Matterz, a market leader specialized in providing cybersecurity solutions and managed services. The area of focus for this partnership is to provide managed services to enterprises in the region.

Both LinkShadow and Security Matterz will now be able to protect their customers’ security environment with cutting-edge Managed Service expertise for Network Detection and Response that will help them monitor their network traffic with unprecedented visibility.

Moreover, using LinkShadow’s behavioral analytics, machine learning, and artificial intelligence platform, Security Matterz will be able to empower its clients with best-in-class detection and prevention of the most sophisticated cyberthreats and anomalous behavior. LinkShadow will stand to benefit from being part of Security Matterz’s new MSSP offering as well.

“The need for next-generation cybersecurity solutions that support AI-driven threat hunting and response is only growing in these unprecedented times.” commented Fadi Sharaf, Regional Sales Director, LinkShadow.

WESTCON-COMSTOR ENTERS INTO DISTRIBUTION AGREEMENT WITH REALWEAR



Steve Lockie

Westcon-Comstor has signed a new contract with RealWear, the US-based global leader of hands-free wearable computers, purpose built for connected worker programmes in the industrial enterprise.

The agreement marks the first addition of wearable technology to Westcon-Comstor’s focused vendor portfolio. RealWear’s wearables support Microsoft and Cisco platforms, forming a key part of the solutions focused on working in technical, industrial and hazardous environments.

RealWear’s flagship product, the HMT-1, is a fully ruggedised voice-activated headset with cameras. Optimised for and certified by Cisco Webex Expert on Demand and Microsoft Teams, among others, RealWear’s products are designed to be worn by industrial workers in dangerous and challenging environments to facilitate remote support, freeing the worker’s hands for the job. Each HMT-1 can be used for a wide variety of functions, including remote mentor video calling, document navigation, guided workflow, mobile forms and industrial IoT visualisation.

“We are delighted to have RealWear onboard with us as a vendor. Being a global leader of hands-free wearable computers, they are a great addition to our vendor portfolio. This partnership with RealWear further cements our ability to provide best-in-class solutions to the channel. We are looking at following a strategic approach in taking their solution to the channel in the Middle East,” said Steve Lockie, Managing Director, Westcon-Comstor ME.

TOP STORIES

FROST & SULLIVAN NAMES TENABLE A GROWTH AND INNOVATION LEADER IN THE GLOBAL VULNERABILITY MANAGEMENT MARKET 2021



Nico Popp

Tenable, Inc., the Cyber Exposure company, has been recognized as a leader by Frost & Sullivan in the firm's Frost Radar™: Global Vulnerability Management Market, 2021 report. The company, which ranked highest for consistent growth and continuous innovation, also solidified its spot as a market-leader, owning 37.7% of revenue share in the global vulnerability management market.

For organizations of all sizes to remain agile and competitive in an increasingly digital

economy, the ability to rapidly adopt and integrate new technologies into corporate environments is critical. But the speed of innovation and deployment often exceeds security measures, creating new attack paths and leaving organizations exposed.

Frost & Sullivan recognized Tenable's continued product innovation which provides unified visibility and risk-based prioritization across a wide range of cloud-based and on-premises infrastructure, including modern assets, operational technology, containers, Active Directory and web applications. Backed by the industry's most comprehensive vulnerability coverage, security teams can quickly identify, investigate and prioritize the flaws most likely to impact their business. "Vulnerability management has become a strategic imperative and investment for organizations operating in the digital world," said Nico Popp, Chief Product Officer, Tenable. "Our company vision, strategy and product innovation position us as clear leaders in the market. We're excited Frost & Sullivan has recognized our current leadership in the industry and our strong potential moving forward," he said.

AOC UNVEILS G3 SERIES OF G LINE MONITORS TARGETING ENTHUSIAST GAMERS



Pankaj Budhiraja

World-leading gaming monitor maker AOC has launched the third generation of its legendary 'G Line' monitors, the G3 series in Middle East region. As the successor to the successful and award-winning G2 Series of mainstream gaming monitors, the versatile G3 series reflects AOC's strategy for 2021 as a whole – driving up technical specs and overall performance, while offering a versatile array of models in larger sizes and formats, at affordable price points that will

attract even aspiring professional gamers.

Pankaj Budhiraja, Category Manager - AOC Monitor - Middle East & Africa, said: "Our G2 Series won numerous awards and received widespread approval from gamers, and we're confident that the upgrades that we're incorporating with the G3 Series will be met with a similar level of appreciation from gaming influencers and the gaming community as a whole."

Stand-out upgrades to the G3 series include an increase in screen curvature from 1500R to 1000R, a move that will immediately appeal to gamers and other users who demand a totally immersive viewing environment with an uninterrupted field of view.

"Gamers who require a total and detailed view of the lightning-fast on-screen action, when playing an esports title such as Valorant, for example, will find this a compelling and very welcome enhancement to the AOC G Line," Budhiraja added. In addition, the refresh rate has now increased from 144Hz to 165Hz for most G3 Series models, which will be available in sizes 27- to 34 inches.

INGRAM MICRO'S DUBAI WAREHOUSE AWARDED TAPA FSR (C) CERTIFICATION



Dr. Ali Baghdadi

Ingram Micro has announced that its Dubai Warehouse was awarded the TAPA (Transported Asset Protection Association) FSR (C) Certification, recognizing the high-security standards applied in the handling and shipping of all products by Ingram Micro. TAPA is the world's leading supply chain resilience and security association, with the common goal to reduce losses in the international supply chain.

Dr. Ali Baghdadi, SVP & Chief Executive Ingram Micro META Region; and EMEA Cyber Security, said, "The TAPA FSR (C) certification reflects our commitment to provide the best in performance and security operations services to our customers and vendor partners. The Dubai Regional Distribution Center is Ingram Micro META's first facility being TAPA certified this year, and this is an important step in the rollout of our Operations strategy." The Ingram Micro warehouse facilities in Dubai were opened in May 2021 and feature CCTV cameras and radars from Axis Communications, intrusion, access control systems, temperature monitoring cameras linked with access control, ANPR cameras for an advanced parking solution, which were designed and installed in line with SIRA guidelines and connected with Dubai Police via Video Guard service. In addition, the warehouse site has a fully automated fire detection and fire suppression system in real-time linked with Dubai Civil Defence.

NEWSMAKERS

AVAYA PROMOTES SHEIKHA NA'AMAH AL QASSIMI AS GENERAL MANAGER FOR THE UAE



Sheikha Na'amah Al Qassimi

Avaya has appointed Sheikha

Na'amah Al Qassimi as General Manager for the UAE, expanding her previous role as General Manager for Dubai and the Northern Emirates.

In her new role, Sheikha Na'amah Al Qassimi will work closely with Avaya's customers and partners across the country to support their increased focus on delivering superior customer and employee experiences.

Sheikha Al Qassimi will work with organizations to help them quickly adapt to a new period of growth through delivering outstanding experiences for their customers and employees.

The new role is the latest in a wide variety of positions that Sheikha Al Qassimi has held at Avaya, leveraging a wealth of experience in the technology industry. "Like Avaya, the UAE is going through an unprecedented and unique transformation, and Sheikha Na'amah has been a part of that transformation on both counts. With her rich experience at Avaya, Sheikha Na'amah has been at the cutting edge of government service transformation, helping various departments to leverage AI and automation to uplift the citizen experience. She is also our ambassador for change, guiding and influencing our decision making to meet the needs of the UAE's visions. We look forward seeing Sheikha Na'amah continue to ensure we are meeting the country's ambitions by driving change with the best people and technology," said Nidal Abou-Ltaif, President, Avaya International.

STC AND THALES COLLABORATE TO DEVELOP DIGITAL SOLUTIONS FOR BUSINESSES

stc and Thales have signed a memorandum of understanding (MoU) for collaboration in various areas, such as: ICT, AI, cybersecurity, smart cities, IoT, machine connectivity, identity solutions, payment solutions, and 5G satellite solutions. Through this partnership, stc aims to develop and enhance digital solutions in order to provide its customers with cybersecurity solutions, as well as provide training to enhance digital skills in these technologies through stc Academy.

The MoU signed by the two companies includes investing in digital capabilities in the Kingdom through research, development and innovation.

Pascal Lesaulnier, chairman and CEO of Thales (Saudi Arabia), said: "Thales is a leading global company in the field of advanced technologies and invests in digital innovations and 'deep technologies' such as connectivity, big data, AI, cyber security and



Pascal Lesaulnier

quantum computing."

"Over the past 50 years, the Group has had an active presence in the Kingdom in all our areas of expertise. This MoU confirms Thales' commitment to keep integrating and working alongside stc as part of this exciting journey towards digital transformation in Saudi Arabia, in which stc is a key player," he added.

LOGITECH HIGHLIGHTS SOLUTIONS TO EMPOWER EDUCATION AT SAUDI SMART SCHOOLS SUMMIT



Loubna Imenchal

Logitech, a world leader in professional video collaboration (VC) solutions, showcased solutions for education at the Smart School Summit – Saudi Arabia, a hybrid physical and virtual event held from December 1-2.

The education sector is becoming increasingly prominent in Saudi Arabia, where about 37 percent of the population is below the age of 14, and those under age 25 account for more than 50 percent of the

population. Furthermore, education is a key pillar of the country's Human Capability Development Program, which forms part of Saudi Vision 2030.

With education increasingly relying on solutions to aid flexibility for hybrid and distance learning, Logitech will highlight a range of cutting-edge solutions, including the Rally Bar video conferencing solutions for small, medium and large rooms, and Logitech Scribe, an AI-powered whiteboard camera for meeting rooms and classrooms.

"We're very excited to discuss how our technology can help empower teachers and students of all ages in Saudi Arabia to teach and learn seamlessly", said Loubna Imenchal, Head of Video Collaboration, Africa, Middle East, Turkey, and Central Asia at Logitech. "We're keen to demonstrate how technology can enrich learning, especially in remote and hybrid settings, and help Saudi Arabia achieve the aims of Saudi Vision 2030 to ensure that citizens have the required capabilities to compete globally".

HUAWEI CLOUD ANNOUNCES SPARK PROGRAM FOR SMES IN THE MIDDLE EAST



Frank Dai

HUAWEI CLOUD has announced the launch of “Spark”, a new startup ecosystem support program aiming at empowering SMEs to develop their cloud capabilities. This initiative is the first step towards supporting HUAWEI CLOUD partners in line with the recently launched Oasis Program, where Huawei announced plans to invest USD15 million over the next three years to accelerate the development of technology enterprises and ecosystems in the Middle East.

Spark will support more than 50 SMEs, each will receive up to \$15,000 fund support on HUAWEI CLOUD in addition to cloud training during the first phase of the program. A select group of SMEs will then join Spark Accelerate Program, where they will receive further technical support from HUAWEI CLOUD experts to help transform their businesses in the cloud and evolve their offerings.

Frank Dai, President of HUAWEI CLOUD Middle East, said: “SMEs play a prominent role in Middle East economies, where they contribute by far the largest share of national economic output. However, they face unique challenges, including a shortage of a skilled digital workforce and a lack of resources to digitize operations. By empowering more SMEs to succeed through Spark and similar programs, we can jointly cultivate an even stronger technology ecosystem in the Middle East.”

AXIS TO HOST SECOND HIGH-IMPACT TECHNOLOGY CONFERENCE AT EXPO 2020

Axis Communications

hosted its third high-impact technology conference at Dubai’s Expo 2020 titled ‘Share in the discovery of a sustainable future’. The event brought together industry experts to discuss the importance of sustainable business practices for the environment and society, and the role of technology in realising a sustainable future.

Axis Communications is a global leader in the field of security and surveillance, and as an official partner of the Sweden Pavilion at the Expo, the company is hosting six transformative technology conferences from 1 October 2021 to 31 March 2022 in the event’s Sustainability District.

“Securing a sustainable future for our



planet is the most pressing challenge we face as the human race,” said Etienne van der Watt, Regional Director, Axis Communications MEA. “From the valuable insights from our speakers, one thing is abundantly clear: with the power of human endeavour and innovative technology, we can achieve our sustainability goals. Our pledge to the UN Global Compact is a testament to this belief, and we hope this sets a standard across our industry. Sustainability is no longer just an environmental or financial risk, it’s our also our biggest opportunity,” he added.

NEW ARUBA EDGECONNECT MICROBRANCH SOLUTION MODERNIZES HOME/SMALL OFFICE EXPERIENCE FOR HYBRID WORKPLACE



Larry Lunetta

Aruba, a Hewlett Packard Enterprise company has introduced its new EdgeConnect Microbranch solution, an industry-leading home office and small office networking solution for hybrid work environments that securely provides remote personnel all of the traditional services workers receive in-office via a single Wi-Fi access point (AP) – with no gateway, agent or additional hardware required at the remote site. With EdgeConnect Microbranch, IT departments can ensure the employee

experience is consistent no matter where workers are located.

EdgeConnect Microbranch enables this by delivering the full range of on-campus connectivity services to remote workers, accelerating troubleshooting, and maintaining corporate protections by seamlessly extending on-campus Zero Trust and Secure Access Services Edge (SASE) security frameworks to the home office/small office.

“EdgeConnect Microbranch gives organizations a modern, scalable approach for enabling remote work and making the home office experience equivalent to being in-office,” said Larry Lunetta, VP of Solutions Portfolio Marketing at Aruba, a Hewlett Packard Enterprise company. “While some may believe that the only network service that can be extended to the home office AP/router is security – and even that requires an extra box, – EdgeConnect Microbranch demonstrates that, with a cloud-based approach, all critical network services can be extended to the home office solely through an access point.”

LINKSHADOW AND BARQ SYSTEMS ANNOUNCE PARTNERSHIP AT @HACK, KSA



LinkShadow – the next-generation cybersecurity analytics and BARQ Systems announced their partnership at @Hack event in KSA. LinkShadow's intuitive tools, which are operated by machine learning algorithms, will now be available through BARQ Systems' offices across countries including the UAE, KSA and Egypt.

LinkShadow is a robust next-generation cybersecurity analytics platform that provides enterprises with artificial intelligence-based security tools that detect anomalous behavior and take immediate action, preventing data loss.

As a leading regional IT services provider in the MEA region, BARQ Systems will facilitate the availability of LinkShadow's state-of-

the-art behavioral analytics platform and threat-hunting tools for enterprises across the entire region.

Fadi Sharaf, Regional Sales Director, LinkShadow, said: "We are excited

about this new journey with BARQ Systems. We believe that our partnership will definitely enable us to expand and grow in the region, opening opportunities for us to deliver and deploy the unified threat-hunting platform across a wider customer environment."

Anas Abu Salah, Sales Division Manager, BARQ Systems stated, "We aim to provide our customers with cutting-edge technology solutions, which cover both security and infrastructure domains, not only to support their businesses, but to also help them boost their performance. We gladly announce BARQ System's partnership with LinkShadow, striving to enhance our clients' defence systems to shield them against cyberattacks and malware.

LENOVO DELIVERS ARTIFICIAL INTELLIGENCE AT THE EDGE TO DRIVE BUSINESS TRANSFORMATION



Lenovo Infrastructure Solutions Group (ISG) has announced the expansion of the Lenovo ThinkEdge portfolio with the introduction of the new ThinkEdge SE450 server, delivering an Artificial Intelligence (AI) platform directly at the edge to accelerate business insights. The ThinkEdge SE450 advances intelligent edge capabilities with best-in-class, AI-ready technology that provides faster insights and leading computing performance to more environments, accelerating real-time decision making at the edge and unleashing

full business potential.

"As companies of all sizes continue to work on solving real-world challenges, they require powerful infrastructure solutions to help generate faster insights that inform competitive business strategies, directly at edge sites," said Charles Ferland, Vice President and General Manager, Edge Computing and Communication Service Providers at Lenovo ISG.

"With the ThinkEdge SE450 server and in collaboration with our broad ecosystem of partners, Lenovo is delivering on the promise of AI at the edge, whether it's enabling greater connectivity for smart cities to detect and respond to traffic accidents or addressing predictive maintenance needs on the manufacturing line," he added.

COHESITY APPOINTS JAMES WORRALL AS HEAD OF EMEA CHANNELS



James Worrall

Cohesity, a leader in next-gen data management, has announced the appointment of James Worrall as head of EMEA channels. Worrall has extensive experience in building sales channels, having been in leadership roles for networking, enterprise IT and technology startups over the last 20-plus years. In his role at Cohesity, he will report into the Cohesity global partner organisation, led by Mike Houghton. Worrall has responsibility for scaling the company's EMEA partner ecosystem while advancing the company's go-to-market strategy in the region.

"Cohesity is already helping numerous organisations throughout EMEA transform how they back up, protect, secure and derive value from data through next-gen data management, but I believe we've only scratched the surface of what's possible and the opportunity for partners is immense," said Worrall. "I am outrageously optimistic about what Cohesity can do working hand-in-hand with exceptional partners throughout the region. The future of our business is in the channel and I'm focused on continuing to grow, scale, and nurture our partner ecosystem and in the process empower more customers to reap the benefits of modern data management."

KISSFLOW RELEASES ENHANCED WORKFLOW PLATFORM FOR MANAGING AD-HOC AND UNSTRUCTURED WORKFLOWS FOR HYBRID TEAMS



Kissflow Inc, a leading SaaS software company, has rolled out a more powerful & comprehensive version of its flagship product, Kissflow Workflow. The new enhancements will allow business users to automate and track both structured processes as well as unstructured dynamic cases using a single no-code platform.

According to McKinsey, in the UAE, Bahrain, Kuwait, the projected adoption of automation by 2030 is higher than the projected global average of 32 percent. "There is a clear appetite for automation in the region as organisations with more automation have reported to see more value, higher customer satisfaction and enhanced productivity. At the same time, the higher-than-average adoption rate places pressure on all Middle East organisations to match pace. Without the right tools, they risk countless hours lost on tackling complexity with little to no positive outcome. A simple, unified platform that empowers business users to automate processes is therefore the need of the hour," said Dinesh Varadharajan, VP of Product Management at Kissflow.

In today's dynamic work environment, business users are constantly swamped with ad-hoc and unpredictable processes & tasks, and the number of these processes continues to grow with remote and hybrid work. While the majority of these workflows can be automated, a large number of business users, functional managers, and team leads remain heavily reliant on spreadsheets, as modern alternatives don't offer the flexibility for them to design their own workflows or are too complex to deploy.

VIDEONETICS ANNOUNCES DISTRIBUTION PARTNERSHIP WITH INFLOW TECHNOLOGIES



Videonetics, world's first AI & DL powered Unified Video Computing Platform development company, has signed a distribution agreement with Inflow Technologies, one of the India's largest distribution companies, providing Value-Added-Distribution of Electronic Security products, IT, Cyber Security, Unified Communications and Collaboration to name a few.

Inflow Technologies has an established network of 2300+ channel partners and 7000+ end customers globally. Inflow will distribute Videonetics AI & DL powered

Intelligent VMS Video Analytics, Intelligent Traffic Management System and MeraFace™ – Facial Recognition System, through their expansive channel partners network across India.

Avinash Trivedi, VP – Business Development of Videonetics said, "We are pleased to enter in this value-added distribution relationship with Inflow Technologies, whose competence and expertise will further expand our footprints in new verticals and territories. I am assured that Inflow's distribution strategies and extensive partner network, coupled with Videonetics state-of-the-art solutions will cater to growing demand for 'truly' unified solutions in various verticals, hence accelerating our growth plans in India. Furthermore, we will continue strengthening our relationship and bond with the partner community by empowering them with various partner-centric initiatives".

INVIXIUM INTEGRATES TOUCHLESS FACE RECOGNITION AND MULTI-FACTOR BIOMETRIC SOLUTIONS WITH AEOS ACCESS CONTROL



Invixium, a premier manufacturer of innovative touchless biometrics, has integrated its portfolio of modern solutions with AEOS by Nedap, a leading provider of access control solutions. This integration between AEOS and IXM WEB, Invixium's enterprise-grade software solution, streamlines the process of setting up and using Invixium biometric systems with AEOS. AEOS users can now seamlessly deploy Invixium touchless biometrics such

as face recognition via IXM TITAN, as well as the rest of Invixium's world-class biometric portfolio.

This integration is powered by IXM Link, a licensed software feature for IXM WEB that allows for one- or two-way database-to-database synchronization between IXM WEB and AEOS. Administrators can effortlessly enroll biometric data to cardholders (securely stored in IXM WEB) which are continuously synchronized with AEOS. In addition, Device Integration Protocol has been implemented to allow AEOS to control the verification process.

"Expanding our reach through technology integrations is vital to our strategy," said Shiraz Kapadia, CEO & President at Invixium. "This integration simplifies installation and management while reducing costs for businesses that are looking for unified end-to-end security systems. We look forward to addressing the needs of AEOS users with our unique solutions."

MASHREQ PARTNERS WITH TURTLEMINT TO OFFER BESPOKE INSURANCE SOLUTIONS TO ITS CLIENTS



Muffazzal Kajiji Head of Mashreq Gold



Anand Prabhudesai, Co-Founder, Turtlemint and Dharendra Mahyavanshi, Co-founder Turtlemint



Mashreq, one of the leading financial institutions in the UAE, has partnered with Turtlemint, a leading insurance distribution platform based out of India, to create a unified and seamless platform for the bank's insurance customers. The platform will digitally interact with all the insurance providers in Mashreq's network through APIs built for MashreqPad and consumed by providers.

The new proposition will enable information transparency and empower Mashreq's customers to access the right advice and make an informed choice while buying insurance products. Mashreq

bank operates under an open architecture model offering life insurance products to its customers through 4 of the largest providers in the region.

The unified platform built by Turtlemint will enable Insurance Specialists and Relationship Managers to seamlessly access the required information and customize proposals for clients. This is expected to reduce the proposal creation time by more than 150%. Several other benefits offered by the platform range from providing a single view of quotes across life insurance categories and sharing multiple quotes of insurers directly with customers to creating a 'Need

Analysis' for customers and offering customised solutions.

Muffazzal Kajiji Head of Mashreq Gold said: "At Mashreq Bank, we are committed to leveraging innovative solutions to offer our customers the best products in a seamless and efficient manner. The platform will empower our clients to choose the most appropriate insurance product that meets their requirements. Turtlemint, with its expertise in building insurance distribution platforms and deep knowledge of insurance solutions, was a natural choice for Mashreq Bank to consider for this platform."

SUPERTECH GROUP DIGITALLY TRANSFORMS WITH INFOR TO BOOST UAE'S INDUSTRIAL GROWTH



Deepak Odhrani

Infor, the industry cloud company, has announced that Supertech Group, a diversified conglomerate based in Dubai, has digitally transformed with the help of Infor LN, enhancing its ability to meet growing demand for industrial products and discrete manufacturing across sectors. Supertech Group's digital transformation

aims to support national initiatives such as the UAE's 'Operation 300bn' strategy to increase the industrial sector's contribution to gross domestic product (GDP) to AED 300 billion (US \$81.7 billion) by 2031.

Supertech Group is one of the leading businesses in the Middle East and India for the supply of industrial products & services in sectors including oil & gas, petro-chemical, power generation, primary steel, alternate energy, food & beverage, automotive, and marine & shipping.

"To help meet the region's surging demand for industrial products and bespoke solutions, Supertech Group needed to transform its systems and processes including sales, engineering, distribution, and human resources," said Deepak Odhrani, Managing Director

of Supertech Group. "By deploying Infor LN and HCM as part of our digital transformation, Supertech Group has raised its efficiency and productivity, enabling us to focus on our customers' needs."

With Infor LN, Supertech Group is now able to capture and manage product warranty information, which is essential when its customers visit for quality audits. The solution has transformed integration between the engineer-to-order cycles, improved sales and finance processes, and increased visibility of complex supply chains. As a result, stock values are now 100% accurate.

The implementation of Infor LN, which is for 80 users across Supertech Group's operations in the UAE, Qatar, Oman, and India, was managed by Infor partner Piersoft.

LEADING THE WAY

Loubna Imenchal, head of video collaboration, Africa, Middle East, Turkey, and Central Asia at Logitech, on the company's innovative range of products and solutions.



Loubna Imenchal

How would you describe Logitech's video collaboration presence in the regional market?

Logitech has been investing in video collaboration products and solutions since well before the pandemic. It is an enterprise line of business that is dedicated to meeting room equipment and other collaboration solutions. However, during the pandemic, we witnessed a major evolution of this sector, as we moved from video collaboration products being an 'option' to a 'must-have.'

The region that I'm covering with my team includes Africa, Middle East, Turkey, and Central Asia. We're dealing with about 72 countries, three continents and more than 150 languages. We've been ranked number-1 player in the video collaboration hardware space by the Synergy Research, which revealed Logitech accounted for nearly fifty percent of all video conferencing devices sold in the Q1 FY21, and more than thirty percent of the industry's revenue. We're proud of this, but it is also a huge responsibility to maintain this position. In my region, I'm focusing on developing our video collaboration solutions in each market to grow and maintain the number-1 position.

Logitech is a frontrunner when it comes to video collaboration solutions. What are some of your leading products?

Logitech witnessed a huge demand for its plug and play video collaboration products during the pandemic because they are user-friendly, high quality, and continue to be very well positioned in terms of pricing. All kinds of companies - from SMEs to big corporates - can easily afford them, and they are compatible with all the leading platforms like Zoom, Google Meet and Microsoft Teams.

Logitech was the only company



LOGITECH IS ONE OF THE BRANDS THAT PROVIDES INTUITIVE PLUG-AND-PLAY PRODUCTS. BASICALLY, WE FOCUS ON TRAINING OUR PARTNERS ON HOW TO MAKE THE PRODUCT AVAILABLE TO THE RIGHT CUSTOMER AND IMPLEMENT IT WITH THE RIGHT SOLUTIONS.

offering a large portfolio of products and innovating for sectors including education, healthcare, and banking, where our premium video collaboration solutions including Rally Bar, Rally Bar Mini, and Meetup are proving popular.

We are particularly proud of launching a unique product called 'Scribe' for the education sector. Scribe is an AI-powered whiteboard camera for meeting rooms and classrooms. AI enables the device to render the user invisible, so that they don't get in the way of the content they are creating on the white board. Compatible with leading services like Microsoft Teams and Zoom, Scribe broadcasts whiteboard content into video meetings with incredible clarity, virtually transporting everyone into the same room.

How are these products being received in the market, especially Logitech Scribe?

We are experiencing huge demand for

these products, especially Scribe, in the region. With the education sector still largely in hybrid mode, giving students the opportunity to choose how and where they'd like to study is a winning formula, and the demand is overwhelming. We are choosing the right partners as well, to take this product further into the market, which is critical, because our focus is on making the experience smooth and seamless for our customers.

How are you equipping your partners to adapt to these changing technologies?

Based on my experience across different industries, I can tell you that Logitech is one of the brands that provides intuitive plug-and-play products. Basically, we focus on training our partners on how to make the product available to the right customer and implement it with the right solutions. Training is always ongoing - partners have access to our training sessions and our webinars. Then again, we are very selective as a company. We make sure we have the right partners per market, and per segment. This is how we focus on our go-to-market strategy for each country. We want the strongest partners in each sector because we like to speak the language of our end users. This is very important for us. It's not just about training our partners, it's also about getting their feedback about customer reactions to the products.

How important is security for your products?

Technology is dynamic, it is always changing. The most important thing with any technology is that it must be secure. These days, everyone does video collaboration through different devices, sitting in different locations, which heightens the risk of getting hacked. Security is a top priority for Logitech, and we are committed to ensuring that our clients can carry out their meetings in peace, knowing that they are operating in a secure environment. 

HPE ARUBA TECHNOLOGY PREDICTIONS FOR 2022

David Hughes, Chief Product and Technology Officer at Aruba, a Hewlett Packard Enterprise company, on what the 2022 tech landscape will look like.



David Hughes

Prediction 1: **Devices will outnumber people 10:1 by 2025**

Digital transformation is driving a proliferation of IoT devices and Machine to Machine (M2M) communications are growing rapidly. Today, connected devices outnumber people 5:1. Over the next three years, there will be 10x more connected devices as compared to people, making automated secure connectivity of IoT of paramount importance. Without an automated way to onboard, provision, and secure these devices, organizations will be left vulnerable to security breaches, which are continually growing in sophistication.

Prediction 2: Two clear paths to SASE emerge

As SASE deployments enter the early majority stage of the adoption lifecycle, the market will see a clear split in

approaches. Small and medium size enterprises are likely to be attracted to the all-in-one SASE offerings, where simplicity and “one throat to choke” take priority over advanced capabilities. On the other hand, large enterprises will remain unwilling to compromise on security, reliability, or the quality of user experience. They will look to a dual-vendor approach, pairing a best-of-breed SD-WAN partner for on-prem security and WAN facing capabilities, with a fully-fledged cloud-delivered security partner delivering secure web gateway (SWG), cloud access security broker (CASB), and zero trust network access (ZTNA) services.

Prediction 3: The transition to Wi-Fi 6E will take off in 2022

While much of attention has been given to 5G cellular, on the campus and inside the enterprise, we are on the cusp of a fast transition to Wi-Fi 6E. Wi-Fi 6E delivers high capacity with an additional 1200 MHz of new spectrum, while retaining backwards compatibility. Leading market intelligence firm 650 Group expects over 200 percent unit growth of Wi-Fi 6E enterprise APs in 2022, indicating that enterprise organizations recognize the potential of 6E, especially with the continued reliance on activities such as videoconferencing, telemedicine, and distance learning.

Prediction 4: Hybrid working will drive the rise of “microbranches” supercharged with AI automation

Even as the pandemic recedes, work-from-home is here to stay. This new normal will drive the emergence of the microbranch or “branch of one.” In the early days of the pandemic,

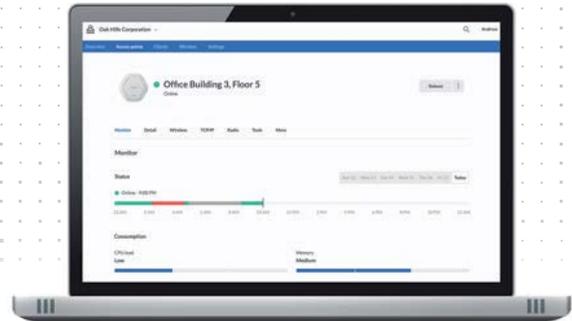
organizations scrambled to expand VPNs and deploy remote access points (RAPs) to connect their locked-down workforce and implement pop-up testing kiosks. In 2022, we will see enormous growth for purpose-built microbranch offerings that combine enterprise-class Wi-Fi access with sophisticated multi-path WAN connectivity and advanced AIOps for reliability and consistent user experience. These microbranch offerings will securely extend the enterprise to the “branch of one.”

Prediction 5: The increased value on “services” will drive a step function increase in demand for infrastructure consumption models like Network-as-a-Service (NaaS)

There is a culture shift happening right before our very eyes – the increased value consumers are placing on “experiences” over “things” and the decline in needing to “own something” has already touched our everyday lives. This same shift will begin to play out in the enterprise as well in the coming year, with organizations being less focused on devices and capex and more focused on the business outcomes of their technology investments. Organizations want greater financial flexibility and cost predictability, while being able to increase IT efficiency and keep pace with innovation. A flexible infrastructure consumption model allows for all of this, and for those organizations that aren’t fully ready to take the plunge, flexible consumption models provide the option to “try before buying,” so that enterprises can adopt the new model – or not – at their own pace. This will drive a big increase in demand for consumption-based services like NaaS in 2022. 

Unlimited Devices. Unlimited Networks. Unlimited Possibilities.

Control your network remotely without going onsite and see all your network locations, devices & clients with real-time data from a single view.



1300AC WiFi 5 MU-MIMO Cloud
Managed Wireless Access Point
LAPAC1300C



Outdoor 1300AC WiFi 5 MU-MIMO
Cloud Managed Wireless Access Point
LAPAC1300CE

Key Features

- Free Cloud-Native Centralised Management
- Multi-role platform built for managed service providers
- Zero Touch deployment
- Batch remote firmware upgrade
- Simple and responsive User Interface
- Cloud Hosted Captive Portal Splash Page

Linksys Managed Gigabit PoE+ Switches

Designed for security and speed, Linksys Managed Gigabit PoE+ Switches provide a business-class network you can grow on.

LGS310MPC 8-Port: 133 Watt
LGS328MPC 24-Port: 500 Watt
LGS352MPC 48-Port: 885 Watt

Key Features

- High PoE+ Power Budgets
- Advanced Network Security and QoS
- Static Routing and IPv6 support



PUTTING THE CUSTOMER FIRST

Brisco Soman, Channel Sales Manager – UAE & GCC at ASUS, on how the company plans to focus on an enhanced digital experience and customer-centric innovation in the new year.



Brisco Soman

What is ASUS's vision for the Middle East, especially in the context of the changing market dynamics?

As a major player in the IT industry, ASUS' corporate mission is to provide innovative IT solutions that empower people and businesses to reach their full potential. ASUS has set forth a new journey towards being a preferred technology brand in Commercial PC business.

We all know that digital transformation is happening at a very fast pace. What ASUS is doing is that we're enhancing our existing product portfolio as well as our new products, to bring in more acceleration to the growth of the digital environment. We're enhancing our product portfolio in terms of mobility devices as well as desktops, also all-in-one platforms. How we're doing it is we're improving their performance in terms of battery life as well as lesser weight. All the factors we are doing is to improve attention to digital customers, improve in customer experience,

creating competitive edge and evolving continuous innovation. This is what we're focusing on, in the current scenario.

In an intensely competitive field, how is ASUS positioning itself and what is its USP?

There are three indicators of USPs: One is performance, the second is quality and the third is service. Underscoring all of these is innovation.

In terms of performance, what ASUS doing is that we're bringing in innovative products first and fast, into the challenging market. For example, the OLED monitors in the platforms on our mobility devices—we were the first one to market it aggressively. In terms of performance, I'd say higher battery life as well as mobility. So, for example, we have our ExpertBook B9400, which is 880 grams and it gives you up to 24 hours of battery life. So that is the kind of performance which we are looking at. And in terms of quality, all our products are stringently tested against global standards. Then comes service—we are equipped with all the kind of potential sales warranties we can offer to the customers, be online, on-site services even exceptional damage protection warranty. We're also equipped to do five years warranty and all our products, especially catering to the B2B and the commercial product portfolios. And also we also provide hard drive retention. So these are what make us stand out.

How is ASUS helping partners and customers digitally transform?

Okay, yes, I understand that digital transformation is happening very fast. We have a robust marketing team that is equipped to do all kinds of A plus contents for our partners. We are also equipped to help our partners in terms of listing the products on their online portfolios. We're currently participating with a majority of b2b partners, we are creating our own plan shops inside online platforms, providing content, as well as all the products and the articles related to it. This is one way we are helping our partners in transforming digitally. On top of that, we also will be



IN TERMS OF PERFORMANCE, WHAT ASUS DOING IS THAT WE'RE BRINGING IN INNOVATIVE PRODUCTS FIRST AND FAST, INTO THE CHALLENGING MARKET."

launching our online business portal by Q1 next year. This will help our partners access marketing contents as well as educational materials and track their own sales and marketing incentives. A lot of things have been planned for the next couple of months as well as for the next year as far as helping our partners transform digitally is concerned.

What are some of your latest products? Can you tell us what your focus here is going to be?

As far as our product offerings are concerned, our key focus is on mobility. Especially where notebooks are concerned, we are bringing in premium products—fully functional business laptops for a mobility user, which offers excellent performance. Also, the main verticals we are going to focus on this year, is education and the government. We have products, especially for educational purposes, which we target school and university students. These devices are units are meticulously tested with convenient features like flip—which means the laptop can be flipped and used as a in laptop mode, tablet mode or tent mode. So these are the main focus areas as far as our products are concerned.

What is the company's plan for 2022?

Our plans for 2022 are based on three pillars: Go Big, Go Wide and Go Deeper.

Going Big means we have very big plans for our main verticals: Education & Government. Going big in the education segment means we are planning to launch major educational initiatives in Q1 targeting students and universities in the UAE and the GCC.

Going Wider means we have huge channel expansion plans, especially in the GCC region. When we regrouped our commercial division, our focus was mainly on the UAE in terms of channel expansion, which we have already done. We have close to 70 premium channel partners which we do active business with—especially catering to all the verticals like education, government, enterprise and SMB. Next year, we will be much more focused on plans for the GCC market.

Going Deeper means we are enhancing our capabilities internally—we are allocating resources to tap end user accounts, wherein we will have focused accounts with a direct sales, pre-sales and post-sales approach. We are also expanding our resources next year, to address all these areas.

We classify our channels into three—retail (although we are into commercial products, our presence in the premium segment is in retail, both online and offline), system integrators and the open channel. In 2022, we're going to be extremely focused on our online/digital platforms, especially B2B, as well as offline. In the offline space, there are key premium retailers where we will be offering key retail products.

The open channel is the small & medium businesses wherein we plan to focus in a big way on smaller format retailers and Resellers. Special attention will also be given to the system integrator partners which we have classified into three: Platinum, Gold and Silver. Like I mentioned before, we will be rolling out 2022 Channel Rebate programs and other initiatives for our partners in early Jan 2022, that will help them grow with us in terms of Profits and Revenue for them.] 

CLOUD INDUSTRY VETERAN BRIAN GOLDFARB JOINS TENABLE AS CHIEF MARKETING OFFICER

Goldfarb is a widely respected industry veteran who has held senior executive roles in some of the most important category-defining companies in the world.



Brian Goldfarb

Tenable, the Cyber Exposure company, has announced that it has appointed Brian Goldfarb as Chief Marketing Officer (CMO). Goldfarb will spearhead Tenable's global marketing organization, positioning the company for its next phase of growth across all areas of its portfolio, especially cloud security, risk analytics, OT, and identity.

Goldfarb is a widely respected industry veteran who has held senior executive roles at some of the most important category-defining companies in the world including Splunk,

Salesforce, Google and Microsoft. He joins Tenable from Amperity, the world's number one enterprise customer data platform. Goldfarb was CMO and senior vice president of business development at Chef Software, which was sold to Progress Software. He led Splunk through a major digital marketing transformation, serving as chief marketing officer for critical years in the company's growth. Prior to Splunk, he was senior vice president of marketing for Salesforce, leading a global marketing team responsible for generating more than \$1 billion in revenue. He earlier served as head of marketing of Google Cloud Platform

and spent nearly 10 years at Microsoft.

"Brian has a history of developing marketing strategies that drive extraordinary growth and widespread brand awareness," said Amit Yoran, chairman and chief executive officer, Tenable. "His experience will be critical as Tenable continues to aggressively differentiate its core VM capabilities while bringing new products to market in some of the most exciting segments of the security space, especially cloud and infrastructure as code (IaC)."

"Understanding and proactively managing cyber risk is a critical and foundational need for every business in a cloud-first, digital economy and what's clear is that many of the world's top enterprises rely on Tenable to help secure their businesses," said Goldfarb. "I'm thrilled to join the team and excited to help customers solve their most complex security challenges, from cloud infrastructure to ransomware to Zero Trust."

Tenable is the Cyber Exposure company. Over 30,000 organizations around the globe rely on Tenable to understand and reduce cyber risk. As the creator of Nessus, Tenable extended its expertise in vulnerabilities to deliver the world's first platform to see and secure any digital asset on any computing platform. Tenable customers include more than 50 percent of the Fortune 500, more than 30 percent of the Global 2000, and large government agencies. Learn more at www.tenable.com. 

ClickShare

Conference, Collaborate, Click!

Discover the new
ClickShare Conference

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



EMPOWERING THE PARTNER ECOSYSTEM

Rahil Ghaffar, Director, Sales for Middle East & Africa, Virsec, on the key learnings of 2021 and top priorities for the channel in 2022.

Tell us about your channel partner ecosystem. What were the key learnings in 2021?

Virsec is a channel-focused company. We have built a very robust partner system with attractive outcome-based incentives for partner's team. There is an automated deal-locking system already in place for every opportunity. We have a very strong focus on our partner- team enablement through trainings and certifications for customer delight. Some of our strategic partners enjoy the benefits of joint marketing activities and funded heads and a healthy bottom line. We have been partnering with organizations who share our mission to make cyberattacks irrelevant.

Virsec works closely with many partner-centric companies whose mission is to protect end-user software infrastructure.

How have you been helping partners adapt to the rapid

technological changes, especially since the pandemic?

Virsec constantly keeps innovating. Virsec's new runtime protection technology ensures protection and detection against sophisticated zero-day fileless attacks, which get generated in the memory directly rather than loaded from files on the disk.

Virsec's new capabilities give detailed in memory forensic analysis as well as protection in milliseconds against such attacks. Our partners get the advantage of introducing such innovative technologies to their existing customers and even to their new customers, where it acts like a door opener. Many times, Virsec's comprehensive protection at host, memory and web layer enables the partners to offer a more robust and trustworthy solution to their customers. Partners are able to cater to our wider audience since they can position our solution and plug the security gaps in hybrid environments of the customers.

Customers don't want to buy single products and narrow solutions anymore. Now, they expect fully

integrated, end-to-end, tailor-made joint solutions that create a holistic customer experience. We encourage our partners to engage across the whole lifecycle of their customers, from pre-sales activities to post-sales activities like adoption, enablement, consumption, and renewal.

What are some of the main trends driving the channel today?

Customer demands drive the business of the partners. One of the most notable trends is the shift to the cloud as organizations continue their digital transformation journeys. In fact, cloud services spend was already growing much faster than on-premises IT spend pre-pandemic and this momentum has only increased during the pandemic.

The second trend is around operational complexity.

As organizations, regions and countries go in and out of lockdown and need to scale up or scale down certain initiatives, it has created significant IT challenges.

In today's digital business



CUSTOMER DEMANDS DRIVE THE BUSINESS OF THE PARTNERS. ONE OF THE MOST NOTABLE TRENDS IS THE SHIFT TO THE CLOUD AS ORGANIZATIONS CONTINUE THEIR DIGITAL TRANSFORMATION JOURNEYS. IN FACT, CLOUD SERVICE SPEND WAS ALREADY MUCH FASTER THAN ON-PREMISE SPEND PRE-PANDEMIC...”

Rahil Ghaffar

environment, you've got to stay innovative and agile to compete, grow, and thrive.

Finally, as ransomware, remote code execution attacks and other threats grow in sophistication, and enterprise environments hybrid, cyber security and compliance become critical challenges. It's extremely important for organisations to protect against such threats.

What are your top priorities for the channel in 2022?

In continuation with our current year strategy, we want to continue to focus on onboarding partners who want to make cyberthreats irrelevant. We want to grow our channel presence in KSA, Egypt, Jordan etc and expand our current footprint in UAE, Qatar, and the African region.

We are always eager to hear constructive feedback from our partners to better our current partner onboarding process, learning portal and deal registration process. 

LOOKING AHEAD

Fadi Kanafani, Managing Director – Middle East at NetApp, predicts the tech landscape for 2022 as the new normal kicks into gear.

“Digital first” as new business paradigm

While IT teams and IT leaders are historically called on to drive digitization and increase value, the roles will be reversed in the post-pandemic world. Strategic decision making starts with digital experience and digital transformation since they are now deeply connected to the successful operation of any company.

We see this for example in business analytics, where the analysis of user experience journeys or customer experience journeys become a crucial information source for strategic decisions.

Another example is increasing convergence between the online and offline world, which results in digital twin concepts being adopted beyond production, and any process being tested virtually before being considered for rollout.

Cyber security and resiliency

The pandemic months have triggered a rapid increase in ransomware attacks as more and more people worked remotely. Coincidentally, this opened up a multitude of new infection vectors.

Enterprises had to come to terms with the fact that many IT security processes and protocols are not well suited to the fight against ransomware, because it is virtually impossible to cut off all these infection routes, especially when criminals use social engineering.

Instead, enterprises will rely on AI-based prevention across their whole domain and stringent zero trust policies. Rather than preventing IT attacks from happening, this approach minimizes their impact. Once an infection happens, it is discovered almost instantaneously: Infected areas

are cordoned off and infected files replaced in almost real-time.

Sustained impact of the pandemic: cloud acceleration and the supply chain

The global supply chain has been brought close to its braking point by the COVID-19 pandemic and its impact on air, sea, and land travel. We predict that cloud adoption will accelerate faster as the supply chain constraints drive buyers to find alternatives to purchasing traditional on-premise infrastructure to meet demands. At the same time, optimization of production lines and business processes can help the system to become more robust in the future. Marrying IT and Operational Technology (OT), for example through digital twin concepts and technology such as IIoT and analytics, has virtually limitless potential. Companies that have done their homework in the past, e.g. by building out flexible Industry 4.0 production facilities, will be able to stay healthy much more easily.

The workforce is going through a major change cycle, also triggered and sustained by the pandemic. Hybrid working environments are the expectation of employees moving forward. The ability to work anywhere will increase the digital capabilities businesses must provide to their staff. Controversially, the pandemic also shone the light on labor shortages surfacing quickly and unexpectedly. This will be both a challenge and opportunity for high-skill sectors like the IT industry. On the one hand, there is bound to be fierce competition for skilled personnel; on the other hand, IT itself can deliver technologies that remedy the labor gap, such as low code,

no code and AI software development.

The constant simplification of public services access and the services in general will drive broad buy in for digitization. People are also going to be more comfortable with providing their data because they have experienced the positive impact of virtualized service delivery.

Productized AI

In 2022, artificial intelligence (AI) starts to permeate all industries. We will see it used in agriculture, food production, fast-food chains and the entertainment and hospitality sector. Agriculture and the food industry, for example, will use it for packing and processing, while other sectors gain most from general automation and the simplification of their processes.

Let's also talk about the “how.” Managed services become a primary delivery mode for AI as CSPs double down on “GPU as a service”-type offerings. This is an important facilitator: As more industries use AI to stay competitive and innovate, there needs to be a solid technology foundation that can scale accordingly, and AI users need to move their AI projects from standalone (silos) infrastructure onto shared, virtualized, production environments.

Another driver is “Tiny Machine Learning.” Experts are forecasting a massive increase in AI at the edge, down to very low cost, extremely resource constrained edge devices. Think sensors rather than compute devices. This is another generation of devices that feed the ever-growing edge-core-cloud data pipeline, which industries need to access and leverage to differentiate themselves.

And, finally, the macro perspective on

AI and machine learning becomes clearer. Countries and governments are guaranteed to invest in AI and ML capabilities to accelerate economic transformation and compete on a global basis.

Data trends

There are a number of technology sub-trends that drive change and innovation. One is Analytics & Optimization of digital services. E.g., Finops results are much easier to come by as more automation and smarter applications take hold. This results in increases ROI from cloud investments throughout the public and private sector.

Another trend concerns production environments. There is a clear move away from applications as companies deliver their services through containerized solutions and microservices.

Thirdly, data sharing regimes are important prerequisite for building a workable data economy on the international stage. GAIA-X sparked an important discussion about digital sovereignty and the contributions needed to establish a secure data exchange infrastructure. In the near-term, I don't think this results in a sovereign "EU Cloud." However, we will see more unity about European norms, and more adherence to them from outside Europe.

Lastly, specifically in data storage, NAS and SAN continue to be the technologies of choice to underpin digital innovation. Writeable storage media can still be made more efficient.

Quantum computing

Quantum computing is expected to re-accelerate the performance cycle postulated by Moore's law, and all major IT players are invested. Early use cases are expected to be delivered as a service but will not come into fruition for some time. However, manufacturers in different branches of IT will be more vocal about their quantum computing strategy in 2022 – for example

security providers, hyperscalers, storage companies, and GSIs/global advisors. These manufacturers will also theorize how they can deliver quantum computing innovation as a service for their customers and overcome branch-specific limitations, e.g. building a data pipeline into the quantum computing cloud.

Sustainability – ESG becomes a competitive advantage

Green topics are on the rise, as demonstrated by the 2021 Climate Change Conference, the US

infrastructure deal, or the traffic light coalition coming to power in Germany. We predict that businesses will head in the same direction. This is partly due to regulatory pressure, for example to lower carbon dioxide emissions. But enterprises will also become intrinsically motivated to deliver green innovation.

One area to look at is employee experience hybrid models, which basically allow companies to recruit talent everywhere, reduce office footprint, and significantly cut work travel.

Another area concerns production processes, which can be made more environmentally-friendly with the help of IT. More automation and optimization, flexible production, testing and planning in software, are all things that reduce wastage. Net Zero targets will become a priority for businesses in 2022, and they are impacting corporate decision-making already now. This will result in companies examining not just their own actions but their supply chain, digital and non-digital, as they strive to deliver net zero (carbon emissions) as quickly as possible. 



Fadi Kanafani

VALTECH ENTERS MENA REGION WITH AMBITIOUS PLANS TO REDEFINE BUSINESS TRANSFORMATION LANDSCAPE

The company's acquisition of Revonic follows the securing of funding from BC Partners, a UK investment firm, that values Valtech at US\$1.4 billion.



Global digital agency Valtech has announced its plans for expansion in the Middle East and North Africa region following the completion of the company's acquisition of Dubai-based digital-agency Revonic.

As a global digital agency focused on business transformation, Valtech will look to accelerate its regional impact by helping clients improve their digital engagement through enhanced experiences and strategic technology investments.

The company's acquisition of Revonic followed its securing of funding from

BC Partners, a UK investment firm, that values Valtech at US\$1.4 billion. Valtech has set its sights on further regional expansion with offices planned for launch in Saudi Arabia and Egypt over the next 12 months.

"Valtech brings a breath of fresh air to the digital partner landscape across MENA," said Kareem Monem, Regional Managing Director, MENA. "The unprecedented demand for Digitally enabled Transformation (DeT) in both the public and private sectors means that Valtech's pragmatic approach to consulting, creating, and connecting experiences across the B2B and B2C landscape will be very well received."

With an initial focus on four key industries, namely FSI, retail, government, and travel and hospitality, Valtech will look to launch its Experience, Commerce and Data services to help accelerate its clients' transformational journeys and positively impact their business performance.

In addition to working with large-scale enterprise technologies, Valtech is also a pioneer in the composable technology segment, having spearheaded the founding of the MACH Alliance. MACH (microservices, API-driven, cloud-native, and headless technologies) is a collaboration between technology and solution providers that works toward a software ecosystem that is flexible, headless, and cloud-orientated, allowing for a futureproof architecture for the purposes of both commerce and digital experiences.

Globally, Valtech has been making waves in retail and commerce with Microsoft's CEO, Satya Nadella, referencing Valtech's MAC Cosmetics physical-digital store solution during his keynote speech at Microsoft's global partner conference Inspire. This highlights Valtech's strong track record of overcoming complex industry challenges and unlocking customer value in an ever-changing landscape. Valtech is headquartered in Dubai, UAE and will soon be launching additional operations in Saudi Arabia. 

eufy SECURITY

2K Resolution

Outdoor Cam Pro (Wired)

The Mini but Mighty Security Camera



2K Resolution



Free Local Storage



24/7 Recording



Advanced On-Device AI Detection



Color Night Vision



Two Way Audio



Built-In Spotlight



Flexible Installation



Google Assistant and Alexa



2K resolution

Stunning Colors and Detail

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



IP67

Secure in Extreme Weather Conditions

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



Subscription Free Security

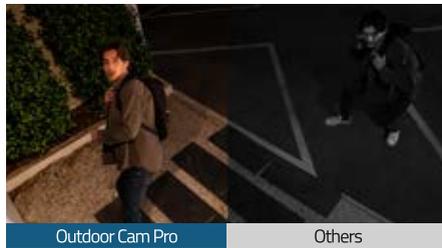
Equipped with a 32GB memory card and on-device AI, Outdoor Cam Pro offers security that is ready out of the box.

*The device can support up to 128G.



Notifies You Only When Needed

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



Outdoor Cam Pro

Others

Color Detail at Night

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



Flexible Installation

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

AED 299/-

Available at all leading electronics stores.



eufy is a brand under Anker Innovations Ltd.

QNAP TS-H973AX

ENSURING NEXT-GEN DATA MANAGEMENT

This Network Attached Storage device combines powerful, efficient features with a stylish design that makes it ideal for modern-day business environments.

As digital transformation accelerates and businesses are faced with disruptions that threaten to put continuity at risk, it is crucial for SMBs to have a fully functional IT and data management infrastructure ready to cope with the workplace(s) of the future. For businesses looking for a budget-friendly, turnkey solution that could help them streamline their data management functions, a Network Attached Storage (NAS) is the answer.

In basic terms, NAS is a storage device that connects to a network and allows data access from authorized users. It is a centralized storage solution that helps manage data more efficiently. Modern NAS

devices are equipped with a user-friendly operating system along with other built-in software applications that help users stream, sync, share, or back up their data. With a NAS system, data becomes continually accessible, making it easy for employees to collaborate, respond to customers and promptly follow up on sales or other issues, as all the information they need is in one place.

QNAP's TS-h973AX is the best NAS for SMBs in the market today, with its state-of-the-art features and cutting-edge technology facilitating a seamless and efficient way of managing important data.

The TS-h973AX combines the storage and performance potential of HDD + SSD hybrid storage and delivers power-smart performance

with an AMD Ryzen™ Embedded V1000 series V1500B 4-core/8-thread, 2.2 GHz processor. Supporting up to 32 GB DDR4 memory, the TS-h973AX also enables smooth multi-tasking and simultaneous connections from multiple devices.

That's not all: The TS-h973AX delivers a fast, reliable and high-capacity NAS with a unique 5+4 drive bay architecture. You can install two 2.5-inch U.2 NVMe SSDs for cache acceleration to attain optimized performance and low latency, while utilizing another two 2.5-inch SATA SSDs as system drives for smooth applications. The five 3.5-inch drive bays support high-capacity hard drives to store files and data.

Another USP of the TS-h973AX





is that it pairs its incredible storage potential with a compact and stylish physical appearance. With its distinct brushed metal design, it is the ideal companion for modern digital offices.

This best-in-class product even ensures data integrity, with the ZFS-based QuTS hero operating system. It also supports block-level inline data deduplication and compression, near-limitless snapshots, and real-time SnapSync to satisfy mission-critical file servers, virtualization servers, collaborative video editing and efficient data backup and recovery with business-class performance, job reliability and lower overall cost.

The TS-h973AX has four 2.5-inch SSD slots - with slots 1 & 2 supporting both high-performance U.2 NVMe PCIe Gen 3 x4 SSDs or economical SATA

6Gb/s SSDs. For tackling latency-sensitive applications, you can take advantage of U.2 NVMe PCIe Gen 3 x4 SSDs that supply up to 32Gb/s bandwidth to attain optimized performance and efficiency. You can also use QNAP's QDA-UMP adapter to replace U.2 NVMe SSDs with cost-efficient M.2 NVMe Gen 3 x4 SSDs to maintain high-level performance while saving more costs. Storage is not an issue with this power-packed stunner of a device: It flexibly reserves a dedicated space in an SSD storage pool to allow new data to be written into a complete block even if the pool is almost full, thus improving the performance of fragmented pools. It also transforms all random writes to sequential writes along with reduced I/O, effectively increasing SSD write performance.

Streamlining large file transfers and video editing are no longer worrisome-the TS-h973AX has one 10GBASE-T Multi-Gig (10G/5G/2.5G/1G/100M) port and two 2.5GbE RJ45 (2.5G/1G/100M) ports, providing out-of-the-box support for high-speed networking and supporting Port Trunking and Failover to reinforce network infrastructure.

As we know, virtualization increases the efficiency of IT management and the availability of IT applications and resources. QNAP NAS provides high-performance, reliable and affordable storage solution for virtualization applications such as VMware® vSphere™, Microsoft® Hyper-V®, and Citrix® XenServer™.

Make no mistake, this device is ready to take on all next-generation networking tasks. With its two high-powered ports, the TS-h973AX is ideally matched with QNAP's QSW 2.5GbE/10GbE switches to form high-speed, secure, collaborative network environments without exceeding allocated budgets.

The TS-h973AX supports all leading Operating Systems: Apple Mac OS 10.10 or later, Ubuntu 14.04, CentOS 7, RHEL 6.6, SUSE 12 or later Linux, IBM AIX 7, Solaris 10 or later UNIX, Microsoft Windows 7, 8, and 10, Microsoft Windows Server 2008 R2, 2012, 2012 R2, 2016, and 2019. The browsers it supports are: Apple Safari (latest version), Google Chrome (latest version), Microsoft Edge (latest version) and Mozilla Firefox (latest version).

So, what are you waiting for? Get QNAP's TS-h973AX now! For more details about the product, visit <https://www.qnap.com/solution/ts-h973ax-promotion/en/> OR contact Alex Tsai, MEA Sales Manager at alextsai@qnap.com 

DRIVING THE CHANGE

Asim Al Jammaz, CEO, AL Jammaz Technologies, tells Anita Joseph in an exclusive interview, how the company is driving change and innovation in the distribution market.

How has the last year been like for ALJammaz Technologies and what are some of the key learnings, especially post the challenges of 2020?

I think during the pandemic it was difficult for everyone-the difficulty was mainly related to running the business itself. In our case, our vendor partners and our team management have been guiding us for the last 10 to 15 years on how to be automated in our systems and been pushing us for many, many years to be digital-first and this is a credit I would honestly like to give them, because without their guidance and support, we wouldn't be as digitized as we are today.

Because we were digitally on track, the moment the pandemic happened, we were running our operation from our homes for our team. This is something very good that our IT department was prepared to do and it really helped us, but the difficulties were really about

life in general and how we are able to manage everything, our families.

This is something I used to look into - our teams, their families, the difficulties they're facing while being locked down during those difficult days. I think it was an experience that we learned a lot from. We learnt that anything and everything is possible. Yet, if you came and told me a few years ago about the pandemic, that one day it will happen, I would have laughed and told you it's only happened in the movies. But it happened and till the last minute I could not believe that things could have reached where they did. So we need to be ready for anything, at all times.

The distribution business helped partners and vendors keep the business going during the pandemic. At that time, there was a lot of demand for IT and digital solutions because the government & the private sector alike, wanted to expedite their digital transformation goals. Interestingly, even for companies that were ready for digital, we were not expecting the kind of traffic that they faced. So, even they wanted to scale up their digital journey.

I think the distribution industry helped accelerate the digital transformation journey by providing easy and smooth logistics services during these times. I remember, how, during the pandemic we used to receive calls from our partners and end users even at 2am, when they would call asking for solutions and technology support. I was really proud of my team because they were up to it and were really working hard day and night to support the customer and provide them with the right solutions. And if you ask every vendor that we have been working with, they will tell you about our availability of stock that we have in-country either in Saudi Arabia or in UAE. It was amazing that we were able to deliver and I remember very well where, during the lockdown, we even had to work over the weekend to support the customer. I'm really proud of what we have been able to achieve and what my team has delivered, during those challenging days. So if you ask me about our numbers, I will tell you it was a record for us. And why? Because digital transformation was in fast track mode and we were enablers of this transformation.



Asim Al Jammaz

As we emerge out of the darkness and go back to normal, what is your take on the distribution industry in the region? Where is it standing right now? What is it poised for?

I remember very well when we started our operations over 20 years ago. At that time, we were the only one (this is what I remember)-we were the only one that positioned ourselves as a value-added distributor. This is because I when I graduated, I faced an issue working with distributors. I used to contact them and tell them I need a product and also ask for help to differentiate between the various models. A lot of them used to send me by email the prices only, without showing any interest in explaining what was good or not good for me and the difference between the various models. And mine was a small business, I did not have necessary technical support in-house. And so, I decided to fill that gap in the markets and come up with a business model where we provide consultation to our customers and partners, not just with a model number, but by really adding value and helping them with what they need- the right product and the right model. As we started, this is really was a big differentiator for us in the Saudi market and differentiated us from other distributors. In fact, all the vendors who worked with us they said they were actually seeing the difference.

Then value added distribution became the trend and everyone started calling themselves a value-added distributor, even if they were adding zero value. I am sure a lot of them enhance their capabilities to add more value because this is what markets require today in the distribution space-it's not about just adding that it's about being an extension of the credibility of the vendors. They need to be a really skilled provider of technology solutions, implementations and consultation. Today, it's not just a server or a storage-it's really a hyper converged solution and this is a complicated environment. And you need a level of expertise today, that even the partners and the resellers don't have.

So, if we try to rely on the vendors of providing the solutions and technologies, vendors will provide it for their product. But today, it is not about providing solutions for one product. It's how you can grab a piece from every vendor to create one compelling solution for the customer. And until we have partners who can provide the solution, it's the job of distribution.

Where does Al Jammaz Technologies position itself today and where does it stand? How are you incorporating technology into your products and offerings?

Today, Al Jammaz Technologies is



THE DISTRIBUTION BUSINESS HELPED PARTNERS AND VENDORS KEEP THE BUSINESS GOING DURING THE PANDEMIC."

all about helping partners transform toward cloud services and As-a-Service, regardless of whether it is in the public, or in private. Today, we work with cloud providers and also with technology solutions like HPE Greenlake and Dell Apex, that provide as-a-service on premise. Our focus is really helping our partners, move from doing the classic business that we used to do trying to sell server storage, towards trying to sell it as a service either on the public cloud or with one of our vendors. This is a journey-it's not something that partners can layer in one day. It's not something

that end users can easily trust. And the trust is not because it's not a mature technology-it is a mature technology but some technical expertise is missing in the market. So some of those administrators are not yet certified yet towards on premise solutions of as a service or on the cloud, or at least they are, but they're not confident to run it, so they are worried to lose their cloud. And this is our job here-we need to do a lot of training and knowledge education. This is why we are building our academy for partners and for end users to educate them about As-A-Service: Cloud Service, Security-As-A-Service, and so on.

The other thing is cybersecurity. With all the cloud and the accelerated Internet connectivity today, the highest risk is always cybersecurity. So, cybersecurity is another area where we are investing heavily in. IoT also is something big-emerging technologies and IoT overall. And in Saudi Arabia and UAE we are seeing key government initiatives towards supporting implementation of these technologies and this is why this is a key element for us to focus and grow our portfolio.

AI is also important and we have now started a business unit just focusing on AI-related solutions. AI vendors consist of a lot of small vendors. So, we're trying to create a portfolio of trusted AI vendors for our partners-either AI for physical security, AI for corporate communication, AI for collaboration and AI systems for internal digital solutions and ERP

What are some of the plans that Al Jammaz Technologies has in store for 2022? What's the growth strategy going to be?

Our core strategy is really to expand our efficiency across different markets. We've been building our infrastructure, building a relationship of trust with partners in the GCC, as well as a team that can really provide all the services that our partners expect from us. We really believe that we are ready to support whatever operation and business the market requires. So, this is a key growth strategy focused on the future, working with our existing



partners, or working with new partners to try to cover the GCC market. This is our growth plan of expanding our reach and markets.

For the local market, our plan is to transfer 25% of our existing business towards cloud as-a-service. We want that by 2023, that a minimum of 25% of

our existing revenues today, is all As-a-Service and cloud. This is to go towards transforming for the future- definitely working more with cybersecurity vendors, bringing to the market expertise that can help to implement and integrate with different cybersecurity solutions, bring more digital solutions that can



TODAY, IT IS NOT ABOUT PROVIDING SOLUTIONS FOR ONE PRODUCT. IT'S HOW YOU CAN GRAB A PIECE FROM EVERY VENDOR TO CREATE ONE COMPELLING SOLUTION FOR THE CUSTOMER."

help us provide new digital solutions to our customers and partners and grow the portfolio of cloud-either on premise or on a public cloud. In the end, it's a journey-we want to enable our partners to transform from the "classic" business that they're doing today, to As-a-Service, so that 25% of our revenue is transferred from on-premise towards the cloud. This will not happen without the support of our partners.

I believe that the potential in the industry is tremendous. To give you an example, in Saudi Arabia, they are expecting the IT market to double in the next few years. UAE is also headed in the same path. In this context, the only thing that we need from vendors is for them to invest more towards their capabilities in this country so that customers can trust the distribution capabilities of the market. We also expect our partners to invest in their qualifications and the skills of their respective technical teams. We have already begun investing in these areas and we're going to go ahead with this. 



 **tahawultech.com**

Reseller MIDDLE EAST
**PARTNER
 EXCELLENCE**
Awards
2021



The Reseller Middle East Partner Excellence Awards was a shining star in the events horizon of the region—a glittering November evening saw the who's who of the channel industry coming together to celebrate the triumphs and success stories of the year gone by.

Sponsored by **Platinum Sponsor: Al Jammaz Technologies**, **Gold Sponsors:**

Commvault, Dlink, eufy Security, J5create, Jabra, RNS Technology Services, Samsung, Starlink, VAD Technologies, Silver Sponsor: ESET Middle East, Technology Partners: ASUS, Newcom & Event Partner: Safetica, the Reseller ME Partner Excellence Awards saluted the resilience and growth of businesses, particularly in the wake of the pandemic and its repercussions on the global economy. It recognized the efforts of key players who drive the channel industry and sustained a value-driven

approach with pioneering solutions and strategies, despite challenging circumstances. The awards were a tribute to excellence and innovation, and also to a brighter and more promising future. The selection process involved a panel of esteemed judges evaluating the set of nominations from across the region to decide the most-deserving candidates from channel partners, distributors and vendors, spanning several categories. It was a close race and the winners comprised the crème de la crème of the channel business. 🏆

tahawultech.com
 MIDDLE EAST
Reseller
PARTNER EXCELLENCE
Awards
 2021



Best Cyber Resiliency Vendor of the Year

Micro Focus



Best Partner Excellence Program of The Year

Avaya Edge



Best High-Performance Solution in Connectivity

j5create



Best Video Collaboration Vendor of the Year

Logitech



Best Networking Vendor of the Year

Linksys



Components Vendor of the Year

AMD



Best Channel Growth Initiatives by a Vendor

Jabra



Most Innovative Monitor Brand of the Year

Samsung



Best Network Switches of the Year

D-Link



Emerging Vendor of The Year

ASUS



Best Endpoint Vendor of The Year

ESET Middle East

 tahawultech.com

MIDDLE EAST
Reseller
PARTNER
EXCELLENCE
Awards
2021



Best Hybrid Workplace Solution of the Year

BARCO



Cloud Vendor of the Year

Huawei Middle East



Intelligent Data Solution Provider of the Year

Commvault



Best Cybersecurity Vendor of the Year

LinkShadow



Best Smart Home and Security Vendor

Eufy Security



Woman Executive of the Year

Maya Zakhour

Channel Sales Director – MEA, Italy and Spain at NetApp



Marketing Personality of the Year

Iman Ghorayeb

Senior Director – Marketing & Communications at Avaya International



Channel Leader of the Year

Ekta Puthran

Regional Distribution and Channel Manager – Middle East and Africa at BARCO



Cloud Value-Added Distributor of the Year

AlJammaz Cloud



Best Security Distributor of the Year

Westcon-Comstor



Best Enterprise Distributor of the Year

Ingram Micro

tahawultech.com

MIDDLE EAST
**Reseller
PARTNER
EXCELLENCE
Awards
2021**



Specialised Distributor of the Year

Trigon



Emerging Distributor of the Year

SHIVA IT DISTRIBUTION (Shiva group of companies)



Cybersecurity Value-Added Distributor of the Year

AlJammaz Technologies



High-Performance Data Centre Solutions Distributor of the Year

VAD Technologies



Best Growth Initiative by a Distributor

Bulwark



Most Innovative Distributor of the Year

Redington Gulf



Emerging Value-Added Distributor of the Year

Newcom



Security Value-Added Distributor of the Year

Exclusive Networks



Volume Distributor of the Year

ASBIS Middle East

tahawultech.com
Reseller MIDDLE EAST
PARTNER EXCELLENCE Awards
2021



Outstanding Executive of the Year (Vendor)

Husni Hammoud
 Managing Director, Technetium (part of the Midis Group)



Technology Visionary of the Year

Fadi Moubarak
 Vice President – Channels at Avaya International



Channel Excellence Personality of the Year

Loubna Imenchal
 Head of Video Collaboration – AMECA at Logitech



Best Value-Added Distributor of the Year

StarLink



Marketing Innovator of the Year

Tarannum Mohamed Saqib
 Marketing Manager – Gulf, at Ingram Micro



Cloud Reseller of the Year

Almoayed Computers Middle East



System Integrator of the Year

GBM



Best Cybersecurity Service Provider of the Year

Help AG



Best Managed Security Services Provider of the Year

RNS Technology Services



Marketeer of the Year-Distributor

Bindhya Ramadasa
Redington Gulf



IT Executive of the Year (Reseller)

Mona Singh Puri
Dimension Data

CUSTOMER- FOCUSED, INNOVATION-LED

Paulo Pereira, Senior Director, Systems Engineering METI @ Nutanix, speaks to Anita Joseph, Editor, Reseller Middle East, about how Nutanix is constantly innovating its products and solutions portfolio in order to resonate better with its customers.

This pandemic year has been a very busy year for us, says Paulo. “It accelerated a lot of IT projects in the region and there was a lot of demand for work-from-home solutions. So, it was quite busy, addressing all this, and we keep working with customers on their cloud journey. If we look at the work that we’ve done with the Hyperscalers—at the beginning of the year, we announced the partnership with Google to bring their Kubernetes platform on-prem. We also worked with Microsoft to do the same. Microsoft has a solution called Azure Arc for Kubernetes, we support it on the Nutanix Cloud platform as well. And lately, we announced two very important alliances—one with

Citrix and one with Red Hat. So those two are very important for us. Citrix we have a very long partnership on the ground—we work with them a lot with our customers. But now, with this alliance, it formalises everything. So, within the terms of this alliance, they become our preferred choice for end-user computing for enterprise customers and we become their preferred platform choice for HCI and multicloud environments. So it’s a partnership that goes both ways. We also agreed to have joint support for customers and joint go-to market. So, we’re going to align our solutions with them, making sure that whatever features they’re coming up with aligns, and we’re supporting each other in the field to basically improve the experience to our customers. So, when

the customers buy a solution from us, they know we’re working together, and the solution is validated”.

According to him, “Red Hat is also extremely important for us, our customers have been asking this for the longest time. Of course, we always worked with Red Hat, but the main thing now is that Red Hat started supporting our Nutanix Hypervisor AHV and our platform becomes the platform of choice for Red Hat Linux and for Red Hat OpenShift on Enterprise and MultiCloud environments, which is a big thing. And for us, likewise, Red Hat OpenShift becomes the platform of choice to run Kubernetes in the enterprise and multi-cloud environments. We’re doing the same thing with regards to support—we



Paulo Pereira



WE SEE A LOT OF FOCUS ON SECURITY AND MULTICLOUD THESE DAYS. WHAT CUSTOMERS ARE REALIZING IS THAT THERE IS NO ONE-CLOUD-FITS ALL SOLUTION. FOR EACH APPLICATION, FOR EACH WORKLOAD, THERE IS AN IDEAL PLACE TO PUT THEM.”

want to make sure that when the customer has any issue between Red Hat and Nutanix, they can reach any one of them and we will make sure that we will sync up in the background for support for the customer-so, we're aligning for the benefit of our customers”.

In his opinion, we see a lot of focus on security and multicloud these days. “When the pandemic hit, most of the enterprise customers had to move very quickly and the cloud, to move very quickly, is a very good option. And what customers are realizing as well, is that there is no one-cloud-fits-all solution. For each application, for each workload, there is an ideal place to put them. Sometimes, it's on AWS, sometimes it's on Azure, sometimes it's in the private cloud. So we want

to provide to customers, a solution that makes multicloud invisible for them. Because when a customer starts going public cloud, it comes with its own complexities. Each of them works in a different way. The APIs to use the services are different, the type of services that they have are different. And if you include one, you have to train your technical team, if you include another, you have to train your technical team again-it becomes very complex. So, we're trying to abstract all of this and build a solution for customers that offers them multicloud in a transparent way. Our solution for this is called Nutanix Clusters. The idea is that when a customer busy our solution, they can choose where to run his workload. I want to run this in my data centre, I

want to run this in AWS, I want to run this in Azure, etc”.

Paulo also adds that their relationship with partners is important because it's their go-to market. “We follow this model to go-to market through our channels. So during the last year, we came up with new programs for partners called Elevate and for service providers as well, and this is an ongoing job. We keep on working with them, educating them on the benefits of our programme, and reaching to market with them. Our partners are our way to the market-we build all these great partnerships with other vendors to provide benefits to our customers, but at the end of the day, we all come together with our partners, to reach our customers, so they're very important to us”.

ASUS BR1100FKA

THE IDEAL COMPANION FOR THE MODERN-DAY STUDENT



First things first: It has a fold-flat display that can be opened to a full 360 degrees. It also has a strong steel frame with a scratch resistant finish and a keyboard that is spill resistant.

For a student, the keyboard needs to be tough in order to handle keystrokes of varying intensity-and this ASUS stunner has a keyboard that is spill resistant can take hard knocks. And guess what? It also has a camera that supports 1.3 million pixels so that when the laptop is used in tablet mode, students can use it to record content. Sounds cool? Read on.



The ASUS BR1100FKA is the ideal companion for a student-with its durability, toughness and flexibility, learning is now an easy and smooth process. This power-packed learning companion has just the features a student in a hurry will need-and then some.



COMPACT YET POWERFUL

For all its toughness, the ASUS BR1100 FKA is delightfully compact and weighs just a mere 1.4 kg. So it can be carried around easily, from one classroom to another. Also, because it operates on Windows 10 Pro, it is fast and smooth to connect. The daily knocks of academic life shouldn't be a bother now, with this sturdy companion.

This stunner has been tested in the most rigorous manner to comply with military-grade MIL-STD-810H durability standards. Not just that, it is also torture-tested to pass the most stringent of ASUS's quality tests, so it is, for sure, the ideal choice for students and parents who want nothing but the best for them.

THE SCREEN

Let's take a look at the screen-it is, a 11.6-inch touchscreen with 1366 x 768 resolution and wide 178° viewing angles. The display is easy on the eyes, with its Low Blue Light mode and Anti-Flicker technology (DC mode). For those of you who are particular, it has passed the TÜV Rheinland Eye Care certification, so the eyes are not overstrained from the light and the display blinking.

The ASUS BR1100FKA is equipped with an optional stylus with pressure sensitivity that allows students to be creative and unleash their imagination. Of course, there's a garage to park

it when not in use, so that it's never mislaid or lost. What's interesting about the stylus is that just a 15 second stay in the garage equips it for 45 minutes of continuous use.

THE CAMERA

With remote working the norm today, cutting-edge video conferencing tools are much in demand for anyone looking to purchase a phone or a laptop. ASUS has fully understood this need and equipped the BR1100FKA with an HD webcam with a physical shutter to ensure privacy, and comes with 3D noise-reduction (3DNR) technology and AI noise cancelling features, which eliminate much of the random noise that naturally affects any camera, especially in low-light conditions – significantly improving image quality without compromising exposure or detail levels.

VOICE QUALITY & MIC

Voice quality is now more important than ever, so the new ASUS BR1100 series features an ASUS AI Noise-Cancelling technology which ensures that users can hear and be heard clearly in any scenario. The AI Noise-Cancelling Mic function page lets user select from one of four modes: Normal, Balance, Single presenter or Multi-presenter. When a user selects the Single Presenter mode, all ambient noise except human voices are filtered

out. When a user selects the Multi-Presenter mode, the system normalizes individual voices from different positions or distances, so that all voices are conveyed at a similar volume.

POWER INDICATOR

The ASUS BR1100 has an LED indicator built into its top cover, which allows educators to see at a glance if a particular student's laptop has connectivity or power problems – giving teachers a heads up when a student might need help.

THE PORTS

Most laptops fail when it comes to ports-somehow, the ports just don't seem to be enough. Buy hey! The ASUS BR1100 has useful ports that allow it to connect to any device. Highlights include a full-sized HDMI port that allows it to connect to virtually any projector or flat screen TV with common HDMI cables. It also has one standard USB 3.2 Gen 1 Type-A port and one USB 3.2 Gen 2 Type-C port for data transfers and power delivery.

THE BATTERY

The battery is something we all look for in a laptop, and this stunner doesn't disappoint. The ASUS BR1100 series is available with a 42-watt-hour battery that offers an incredible battery life of around 10 hours, allowing students to work an entire day without charging.

HYGIENE

With the Covid-19 pandemic having heightened our attention to hygiene, it is heartening to note that ASUS has taken care of this aspect as well. The keyboard, touchpad, and palm rest of this laptop are all protected with ASUS BacGuard antibacterial treatment, which integrates silver ions components that prevent bacteria from multiplying. This antibacterial design has also passed the ISO22196 test certification, with an antibacterial effect as high as 99%.

So, we've given it to you in a nutshell-the ASUS BR1100 is a student's dream. So, what are you waiting for? Get hold of your learning companion today and see for yourself what it can do! 

LOGITECH WINTER GIFT GUIDE

Here's your guide to some of Logitech's coolest gifts on offer this holiday season.

LOGITECH MX ANYWHERE 3 MOUSE



MX Anywhere 3 gives ultimate versatility with remarkable performance. The compact mouse is designed for mobile work, including the home-office, cafe, or airport lounge. The mouse features MagSpeed Electromagnetic scrolling precise enough to stop on a pixel and fast enough to scroll 1,000 lines in a second. Oh, and it's nearly silent. The wheel's machined steel gives it premium tactility and a dynamic inertia you feel — but don't hear.

MX Anywhere 3 tracks on virtually any surface, including glass, so you can work seamlessly at the desk, at your favourite coffee shop, or even on the couch. The mouse stays powered for up to 70 days on a full charge – and can get three hours of use from a one-minute quick charge.

Available on Noon

LOGITECH MX MASTER 3



The Logitech MX Master 3 Advanced Wireless Mouse is built with speed and precision in mind and the carefully sculpted shape is comfortable enough for long workdays, supporting your hand and wrist. Profiles for popular software applications are ready out-of-the box, in addition to customization options offered via Logitech Options. The mouse features Logitech MX signature Darkfield 4,000 DPI High Precision sensor that tracks on all surfaces including glass. It also has a rechargeable battery that lasts up to 70 days with a full charge, and a three-minute quick charge gives you a full day of use.

Available on Noon

MX KEYS MINI



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

MX Keys Mini is equipped with Perfect Stroke, Logitech's best non-mechanical typing technology. The minimalist form factor aligns your shoulders and allows you to place your mouse closer to your keyboard for less hand reaching – resulting in better posture and improved ergonomics. Three new functions designed to optimise your work experience when using Logitech Options are available in

MX Keys Mini: a dictation key (feature provided by Windows and macOS, available in select countries), mute/unmute microphone key and an emoji key.

Available at retailers including Amazon

COMBO TOUCH FOR IPAD (7-9TH GEN)



Logitech Combo Touch Backlit is the ultimate keyboard case with trackpad and Smart Connector for iPad (7th, 8th & 9th gen), iPad Air (3rd gen), and iPad Pro 10.5-inch. Combo Touch combines a precision trackpad with a full-size backlit keyboard for your iPad. Full Multi-Touch gesture support transforms your iPad into a productivity machine for working in spreadsheets and documents, a robust learning tool for remote classes, and more—the possibilities are endless. Combo Touch has four modes to help you get the most from your iPad: Typing Mode, Viewing Mode, Sketching Mode, and Reading Mode, converting the iPad into much more than a tablet.

Available on Amazon

LOGITECH BRIO



Logitech Brio is Logitech's best and most advanced business webcam. Packed with innovative technologies, Brio raises the bar for ultra 4K HD video collaboration excellence.

RightLight 3 and high dynamic range (HDR) technology automatically adjust to help you look professional in any lighting environment, including low light, direct sunlight or high contrast lighting conditions.

Brio is certified for business and, with integrated optical and infrared sensors, supports Windows Hello.

Brio is a remarkable piece of technology that streams crystal-clear video with superb resolution, frame rate, colour and detail, including autofocus and 5x HD zoom. Brio delivers 4K Ultra HD video at 30 fps, HD 1080p at either 30 or 60 fps, and HD 720p at 30, 60 or an ultra-smooth 90 fps for outstanding clarity, smoothness, and detail.

Available at retailers including Amazon

LOGITECH STREAMCAM



Logitech StreamCam streams and records in full HD 1080p resolution at 60 fps, delivering stunning video content with smooth motion to every aspect of your online world. From recording YouTube videos to streaming on Twitch and beyond, StreamCam's premium glass lens and smart auto-focus system make it easy to get professional-quality results. Advanced features like auto-framing and intelligent exposure ensure you always look your best in any lighting.

Stream and record videos for YouTube, Twitch and more in full HD 1080p resolution at 60 frames per second. No matter what type of content you create, StreamCam produces sharp content with smooth motion that looks natural on screen.

Available on Amazon

BLUE YETI



Blue Yeti allows you to create unparalleled recordings with your computer. Now with Blue VO!CE software, you can craft the perfect broadcast vocal sound and entertain your stream audience with enhanced effects, advanced voice modulation and HD audio samples. Four different pickup patterns offer incredible flexibility

so you can record vocals for music, podcasts, Twitch streaming, YouTube videos, or even cryptozoology lectures in ways that would normally require multiple microphones. Whether you're recording at home, on the road, or in the Himalayas, Yeti helps you produce studio-quality recordings every time.

Available on Amazon

BLUE YETI NANO



Yeti Nano premium USB microphone delivers broadcast-quality sound for podcasting, YouTube videos, Twitch streaming and Zoom calls. Inspired by the legendary Blue Yeti, Yeti Nano combines 24-bit sound quality with powerful Blue VO!CE vocal effects for professional recording and streaming. With multiple pickup patterns, a built-in headphone output and a compact footprint, Yeti Nano is the essential mic for today's streamers.

Yeti Nano includes everything you need to stream your message with crystal clarity. We designed two new proprietary mic capsules specifically tuned to give your voice exceptional presence and detail. Plus, Yeti Nano supports high-quality 24-bit/48kHz recording, so you can give your podcast, YouTube video or Twitch stream the production value it deserves. Whether you're gaming, making a business call, or recording, you'll be heard loud and clear every time.

Available on Amazon

OFFBEAT // HUAWEI



Petal Search

Shopping Festival



HUAWEI'S PETAL SEARCH TO HOST SHOPPING FESTIVAL WITH TOP E-COMMERCE PLATFORMS

An array of offers across leading e-commerce platforms including, noon.com, TiLa, Jumia, Zando and Wego until December 31

Petal Search, an AI-powered search engine available on Huawei and other devices, launched its flagship shopping festival up to to 31st December across UAE, KSA, Egypt and South Africa. During this sale season, Petal Search will offer exclusive gift vouchers and discount offers on millions of products across e-commerce partners – noon.com, TiLa Jumia, Zando and Wego.

Grab your device and explore the list of stellar festive offers available until the end of 2021 through Petal Search in your respective countries.

UAE: Users in the Emirates can enjoy a plethora of offers from noon.com, an e-commerce giant with rich categories of products, including fashion, electronics, groceries, furniture, personal care, and appliances. Through Petal Search, users can avail of a rewarding gift voucher of AED 50.

KSA: In Saudi Arabia, Petal Search users can enjoy a voucher of SAR 50 on a minimum purchase of SAR 100 from the fashion trendsetter TiLa. Fans of the

online marketplace noon.com can avail of gift vouchers worth SAR 50 to enjoy shopping via Petal Search.

Egypt: Petal Search users in Egypt can access products across a diverse category range through noon.com and Jumia – Africa's leading e-commerce platform. The search engine provides noon.com shoppers with a voucher worth EGP 50, while Jumia's shoppers can enjoy a coupon of EGP 100 on a minimum purchase of EGP 200.

South Africa: Petal Search users can now explore weekly deals and explore brands on Zando, one of the country's biggest online fashion stores. Shoppers will receive ZAR 100 on a minimum spend of ZAR 200.

As part of the search engine's efforts to enhance users' travel experience during the festive season, Petal Search partnered with Wego to offer a 10% discount, maxed at \$70, on hotel bookings in UAE, KSA, Egypt and South Africa.

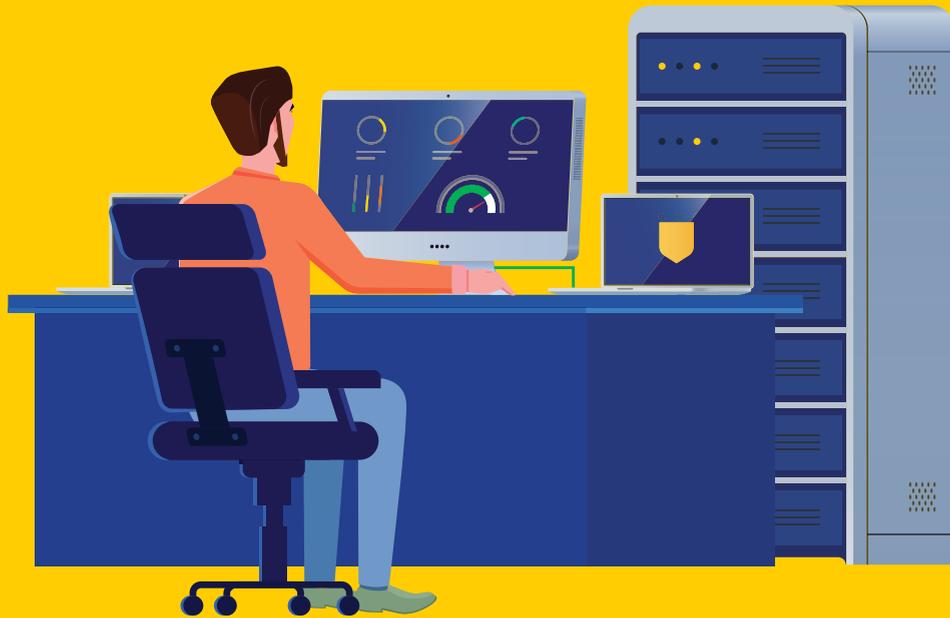
Commenting on the first of its kind Petal Search Shopping Festival in the region, Lu Geng, Middle East & Africa

Device Ecosystem Development & Operations Dept Director, said, "Huawei has always been at the forefront of innovation and continues to deliver on its promise to provide consumers with the best user experience. Through our new venture, Petal Search, we are bringing the ease of online shopping to our consumers by collaborating with leading e-commerce platforms and ensuring enriching shopping experiences by bringing quality products for our end-users. Petal Search features a price comparison tool that allows shoppers and travellers to grab the best deals across multiple brands."

Launched in 2020, Petal Search has emerged as the second most used search engine in Egypt, Iraq, Jordan, and Saudi Arabia, as per a leading web traffic analysis website Statcounter.

All users of Petal Search can benefit from this shopping festival by visiting <https://petalsearch.com/p/shopping?pid=MKT1PR00&from=CC000400Shopping>

Scale your MSP business.



**We have everything you need to manage
your clients' IT infrastructures.**

Remote monitoring and management | IT operations management

Unified endpoint management | Enterprise service management

Identity and access management

ManageEngine

msp.manageengine.com

Phone: +971 4 574 8400 | Email: sales@manageengine.com

UAE | USA | Singapore | Japan | China | Netherlands | Australia | Mexico | India

ManageEngine is the enterprise IT management division of  Corporation.

HOW MIDDLE EAST RETAILERS ARE GOING DIGITAL-FIRST THIS HOLIDAY SEASON

Robbie Kearns, Senior Regional VP – Africa, Middle East & The Mediterranean, Salesforce



Robbie Kearns

For Middle East retailers this holiday season, everything is relative when you consider last year's widespread lockdown of physical spaces and accelerated shift to digital commerce in response to the global pandemic.

According to Salesforce's latest quarterly Shopping Index, global digital revenue grew by 11% year-on-year (YoY) in Q3, a much higher increase than was seen in Q2 (3%). With more people getting vaccinated and returning to stores, the future of retail will continue to be centered around the competition for consumer loyalty in an all-digital world.

To help retailers and brands benchmark holiday performance, Salesforce analysed aggregated data to produce holiday insights from the activity of over a billion global shoppers across more than 40 countries.

This holiday season we're predicting digital growth to hit record rates of 7%

(\$1.2T) globally. What is also rising, however, are costs - a burden which will be felt right across the supply chain. For retailers and suppliers, reasons include, but are not limited to, manufacturing capacity, logistics costs, and labor shortages. For consumers, inventory issues and higher costs fueling inflation mean they can expect to see higher retail item prices.

As consumers contend with higher prices, we can expect global demand and usage of "buy now, pay later" methods to increase. With a sound omnichannel system enabling shopping online and in-store, retailers can empower consumers with simple, transparent, and financially responsible payment tools.

Whereas shipping delays was consumers' primary spoiler last year, we can expect consumers to place larger and fewer orders. As bottlenecks at ports and skyrocketing container costs form two key pressures shaping the holidays, however, consumer concerns are rising around product availability. As a result, we can

expect consumers to come out early again this holiday season to avoid out-of-stocks, with pre-Cyber Week shopping growing 3% globally (to \$129 billion).

The combination of store associates fulfilling online orders and offering an endless aisle of products, and empowerment of consumers to make purchases in-store mean physical stores will serve as a critical component of digital strategies this holiday.

More than six in ten global online orders are predicted to be influenced by brick-and-mortar locations — either by helping to place an online order or by fulfilling it via curbside pickup options. At the same time that labor shortages are wreaking havoc in the lead up to the holidays, it's becoming more critical than ever for store associates to meet rising demand.

With global legislation and changing consumer preferences giving way to increased internet privacy, marketing departments are facing one of the greatest disruptions they've seen in the last five years. Tracking user activity through third-party data across the web and mobile applications is expected to become more expensive, if not impossible, and first-party data — data that organizations collect and manage on their consumers — will be king.

In the battle for first-party data, loyalty programs will become more commonplace. Salesforce are projecting 30% growth in ecommerce traffic from social referrals, and personalised email marketing will increase more sharply compared to previous holiday seasons.

Going digital-first, Middle East retailers are building resilience into their business models, adapting to changing consumer behaviours, helping overcome disruption whilst creating more personalised customer experiences. 



FAST DELIVERY

UPGRADE YOUR ENTERPRISE NETWORK TO
HUAWEI Wi-Fi 6

STOCKS AVAILABLE

TRADE-IN-OFFER

2

WEEKS
DELIVERY



WI-FI 6 | SWITCH | FIREWALL | ROUTER



Scan to
know more



Visit Us:
Huawei Enterprise ME | enterpriseME@huawei.com

Building a Fully Connected, Intelligent World



CRUCIAL P5 PLUS SSD

Unlock Gen4 Speed

Supercharge your build with the P5 Plus NVMe™ SSD.



Capacities

500GB, 1TB, 2TB

Speed

Reads up to 6600MB/s

Generation

PCIe 4.0 NVMe technology
Gen3 backward compatibility

Crucial P5 Plus PCIe® 4.0 3D NAND NVMe™ M.2 SSD

Are you ready for next-gen performance? The Crucial® P5 Plus SSD delivers remarkable speed and data protection with sequential reads up to 6600MB/s for transformative computing. Engineered by Micron® with the latest Gen4 NVMe™ technology, the Crucial P5 Plus includes advanced features like full hardware-based encryption, dynamic write acceleration, and adaptive thermal protection to keep your data safe while enhancing system reliability.

One of the Largest Memory and Storage Manufacturers Worldwide

Micron has been producing some of the world's most advanced memory and storage technologies for more than 40 years. All Crucial products are developed by Micron's advanced engineering team to ensure best-in-class quality and reliability.



Maximize your investment | 5 - Year Limited Warranty



Intelligence Accelerated™



ACHIEVER COMPUTERS

+971 4 352 2566 | hello@acl.ae