

# Reseller

MIDDLE EAST

THE VOICE OF THE CHANNEL

ISSUE 244 | APRIL 2017

[www.tahawultech.com](http://www.tahawultech.com)



## PARTNER POWER



**IMPORTANCE**  
OF PARTNER  
CERTIFICATIONS

**THE RISE**  
OF E-COMMERCE

Belkin International is riding on its channel to grow the Middle East business.

Download the FREE ResellerME app and explore your favourite magazine



CPI MEDIA GROUP  
CPIMEDIAGROUP.COM

 tahawul tech

PUBLICATION LICENSED BY DUBAI PRODUCTION CITY, DCCA

# The region's smarter choice for reselling leading IBM Software Solutions



Our network of IBM Business Partners is the heart of our mission. Each of our strategies will have positive impact for your business, and your success will be the index of our achievement.

GSD's experience of the market is incomparable and we build on it. Our dedicated team is ready to support during the full opportunity lifecycle, from building the solution to financing your deal, and much more.

Take action now and join our network of success.

For more information visit [www.gulfsoftware.com](http://www.gulfsoftware.com)  
or contact us at +971 4 4239 105 | [info@gulfsoftware.com](mailto:info@gulfsoftware.com)



Analytics



Commerce



Cloud



MobileFirst



Security



Watson Analytics

# CONTENTS

ISSUE 244 //  
APRIL 2017



# 26

## PARTNER POWER

### COVER FEATURE

*Belkin International is betting on its channel partners to grow its Middle East business.*



# 49

**HOT PRODUCT**  
**SAMSUNG UNVEILS GALAXY S8 AND S8+**



**ENGENIUS EXTENDS 11AC PRODUCT PORTFOLIO**

### HIGHLIGHTS

#### 05 NEWS

We help you catch up on all the major news and announcements in the regional channel community.

### OPINION

#### 23 FUTURE OF NETWORK SECURITY

Martin Hester from Juniper Networks on why partners need to implement security that protects business from the inside out.

### FEATURES

#### 32 MIDDLE EAST CALLING

Reseller ME profiles new vendors on the block.

#### 38 GETTING CERTIFIED

Reseller ME speaks to industry experts to understand how partners can differentiate through certifications.

#### 44 TALES OF E-TAILING

Reseller ME examines the factors for growth in the e-commerce sector.

### REVIEW

#### 48 ZUS SMART CAR CHARGER

The device exceeds the expectations of a car charger.

# YOU WORK. THEY PLAY. NO COMPROMISE.

Make your home office faster and more productive with blazing fast connections and stability for every device on your Wi-Fi network—even when the rest of your family is gaming and streaming 4K/HD video



## MAX-STREAM™

AC5400 MU-MIMO Tri-Band Gigabit Router, EA9500

## Next Generation AC



### MU-MIMO

Latest Wireless-AC technology for simultaneously streaming and gaming on multiple devices.



### DUAL-CORE CPU

Promotes simultaneous high-speed data processing



### TRI-BAND Wi-Fi

Adds an additional high-speed 5 GHz band for combined speeds of up to 5.3 Gbps.

## 4x4

### 4X4 AC

Four streams of data for stronger, faster performance when gaming and streaming.



### VERY LARGE HOUSE

Powerful Wi-Fi coverage throughout a large household.



### 8 PERFORMANCE ANTENNAE

Ensure optimal coverage and maximum signal strength - even in large, multi-story buildings.



### SEAMLESS ROAMING

Your devices can automatically switch to the strongest Wi-Fi signal



### SMART Wi-Fi

Monitor & control your home Wi-Fi from anywhere via the Linksys Smart Wi-Fi website or app.



**Janees Reghelini**  
Editor



**E-mail:**  
janees.regheini@cpimediagroup.com



**Facebook:**  
www.facebook.com/ResellerME



**Twitter:**  
@ResellerME

## Changing times

Though it might sound like a cliché, nothing rings truer than the fact that the only constant is change. The thought of it, while unsettling, is vital to one's business.

Partners are told time and again to keep up and evolve with market demands and dynamics because this is essential to emerge as successful players. But what exactly are the aspects that need to be modified on a regular basis? When it comes to the channel business, it is imperative that resellers automate certain business processes, which can save time and manpower. Adopt technologies that make day-to-day functions easier. It is difficult but important to identify the areas that need improvement even when on the face of it, it may seem like it doesn't. Sometimes, even if a process or product is running well, businesses should still be open to the idea of potentially changing it. This is where partners need to hone their skills and have a vision for their business – a long-term goal.

Today, there is a great emphasis on how crucial digital transformation is within regional organisations across verticals.

*Reseller Middle East* has always been at the forefront of each 'transformation' that's taking place in the channel business over the last two decades. Continuing this, we are pleased to announce Tahawultech.com, our brand new integrated platform, combining the strengths of all three publications – *CNME*, *Reseller Middle East* and *Security Advisor ME* – under CPI Media Group's technology division. With Tahawal Tech – transformation tech in English – we aim to redefine regional technology coverage. It is always fulfilling to see an idea translate into reality.

We look forward to feature your stories of transformational success on this new digital platform.

On a different note, we're excited to see you all at Reseller Middle East Partner Excellence Awards 2017, next month.

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

**Publishing Director**  
Natasha Pendleton  
natasha.pendleton@cpimediagroup.com  
+971 4 440 9139

Published by

**CPI MEDIA GROUP**  
CPIMEDIAGROUP.COM

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

Tel: +971 4 440 9100  
Fax: +971 4 447 2409

© Copyright 2017 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.

**EDITORIAL**  
Group Editor

Jeevan Thankappan  
jeevan.thankappan@cpimediagroup.com  
+971 4 440 9129

**Editor**

Janees Reghelini  
janees.regheini@cpimediagroup.com  
+971 4 440 9167

**Online Editor**

Adelle Geronimo  
adelle.geronimo@cpimediagroup.com  
+971 4 440 9135

**DESIGN**

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

**Designer**

Neha Kalvani  
neha.kalvani@cpimediagroup.com

**ADVERTISING**  
Group Sales Director

Kausar Syed  
kausar.syed@cpimediagroup.com  
+971 4 440 9130

**Sales Manager**

Merle Carrasco  
merle.carrasco@cpimediagroup.com  
+971 4 440 9147

**CIRCULATION**  
Database and Circulation Manager

Rajeesh M  
rajeesh.nair@cpimediagroup.com  
+971 4440 9119

**PRODUCTION**

**Production Manager**  
James P Tharian  
james.tharian@cpimediagroup.com  
+971 4 440 9159

**Operations Manager**

Shweta Santosh  
shweta.santosh@cpimediagroup.com  
+971 4 440 9107

**DIGITAL SERVICES**

**Web Developers**

Jefferson de Joya  
Abbas Madh

**Photographers**

Max Poriechkin  
Charls Thomas  
webmaster@cpimediagroup.com  
+971 4 440 9100

**DIGITAL**

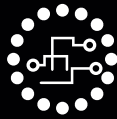
www.resellerme.com

**Printed by**  
Printwell Printing Press

**COMMNET IS A INFRA SERVICES ORGANIZATION • OVERALL DATA CENTER MANAGEMENT – DESIGN, PLAN AND EXECUTE • SPECIALIZED IN STRUCTURE CABLING • INFORMATION SECURITY CONSULTING • EXISTENCE MORE THAN A DECADE • LOCATIONS :UAE – INDIA - SINGAPORE**



**ENTERPRISE  
SYSTEMS  
GROUP**



**INFRASTRUCTURE  
SYSTEMS  
GROUP**



**INFORMATION  
SECURITY**



**PROFESSIONAL  
SERVICES/ IT  
OUTSOURCING**



**DATA  
SERVICES**



**NETWORK  
SERVICES**



**CLOUD  
SERVICES**

**Global Head Office - UAE**

**Commnet Systems Consultancy LLC**

Office No.301, Centurion Star Building, Tower A,  
Port Saeed, Dubai, UAE, PO Box 117133

Tel: 04-2955299

Fax: 04-2955256

**Corporate Office - India**

**Commnet Systems Consultancy Pvt Ltd**

No.3B Shiyam Mythri Flat, No.5, PTRajan Salai,  
KK Nagar, Chennai-600078, Tamilnadu, India.

Tel: (+91) 44 4261 2928

Fax: (+91) 44 4261 4335

**Corporate Office - Singapore**

**Commnet Systems Consultancy Pte Ltd**

89, Short Street#10-08 Golden Wall  
CentreSingapore-188216

Tel: +65 6336 8007

Mobile : +65 81565629

Fax : +65 6337 8007

**GCC Service Centre - Dubai**

**Commnet Systems Consultancy LLC**

I-16, S-7 Morocco Cluster, International City,  
Dubai, UAE

Tel: 044357405

**Distribution Office - India**

**Commnet Distribution Pvt Ltd**

No.2B Shiyam Mythri Flat, No.5, PTRajan Salai, KK  
Nagar, Chennai-600078, Tamilnadu, India.

Tel: (+91) 44 4337 3666

Fax: (+91) 44 4261 4335

**Regional Office - India**

**Commnet Systems Consultancy Pvt Ltd**

No.11, Second Floor,  
17th 'F' Cross, Indiranagar,  
Bangalore-560038

Tel: +918028482509

# Amazon acquires Souq.com



Russ Grandinetti, Amazon and Ronaldo Mouchawar, Souq.com

**A**mazon has reached an agreement to acquire Souq.com after a series of protracted negotiations.

Subject to conditions, the acquisition is expected to close in 2017, but neither company is yet to disclose the value of the deal.

Souq.com is the largest online retail and marketplace platform in the Arab world, featuring more than 8.4 million products across 31 categories.

The firm currently has localised operations in Saudi Arabia, the UAE and Egypt.

Amazon has reopened talks to acquire Souq.com in a deal valued at as much as \$650 million after walking away earlier this year.

“We are guided by many of the same principles as Amazon, and this acquisition is a critical next step in growing our e-commerce presence on behalf of customers across the region,” said Souq.com CEO and Co-Founder, Ronaldo Mouchawar. “By becoming part of the Amazon family, we’ll be able to vastly expand our

delivery capabilities and customer selection much faster, as well as continue Amazon’s great track record of empowering sellers.”

Souq.com was valued at \$1 billion in its last funding round, people with knowledge of the matter said in April 2015.

“Amazon and Souq.com share the same DNA – we’re both driven by customers, invention, and long-term thinking,” said Russ Grandinetti, SVP, International Consumer, Amazon. “Souq.com pioneered e-commerce in the Middle East, creating a great shopping experience for their customers. We’re looking forward to both learning from and supporting them with Amazon technology and global resources. And together, we’ll work hard to provide the best possible service for millions of customers in the Middle East.”

# Dell EMC launches Cloud Ecosystem Hub



Eric Velfre, Dell EMC EMEA

Dell EMC and Intel have announced a new web-based Cloud Ecosystem Hub, to provide EMEA Cloud Service

Providers (SPs) and end-users with an online one-stop-site to unify and simplify access to Dell EMC’s cloud proposition and resources.

According to the company, the hub will connect customers with SPs to help establish stronger marketing efforts, enabling digital transformation and significantly growing long-term cloud business.

Eric Velfre, Senior Vice President, Compute and Networking Sales, Dell EMC EMEA, said, “By simplifying

access to the Dell EMC Cloud value proposition and offering content and support for co-marketing projects, we can generate awareness and enable new capabilities to achieve greater profitability for our partners. Through the Dell EMC Cloud community we can also drive demand from the customer towards service providers and capture feedback to help develop future Dell EMC Cloud technologies.”

As a one-stop-site for enterprise customers, the Cloud Ecosystem Hub promises to help them understand how to transform their businesses, with a dedicated repository of up-to-date resources and assets explaining the value proposition and benefits offered by the firm’s cloud technologies. Customers will be able to select SPs through searches to find the most relevant solutions for their businesses, with options to

contact providers directly through the platform. The Cloud Ecosystem Hub will also allow customers to discover and register for broader industry events organised by SPs and Dell EMC.

The Cloud Ecosystem Hub includes an array of new tools for SPs, including LeadPool demand generation, allowing partners to identify ‘hot’ vendor agnostic leads, along with additional resources to help promote offerings directly to customers.

The platform also provides the latest insights and information around Dell EMC’s and Intel’s Cloud technology offerings to help SPs build a stronger portfolio.

Dell EMC has also recently hosted its first ever META Executive Partner Summit 2017, which was held at the Hilton Mauritius Resort and Spa where the company discussed its brand new Partner Program.

# Extreme Networks signs deal to buy Avaya's networking business



Extreme Networks is set to acquire Avaya's Networking business for \$100 million just months after the networking and collaboration company announced plans to seek Chapter 11 bankruptcy protection.

"Several months ago, in the context of optimising our capital structure, we announced that we were conducting a comprehensive assessment of the various alternatives available to us, including expressions of interest in certain Avaya assets," said Kevin Kennedy, President and CEO, Avaya.

"After extensive evaluation, we believe that a sale of our Networking business is the best path forward for all stakeholders. It provides a clear path for our Networking customers and partners and enables the Company to focus on its core, industry-leading unified communications and contact centre solutions. The announcement furthers our overall restructuring goals as we position the rest of Avaya for long-term success."

Kennedy also said that the possibility of Avaya Networking being part of a pure-play networking company like Extreme

Networks will allow greater opportunities for its products and services to thrive and the industry to continue to benefit from our award-winning wired, WLAN and Fabric technology.

"The addition of Avaya's networking business is consistent with our growth strategy and will broaden Extreme's enterprise solutions capabilities by complementing our product portfolio across our vertical markets," said Ed Meyercord, President and CEO, Extreme Networks. "Furthermore, we expect the Avaya business to generate over \$200 million in annual revenue, increase our market share and offer new opportunities for our customers. Although our agreement is subject to required approvals, the timing of which is uncertain, we expect the combined businesses can achieve synergies and provide accretion to Extreme's fiscal 2018 earnings and cash flow."

Approval of a final sale to either Extreme or a competing bidder is expected to take place shortly after completion of an auction. The transaction is expected to close by 30th June 2017, the end of Avaya's fiscal third quarter 2017, subject to regulatory approvals and other customary closing conditions.

## Redington Value expands vendor portfolio



Redington Value has, last month, signed a number of distribution partnerships focused on Big Data, analytics, security and data backup.

On the Big Data and security front, Redington Value has inked a distribution deal with Gemini to bring purpose built solutions across the META region, including the Gemini sbox appliance, a secure appliance for Splunk.

Gemini provides an analyst platform to deploy, manage and achieve situational awareness across leading data platforms and security solutions.

The VAD also signed an agreement with Nexthink to act as an end-to-end supply chain solution provider for the vendor's offering pre-and post-sales expertise, training logistics, marketing and financial assistance (or credit services) to its channel partners, resellers, system integrators, and customers.

The vendor offers solutions for end-user experience management from the endpoint. The company's offerings combine real-time endpoint analytics and end-user feedback, through

analytics and visualisations to provide new insight and enable IT to be more proactive, reduce costs and enhance end-user productivity.

StorageCraft Technology, a global data backup and business continuity provider, has signed a distribution agreement with Redington Value to be its value-added distributor for the Middle East. The StorageCraft Recovery Solution protects both physical and virtual Windows and Linux systems. More recently, the StorageCraft Recovery Solution has grown to encompass backup for SaaS applications as well as file and folder endpoint protection with intelligent data analytics.





# Experience everything UltraClear

Reveal the finest details with the UltraClear 4K UHD monitors

The 4K UltraClear UHD monitors are available in 28", 32" and 40-inch screen sizes.



**UltraClear 4K UHD**  
288P6LJEB  
BDM3275UP  
BDM4065UC

# PHILIPS

Philips Monitors  
TPV Technology Gulf DMCC  
Tel.: +971 4 432 7960  
Fax: +971 4 441 2189  
Website: [www.philips.com/lcdmonitors](http://www.philips.com/lcdmonitors)

Redington Gulf  
Saudi Arabia  
Tel: +966-1-4625323  
Email: [aswani.kumar@redingtongulf.com](mailto:aswani.kumar@redingtongulf.com)  
Website: [www.redingtonmea.com](http://www.redingtonmea.com)

Trigon LLC  
UAE, Yemen, Jordan, Qatar, Kuwait,  
Bahrain  
Tel: +971 4 3426060  
Email: [kamrani@trigon-gulf.ae](mailto:kamrani@trigon-gulf.ae)  
Website: [www.trigononline.com](http://www.trigononline.com)

Asbis Middle East FZE  
Algeria  
Tel: +357 25 857 182  
Email: [akram@asbis.com](mailto:akram@asbis.com)  
Website: [www.asbis.com](http://www.asbis.com)

Computer and Communication  
Technology  
Lebanon  
Tel: +961.1.695 295  
Email: [joseph@cct-lb.com](mailto:joseph@cct-lb.com)  
Website: [www.cct-lb.com](http://www.cct-lb.com)

# QNAP

## SAVE · BACKUP · SHARE



**The classic NAS**  
for SOHO/Home User



TS-251+

**High performance NAS**  
for Office Data Backup



TS-653A



**Thunderbolt 2 NAS**  
for Photographers



TVS-882T

**Expandable Enterprise Storage**  
with 10GbE ready  
for Huge Data Center



TS-EC1680U-R2

**QNAP SYSTEMS, INC.**

Copyright © 2016 QNAP Systems, Inc. All rights reserved.  
QNAP Dubai office : [www.qnap.com](http://www.qnap.com) | [mesales@qnap.com](mailto:mesales@qnap.com)

GCC Disty

**Logicom**  
Information Systems

[www.logicom-group.com](http://www.logicom-group.com)

**REDINGTON**  
Computer Solutions

[www.redingtonmea.com](http://www.redingtonmea.com)

UAE Sub Disty

**Data Care**  
Computer Solutions

[www.datacaredubai.com](http://www.datacaredubai.com)

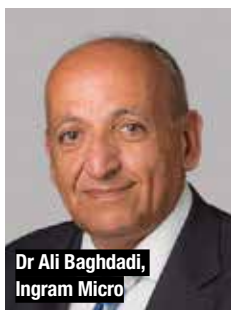
**NEWCOM**  
Computer Solutions

[newcomshop.com](http://newcomshop.com)

**AL ESHAD**  
COMPUTER GROUP

[www.alershadgroup.com](http://www.alershadgroup.com)

## PhishMe, Ingram Micro sign strategic channel alliance



Dr Ali Baghdadi,  
Ingram Micro

PhishMe and Ingram Micro have announced a new strategic channel alliance.

Under the terms of the agreement, Ingram Micro will help to

accelerate the rapid growth that PhishMe has achieved across META (Middle East, Turkey and Africa).

According to Ingram Micro, the strategic alliance will benefit customers across the region, with PhishMe's human intelligence-driven anti-phishing solutions augmenting the distributor's comprehensive technology portfolio. Together, PhishMe and Ingram Micro aims to help protect organisations from today's advanced security threats.

"We are delighted to team with Phishme and to add to the portfolio of products and services we offer to our partners," said Ali Baghdadi, Senior Vice President and Chief Executive, Ingram

Micro, META. "The addition of Phishme is expected to help our partners and customers enhance the range of security solutions they can provide to enterprises throughout the META region."

PhishMe's phishing incident response platform and phishing threat intelligence enables Security Operations Centre and Incident Response teams to respond faster to real threats – decreasing the risk of data breaches.

"Collaboration with industry leading IT and security companies such as Ingram Micro extends our reach to a greater number of customers facing an unprecedented increase in frequency and damage caused by cyberattacks," explained Jim Hansen, Chief Operating Officer, PhishMe. "PhishMe is the only security company that provides a comprehensive and scalable human phishing defense solution. In partnership with Ingram Micro, we are giving organisations across the META region the security solutions and intelligence they need to proactively detect and quickly respond to cyber-attacks."

## Palo Alto signs Redington Value as its VAD in Egypt

Regional distributor Redington Value has signed an agreement with Palo Alto Networks to deliver its Next-Generation Security Platform to resellers and their customers in Egypt. The VAD currently has an agreement with the vendor for Saudi Arabia and will now expand its network to provide the firm's security platform in the Egypt market.

"We are delighted to have expanded our distribution agreement with a market leader in the next-generation security market," said Ramkumar Balakrishnan, President, Redington Value. "We believe Palo Alto Networks adds considerable value to our existing portfolio of leading security technologies. Our newest agreement further cements our position as the market-leading security solutions distributor in Egypt, with the ability

to deliver outstanding support to our channel partners and their customers. With Palo Alto Networks' security platform, deep cybersecurity expertise and commitment to innovation, resellers and their customers can confidently pursue a digital-first strategy and embark on new technology initiatives, such as cloud and mobility."

"This agreement offers a great opportunity for partners in the Egypt market to provide our unique security capabilities that prevent successful cyber-attacks and safely enable applications to more customers. Redington Value, with its extensive network of value-added resellers and their customers, can benefit from the advanced security features our platform offers," said Jason Beal, Director, EMEA Distribution, Palo Alto Networks.

## Rubrik enters into distribution deal with StarLink



Nidal Othman, StarLink

StarLink has announced it expanded its solutions lifecycle portfolio by signing a distribution agreement with Rubrik,

a converged data management company.

Under the agreement, the VAD will sell, install and support Rubrik's products and solutions through its network of channel partners to enterprise and government customers in the GCC and Egypt.

Nidal Othman, Managing Director, StarLink, said, "StarLink continues to build a diverse portfolio for our partners, and with focus tremendously shifting to cloud-based solutions, having Rubrik onboard is very timely. Apart from being a world-class cloud data management platform that allows backup, recovery, replication and analytics, I am most excited about how Rubrik can prevent ransomware from being able to access and encrypt backup data and that Rubrik's approach can provide much of the benefit of Isolated Recovery at a fraction of the cost."

Rubrik provides Cloud Data Management platform aimed at accelerating how enterprises protect, manage, and secure data everywhere.

# \$27B

**FORECASTED VALUE OF THE  
APPLICATION INTEGRATION AND  
MIDDLEWARE (AIM) SOFTWARE  
MARKET IN 2017**

SOURCE: GARTNER

## TP-Link appoints Sariya IT to deliver SMB portfolio in KSA



Conrad Yang, TP-Link

TP-Link Technologies has signed a distribution agreement with Sariya IT Distribution for Saudi Arabia.

As per the terms of the agreement, the distributor will supply channel partners in Saudi Arabia with the its entire SMB product range and services.

According to the vendor, the partnership is aimed at strengthening its footprint in the SMB segment in the country.

Conrad Yang, General Manager, Saudi Arabia, TP-Link MEA, said, "Partnering with Sariya IT Distribution, one of the largest SMB-focused distributors in KSA, will open up new opportunities and reinforce the company's SMB networking products to channel partners. We decided to partner with the distributor because of its great track record in serving the SMB sector in Saudi Arabia.

"We are confident that through our partnership with Sariya IT, we will grow our SMB business in the country and increase the reach to serve more small businesses."

According to Yang, the company selected Sariya IT because of its longevity in the KSA market and its network of channel partners that serve the SMB segment.

## GBM and Omnicco partner to build Middle East opportunities



GBM has entered into a strategic partnership with the Omnicco Group to sell the latter's suite of point-of-sale engagement software and services products to customers in the retail, hospitality, and destination markets in the Middle East.

According to both companies, the partnership aims to address the client needs that emerge as a result of the burgeoning growth in the Middle East market, and provided customers in the region with Omnicco's expertise

and unique software solutions across retail and destination markets.

Andreas Weiss, VP of Platform Solutions, GBM, said, "As Omnicco looks to expand their business to the Middle East, we at GBM are delighted to welcome them to the region and are excited to enter into this partnership. We now look forward to providing our retail, destination, and hospitality customers with Omnicco's unique products. Together, Omnicco and GBM, will have unrivalled expertise in this space."

"This is a key market for Omnicco's international growth strategy," said Mel Taylor, CEO, Omnicco Group. "There is increased development in the Middle East, in particular around destination theme parks, but also increasingly in converging leisure and retail experiences. Omnicco is unique in its expertise and capability to integrate both retail and hospitality systems on a single unified platform.

## Sony MEA to grow business by 20% in 2017



Taro Kimura, Sony MEA

Sony Middle East and Africa (MEA) has unveiled a new business strategy that aims to increase its regional presence and grow business by 20 percent in 2017.

According to the company, the new managing director Taro Kimura will achieve this vision through new product launches and a refreshed business development strategy that will place Sony and its business partners in a strong position to gain market share in the company's focus categories, which are television, digital imaging and audio products. Sony MEA is looking to grow television sales by 26 percent, audio product sales by 11 percent and achieve a 52 percent sales growth in its interchangeable lens camera business in 2017.

"To achieve our ambitious plans, we are

re-engineering our operations and evolving strategies based on data and facts. We are aligning priorities, KPIs, processes and in-market execution plans both within Sony and in our business partner establishments in the region. Our aim is to present a powerful united front in the retail space. This will enable us to offer our customers the best experiences with our innovative products and encourage them to appreciate their unique value," said Kimura.

The company said leading change in the television category will be Sony's first BRAVIA OLED TV A1 Series, scheduled to launch in the Middle East in July 2017.

Sony also expects growth in its interchangeable lens camera offerings, which according to the firm, is spurred by the overwhelming acceptance of the its flagship Alpha 7 series.

Headphones, wireless speakers and sound bars are also main contributors to business growth in the audio category revealed the company.

**\$1.07B**

**ESTIMATED VALUE OF SPENDING ON SECURITY SOLUTIONS IN THE MIDDLE EAST IN 2017**

SOURCE: IDC

## D-Link to grow channel footprint in GCC



Sakkeer Hussain, D-Link

D-Link Corporation has announced channel expansion plans in the GCC as the company wants to grow its SMB and IP PBX solutions

offerings in the market.

According to the vendor, the plan to expand its channel ecosystem will also see it recruit channel partners in the respective countries in the GCC.

Sakkeer Hussain, Director, Sales and Marketing, D-Link Middle East and Africa (MEA), said, "We are seeking to recruit strategic systems integrators in different countries in the GCC so that they can take the company's SMB and IP PBX solutions to the market. Despite a tough

business climate prevailing in the Middle East now, we have continued to witness wider adoption of our SMB and IP PBX offerings in the market," he said. "The UAE and Saudi Arabia have continued to perform well for us even in these challenging times."

He explained that in expanding the channel base, the company wants to on board partners in Oman, Bahrain, Kuwait and Qatar. "I am encouraged by the penetration our products are having in the power retail segment," he added. "We are looking to replicate this success with the channel by enlisting systems integrators (SIs) who will take our products to the SMB market," he said.

To complement the partner engagement drive, the vendor will host road shows and seminars throughout the first quarter of 2017, to outline the channel strategy and product roadmap.

## Fortinet launches new MSSP programme



Shadi Khuffash, Fortinet

Fortinet has unveiled a new programme to empower MSSPs (managed security service providers)

with the tools, expertise, training, and support to accelerate profitability, expand growth, increase market leadership and deliver advanced security services to its customers.

The company's MSSP partner programme offers benefits that enable participants to develop, operate, and expand their security service offerings. Partners can access the firm's developer network, official documentation, APIs, and tools originally developed for internal use to unlock advanced features and customisation capabilities for its products and solutions. They can also avail online, self-paced training with role-specific courses tailored to help develop sales and technical staff. Additionally, the vendor will also provide support for marketing, sales, and technical activities along with dedicated account management and access to its beta programmes and invite-only events.

"Facing an increasingly hostile threat landscape, businesses of all sizes are struggling to ensure the security of their sensitive data and technology investments," said Shadi Khuffash, Regional Sales Manager, Carriers and ISP's, Fortinet. "These challenges are driving many organisations to seek out security service providers that have the technical expertise and advanced security offerings that can meet their unique business requirements. Fortinet's new MSSP programme reinforces our ongoing investments and continued dedication to the success of our MSSP partners and the security of their customers."

## Veeam introduces its accredited service partner programme

Veeam Software has announced the launch of Veeam Accredited Service Partner (VASP), a programme that highlights a select list of partners, distributors, systems integrators and freelance IT consultants that possess the necessary technical skills to deliver valuable and reliable professional services for Veeam product portfolio implementations.

The VASP accreditation is issued only to those with the highest Veeam solution expertise levels.

VASP members are expected to deliver high-quality services related to Veeam solutions and help an organisation realise increased reliability, along with greater value and return of investment (ROI) of their IT investments.

Omar Akhtar, Regional Manager – Channels, Middle East and SAARC,

Veeam Software, said, "The benefit of us launching VASP is two-fold: it helps answer customer's needs, while providing our partners with new revenue opportunities. With the launch of VASP today, we're offering partners extra support from senior Veeam resources, NFR licences and intellectual property that will enable them to differentiate and add significant value to customers, while helping partners become more profitable from Veeam solutions."

With a search engine available on the corporate website, the company has made it easy for customers to find the VASP closest to them or the ones that have third-party integrations related to Veeam products that meet the customer's specific environment's needs.

# Emitac offers secure communications with KoolSpan sign up



Nigel Jones, KoolSpan and Tony Alam, Emitac

Emitac Enterprise Solutions (EES) has signed up with KoolSpan, a provider of secure communications for mobile devices, to provide their suite of solutions globally with primary coverage in the Middle East and Africa.

The partnership aims to increase worldwide availability of the KoolSpan's mobile encryption solutions for enterprises and

government organisations, to address growing demand for secure communications technology.

"KoolSpan is thrilled to enter into this strategic partnership with EES," said Nigel Jones, CEO, KoolSpan. "Combining EES's market leadership, extensive reach and deep mobility expertise with KoolSpan's innovative end-to-end secure mobile calling and text messaging technology will provide our partners and customers in the EES footprint with best-in-class solutions to combat the proliferation of surveillance threats to sensitive mobile communications worldwide."

KoolSpan's latest offerings, TrustCall DIRECT Enterprise Version 4.0 and TrustCall DIRECT Service Provider

Version 4.5, have been specifically designed for enterprises. This partnership will enable more organisations to provide encrypted communications to their employees, business partners and supply chains and ensure the protection of sensitive calls and messages from global surveillance threats.

"Emitac understands the increase in demand for high quality security solutions and end-to-end encryption services and we are thrilled to enter into this strategic partnership with KoolSpan. They bring an immense amount of expertise in this industry and we are certain that through this collaboration, we will provide our clients with nothing but top-notch secure communication solutions," said Tony Alam, CEO, Emitac Enterprise Solutions.

## Menlo Security enters Middle East with Help AG partnership



Stephan Berner, Help AG

Help AG has signed a reseller agreement with Menlo Security to provide consulting, implementation and support services for the vendor's Menlo

Security Isolation Platform (MSIP) to businesses in the Middle East.

According to both parties, the partnership aims to address the constant threat of web-based malware that organisations face without impacting end-user experience.

"Web threats are getting more sophisticated and effective in evading detection, leaving businesses highly vulnerable to malware which can disrupt business and entail heavy financial losses. Traditional security

technologies that are based on detecting and blocking malicious content are unable to offer sufficient protection," said Stephan Berner, CEO, Help AG. "We conducted a thorough analysis of the solutions available to businesses in the Middle East and realised that what they require simply wasn't available. We have, therefore, partnered to introduce Menlo Security's offerings in the region and are excited to present customers with this innovative solution."

Help AG has undergone Menlo Security's set of comprehensive technical and sales trainings, and its security experts have achieved full certification by the vendor. The reseller will deploy MSIP for customers, either via the public or private cloud, in conjunction with existing Web Security gateways, next generation firewalls,

**Web threats are getting more sophisticated and effective in evading detection, leaving businesses highly vulnerable to malware which can disrupt business and entail heavy financial losses."**

network sandboxes or other security systems. Through its locally-based Cyber Security Support division, the reseller will also provide 24x7 support services via phone, email and web as well as onsite services around the clock with a two-hour response time within the UAE.

## TechAccess hosts training session for Commvault partners in KSA



TechAccess has recently held a sales and pre-sales training session in Riyadh, Saudi Arabia for Commvault partners.

The training was designed to educate partners in how to transform customers' data into powerful and

strategic assets with Commvault's data protection and information management solutions.

The training covered topics such as Commvault's high level design, protecting virtual environments, data profiles and policies, core architecture design, mobile endpoint

and advanced data protection, IntelliSnap integration, database and applications.

"As the country moves towards diversifying to a non-oil related economy, businesses in Saudi Arabia are turning to IT implementation such as big data analytics for better business insights and to make data-driven decisions," said Dimuth Wijeratne, General Manager – Products, TechAccess. "Channel partners play a crucial role in helping customers identify the right technology and product to meet the specific demand that will help drive their business. The aim of this training is equip our partners' sales and pre-sales resources with in-depth knowledge on how to position and sell Commvault's end-to-end solutions portfolio which caters to every aspect of data management and data protection."

Wherever you are. Wherever you go. Whatever the future brings.  
Check Point keeps you one step ahead.

# WELCOME TO THE FUTURE OF CYBER SECURITY

CLOUD • MOBILE • THREAT PREVENTION

ARROW

 **Check Point**  
SOFTWARE TECHNOLOGIES LTD

Learn More: [checkpoint.com](http://checkpoint.com)

# Unify kicks off channel promotion



Unify team during the channel promotion event

Unify, the Atos brand for communications software and services, recently held a partner roadshow in Dubai to unveil competitive bundles for solution providers in the UAE.

Unify was joined at the roadshow by its Dubai-based distribution partners, Mindware, Oxygen and TechAccess, to unveil the OpenScape Business promotion for channel partners, aimed at SMEs and midmarket clients.

The competitive bundles campaign introduced by Unify for OpenScape Business system Models X3, X5 and X8 array will run until 30th June, 2017.

Feras Zeidan, Vice President,

Middle East and Africa (MEA), said that as Unify is currently celebrating its transformation journey in the regional IT market, it has launched a competitive promotion to highlight the business benefits of OpenScape Business for small businesses and midmarket customers. According to Zeidan, the event in Dubai, which was supported by its local distribution partners, was about showcasing the company's achievements in the UC and collaboration space and on-boarding a select number of new channel partners.

Asif Khan, Distribution Manager, Middle East and Africa, Unify, said,

“Through our offerings, channel partners will be able to offer their customers an OpenScape Business solution (hardware and software) at a low cost using Unify's pay as you go (PAYG- OPEX) monthly payment offer. This enables partners to own the system from day one at a very low entry cost or a permanent CAPEX model at very competitive prices”.

The bundles for the IP offerings will be offered for 8, 16, 24 and 48 user packages along with a three-year software support under each package.

As part of its Q1, 2017 SMB channel focus, Unify will also host partner roadshows in Qatar, Kuwait and Oman.

# Kodak Alaris signs Allscan as ME VAD



David Whitton, Kodak Alaris

Kodak Alaris Information Management has announced that it signed a value-added distributor (VAD) partnership with Allscan Middle East

that will enable the distributor to promote and offer the entire portfolio of Kodak Alaris document scanners and information management software to enterprises across the Middle East.

Allscan will also offer Kodak Alaris backed local service and support for organisations that use

the company's award-winning document scanners. The agreement is an extension of the excellent partnership the two companies have shared in the South African market over the last several years.

David Whitton, General Manager of Kodak Alaris - Eastern Cluster, said, “We have seen an increasing demand for solutions that help organisations unlock the power of data. We are uniquely positioned to help our clients accelerate decision-making and improve business processes – which ultimately has a positive impact on their bottom line. The time is right to capitalise on new market opportunities by signing Allscan to help us strengthen our foothold in the Middle East. Allscan's

depth of experience in the project document control space makes them an ideal partner for us. They will contribute greatly to our plans for expansion in the region.”

70%

OF RETAIL DECISION-MAKERS  
IN EMEA ARE READY TO  
ADOPT IOT TECHNOLOGIES

SOURCE: ZEBRA TECHNOLOGIES'  
2017 RETAIL VISIONSTUDY



## ManageEngine highlights importance of business-IT alignment



Raj Sabhlok,  
ManageEngine

ManageEngine, during its 'Fifth End User Conference' in Dubai, has announced its strategy for advancing the state of IT management and

aligning IT with business objectives.

According to the IT management firm, its parent company Zoho Corporation plays a key role in its latest strategies as it will integrate Zoho's cloud-based business apps with the industry's broadest suite of IT management software.

"The future of IT is the intersection

of technology and business," said Raj Sabhlok, President, ManageEngine. "Most IT decisions are being made at the line of business or are being influenced at the line of business. IT teams need a suite of integrated tools that can help them work at that level, and we are uniquely qualified to deliver that suite. Zoho is the operating system for business and lives at the line of business. Working even more closely with Zoho puts ManageEngine where we need to be — helping to develop, deploy, manage and secure these critical business applications."

ManageEngine has built more than 90 IT management applications and free tools. Taken together, the suite provides everything an IT department

needs to affordably manage all of its IT operations, from networks and servers to applications, service desk, Active Directory, security, desktops, and mobile devices.

The expanded ManageEngine-Zoho relationship promises to push IT-business alignment to new levels. The IT community has already caught a glimpse of this alignment in the form of Analytics Plus, ManageEngine's self-service IT analytics platform that is powered by Zoho's business technology.

The company also plans to roll out a solution that unites one of its IT management applications with customer account management and billing apps from Zoho. Going forward, the two companies will deliver other integrations to help organisations tightly align their IT operations and business strategies.

## SUSE completes acquisition of talent and technology assets from HPE



Nils Brauckmann, SUSE

SUSE has recently completed its acquisition of technology and talent from Hewlett Packard Enterprise (HPE), which

SUSE announced late last year.

The firm will use the acquired assets to expand its OpenStack Infrastructure-as-a-Service (IaaS) solution and accelerate the company's entry into the growing Cloud Foundry Platform-as-a-Service (PaaS) market.

"The completion of this acquisition is one more important step in SUSE's ongoing growth and expansion strategy," said Nils Brauckmann, CEO, SUSE.

**“Our customers and partners will immediately benefit from the increased depth, breadth and value this brings to our enterprise-focused software-defined infrastructure solutions.”**

"We're excited to welcome the many new team members into our organisation and incorporate these great technologies into our portfolio. Our customers and partners will immediately benefit from the increased depth, breadth and value this brings to our enterprise-focused software-defined infrastructure solutions."

The acquired OpenStack assets

will be integrated into SUSE OpenStack Cloud, and the acquired Cloud Foundry and PaaS assets will enable SUSE to bring to market a certified, enterprise-ready SUSE Cloud Foundry PaaS solution for all customers and partners in the SUSE ecosystem. In addition, HPE has named SUSE a preferred open source partner for Linux, OpenStack IaaS and Cloud Foundry PaaS.

# PacketLight deploys Channel Partner Program



Koby Reshef, PacketLight

PacketLight Networks, a provider of optical fibre networking solutions, has deployed its Channel Partner Program (CPP) for enterprise

VARs and resellers.

The CPP is intended to expand the company's footprint of bundled solutions designed to optimise and cost-stabilise metro and DCI optical networks. The programme offers its members product training, customisation, pre-and post-sales support, and incentivised pricing, according to the company.

"We are living in a historic time for optical networking as the world has come to rely almost ubiquitously on its ability to transport high speed data," said Koby Reshef, Chief Executive Officer, PacketLight. "We developed the

**“ We developed the Channel Partner Program to provide our partners with tailored marketing and support services in order to help them cope with the growing data demands outpacing infrastructure with on-demand video, streaming, social, business continuity and security requirements.”**

Channel Partner Program to provide our partners with tailored marketing and support services in order to help them cope with the growing data demands outpacing infrastructure with on-demand video, streaming, social, business continuity and security requirements. Deploying CPP is to show our existing partners, and new ones, that we rely on each other for success."

The CPP has five tiers from technical and sales training – designed to help partners understand complex needs

for WDM solutions, customised design blueprints where the vendor's sales support team provides network designs to assisting partners with technical presentations and demos.

Reshef added, "We share business leads with our partners in order to grow their business with us. We ensure our partners have 24x7 technical support by our sales support team. The CPP helps our partners increase number of opportunities, strengthen existing customer relationships and grow profitability."

## IDC report: East Africa PC market suffers decline

According to the latest figures from IDC, the East Africa PC market – comprising Kenya, Ethiopia, Tanzania, and Uganda – declined -8.6 percent year on year in Q4 2016.

The global technology research and consulting services firm said shipments for the quarter fell to 113,303 units as a combination of political, monetary, and economic factors inhibited the PC market's performance.

"East Africa's biggest PC market, Kenya, continues to be hampered by political uncertainty in the build up to general elections scheduled for August 2017, while the government's introduction of monetary policy changes has tightened access to credit," said Kirui Andrew, a research analyst for systems and infrastructure solutions, IDC East Africa.

"The region is also coming under mounting pressure from the influx of gray imports from the UAE. These imported PCs often evade VAT, particularly in Kenya and Tanzania, making them a cheaper alternative that local channel partners simply cannot compete with."

IDC's data shows that commercial PC shipments in East Africa fell -9.1 percent year on year in Q4 2016, due mainly to reduced investments by small and medium-sized businesses (SMBs). Meanwhile, the consumer segment saw shipments fall -7.5 percent over the same period, in part due to the competition from gray imports.

In terms of the overall PC vendor landscape, Dell overtook HP Inc. in Q4 2016 to become the region's leading PC supplier with 30.1 percent unit

**“ East Africa's biggest PC market, Kenya, continues to be hampered by political uncertainty in the build up to general elections scheduled for August 2017.”**

share. Second-placed HP Inc. saw its share fall to 22.3 percent, while Lenovo remained in third position with 19.6 percent share of the market.

Looking ahead, IDC expects the East Africa PC market to see marginal growth in 2017, with a year-on-year increase in shipments of 2.0 percent forecast for the year as a whole.

# MENA Retail Leaders' conference discuss the sector's future



Nisreen Shocair, Virgin Megastores MENA and Rick Vlemmiks, SG Retail

The ability of retailers to put the customer at the front and centre of their business will determine the industry's future success, according to the region's leaders during the Retail Leaders Circle MENA in Dubai.

The annual exclusive summit saw 100 industry delegates benefit from the insights of the region's retail experts and business heads.

Nisreen Shocair, President, Virgin Megastores MENA, who delivered a keynote address on "Redefining Customer-Centricity", highlighted the most common retailing misperception that price promotions are at the heart of customer-centricity. "This is about knowing your customer, understanding what they want, listening and acting. Your brand alone does not guarantee customer loyalty because the market is saturated. Neither does exclusivity because there is no such thing as exclusivity anymore. It is not going to be your location in a mall either if people aren't going to the mall anymore. What is going to be paramount to the success of your business today is your relationship with your customer."

Consumers increasingly expect a seamless, connected experience

**This is about knowing your customer, understanding what they want, listening and acting. Your brand alone does not guarantee customer loyalty because the market is saturated."**

across channels (including web, mobile, social, and in-store) and delivering this effectively requires real time data. According to Shocair, "the days of waiting six months to run a campaign and then bringing in a market research company to run the results are gone. It's all about real time. Retailers need to maintain their competitive edge by gaining real time information on their customers. Customer-centricity is about delivering a more tailored and personalised shopping experience – one that delivers the right products, services, and value to each customer at the right time."

## Supermicro signs with Asbis for Middle East

Manufacturer of server, storage, networking and management total solutions, Supermicro, has partnered with Asbis ME for delivering its complete portfolio in the region.

As per the terms of the agreement, the distributor is authorised to provide regional channel partners the vendor's advanced server building block solutions, which offer an array of components for constructing energy-efficient, application-optimised, hyper-converged infrastructure solutions.

Partners will also have access to Supermicro's other products including servers, blades, GPU systems, workstations, motherboards, chassis, power supplies, storage, networking, server management software and SuperRack cabinets/accessories.

The vendor said that it is committed to protecting the environment through its 'We Keep IT Green' initiative and provides customers with energy-efficient and environmentally-friendly solutions.

# 92%

**OF GLOBAL ORGANISATIONS BELIEVE THAT VIDEO COLLABORATION TECHNOLOGIES HELP IMPROVE TEAMWORK AT THE WORKPLACE**

SOURCE: POLYCOM

Introducing the  
**EnGenius Neutron Series**  
 Distributed Network Management Solution



**Enterprise Wi-Fi  
 Network Management**



**Multiple Site Network  
 Management**



**Unlimited Access  
 Point Management**



**No User License**

The Neutron Series



Best of  
**INTEROP**  
 2015 Finalist



**ezMaster**  
 Global Wireless Management



**Wireless Management Switch**  
 Powerful Network Controller



**Managed Access Point**  
 Ideal for Indoor & Outdoor Access Point

Ideal for:



College  
 Campuses



Corporate  
 Campuses



Shopping  
 Malls



Resort  
 Properties



Parks and  
 Campgrounds



Military  
 Bases



Warehouse  
 Operations



Stadiums &  
 Arenas



Medical  
 Centers



Luxury Homes  
 and Estates

Features and performance may vary depending on the system configuration, settings, network conditions and environmental factors. EnGenius reserves all rights to amend any features, errors, inaccuracies, or omissions and to change or update information at any time, without prior notice. Copyright © 2016 EnGenius International Dubai, All rights reserved.

# DVCOM Technology to help 2N grow ME channel footprint

Value-added distributor (VAD) DVCOM Technology, has announced that it will help 2N, a subsidiary of the Axis Group to grow its reseller footprint and channel business in the Middle East.

According to the VAD, which distributes products, solutions and services from vendors including Digium, DrayTek, Yealink, Yeastar, 2N and many others, the pledge comes as the Czech-headquartered vendor looks to cement its local footprint a cross the broader Middle East market.

Renjan George, Managing Director, DVCOM Technology, said the company wants to help 2N to establish a robust and responsive

reseller ecosystem in the region by recruiting, training and enabling channel partners to confidently sell and implement the vendor's solutions and services in the market. "We recently concluded a partner event which kicked off the agenda for this year and where 2N reaffirmed its commitments to growing the business in the regional channel," he said. "As a VAD representing 2N in the region, we would like to see the brand continue growing from strength to strength in the market."

George added that as 2N prepares to start offering Middle East-based channel partners its cloud-based offerings, it's important for DVCOM to take the lead is supporting the

vendor's efforts by cementing its local presence.

Ing Pavel Chrudimsky, Regional Sales Director, 2N, said that the plan to grow the Middle East channel presence stems from the potential the region has and the business growth that's coming out of the Middle East market. "Although we are based in the Czech Republic, we now have presence in 140 countries around the globe," he said. "The Middle East remains an important region for our company, hence, we are working closely with DVCOM in supporting their efforts of partner recruitment, training and enablement initiatives."

## MEA tablet market sees decline

The Middle East and Africa (MEA) tablet market declined 24.2 percent year on year (Y-o-Y) in the final quarter of 2016 to total 3.07 million units, according to the latest figures announced by International Data Corporation (IDC).

According to IDC's Middle East and Africa Quarterly Tablet Tracker, for 2016 as a whole, tablet shipments in MEA declined 14.7 percent Y-o-Y to total 13.8 million units, which is in line with global tablet market's 15.6 percent decline over the same period.

"Tasks that were previously performed on tablets are increasingly moving to bigger-screen smartphones, so tablets are becoming redundant in the consumer ecosystem of gadgets," said Nakul Dogra, Senior Research Analyst for Client devices, IDC MEA. "Indeed, consumers are now investing more time and money into smartphones than tablets, which has led to a slowdown

**Tasks that were previously performed on tablets are increasingly moving to bigger-screen smartphones, so tablets are becoming redundant in the consumer ecosystem of gadgets."**

of tablet markets around the world, not just here in MEA. That said, there are still countries in Africa that harbor scope for further tablet penetration."

In terms of vendor rankings, Samsung continued to lead the MEA tablet market in Q4 2016 with unit share of 17.6 percent, despite experiencing a significant decline in shipments of -28.0 percent on the previous quarter and -43.6 percent on the corresponding period of 2015. Lenovo increased its share to 10.8 percent from 9.9 percent in Q4 2015. Apple climbed into third spot, capturing 8.7 percent share

despite suffering a -41.2 percent Y-on-Y decline in shipments. UAE-based vendor i-Life rose to fourth in the rankings with a market share of 7.4 percent, spurred by the popularity of its low-cost offerings. Huawei's shipments fell -39.6 percent Y-on-Y in Q4 2016 to account for market share of just 5.1 percent, a considerable drop from its 13.5 percent share in the previous quarter.

Taking the above factors into account, IDC's tablet market forecast has been revised downwards. IDC now expects the market to decline -8.1 percent Y-on-Y in 2017 to total 12.76 million units.

# INDUSTRY APPOINTMENTS

## SAS names new Regional VP for EMEA



Riad Gydien, SAS

SAS has promoted Riad Gydien to Regional Senior Vice President role for the South and East EMEA regions.

Gydien was previously SAS Vice President of the Middle East and Africa.

“Functioning as a global company is important to not just SAS, but to our customers,” said Carl Farrell, Chief Customer Revenue Officer, SAS. “This is why I am promoting Riad into his new role over south and east EMEA. Riad has insight and relationships from his previous role that will transition well into this expanded management position. As a seasoned leader, he will build on the demand we are seeing in in southern and eastern EMEA, while ensuring that businesses and organisations are getting the resources and support they need to thrive in changing markets.”

With SAS since 2007, Gydien will lead operations and manage the sales strategy throughout southern and eastern Europe, as well as the Middle East and Africa, building on his strong customer and partner relationships to drive synergy and consistency across the region. “I am excited for the opportunities ahead and being able to work with a strong team to build on the strong foundation we have now to support future growth and innovation,” said Gydien.



Monzer Tohme, Epicor

## Epicor announces new Regional VP for MEA

Epicor Software Corporation has announced the appointment of Monzer Tohme

as Regional Vice President, Sales, Middle East and Africa (MEA).

According to Epicor, taking leadership of a business that has seen strong growth over the last year, Tohme will focus on building the sales team, growing the channel community and expanding the company’s footprint in the region.

Sabby Gill, Executive Vice President, Epicor International, said, “As we look to build on our success in the region, having the right individual to lead the organisation is critical to our international growth strategy. An

industry veteran with over 25 years of sales experience in the ERP market, Tohme has the market knowledge, contacts, and most importantly, the leadership skills that will allow us to build a strong Epicor team and partner community in the region.”

With an initial focus on the United Arab Emirates (UAE), Saudi Arabia (KSA) and South Africa, Tohme will look to grow the Epicor business within its existing customer base through upgrades to the latest software versions. At the same time, he will drive customer acquisition, specifically in the hospitality and manufacturing service sectors.

“I am extremely excited to be joining Epicor at such a pivotal period in the company’s growth,” said Tohme.

---

## D-Link appoints new Chairman



Douglas Hsiao, D-Link

D-Link has appointed Douglas Hsiao as the new global chairman of the board. He will replace John Hsuan, who will

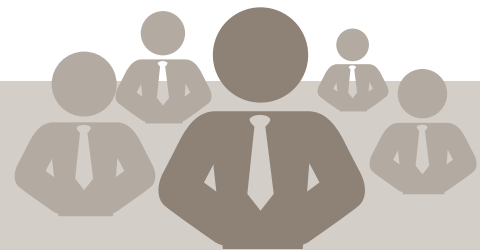
continue to serve on the board.

With over 30 years of experience in the industry, Hsiao has served as D-Link’s Chief Executive Officer and Vice Chairman of the Board since 2015. He is the former general manager and current corporation representative of the board director at Alpha Networks Incorporated. Hsiao also

previously held positions as sales manager at Wang Laboratories, Vice President of Sales at Lite-On Technology Corporation, and columnist at DigiTimes.

Hsiao graduated from National Chiao Tung University with a degree in telecommunication engineering. He continued to be involved with his alma mater, as he became CEO of the Branding College of his Alumni Association.

“I am honoured to be named Chairman, and I have confidence in continuing D-Link’s success in creating innovative, high-quality networking solutions,” said Douglas Hsiao. “D-Link has been a market leader for over 30 years, and I look forward to leading the company as it enters a new era.”



Ajay Shrivastava,  
Knowlarity

## Knowlarity announces new CTO

Knowlarity has recently appointed Ajay Shrivastava, as its Chief Technology Officer.

Shrivastava was the Head of Technology at OYO Rooms, before joining Knowlarity. Ajay has been a technical leader in start-ups, as well as an established global leader working with the likes of Intel, Adobe, Microsoft, Expedia, SlideShare, LinkedIn and OYO. Considered a veritable tech wizard, he specialises in high performance

execution of technology and will be bringing this prowess on board at Knowlarity to further bolster its tech infrastructure.

“It gives me great pleasure to join the thriving workspace of Knowlarity, which is doing seminal work in the cloud and business communications arena. I always enjoy working with fast-growing start-ups as it gives me ample opportunities as well as operational freedom to build awesome products, technology and organisations. I hope to create something unique and disruptive together with the passionate team at Knowlarity,” said Shrivastava.

## Digital Shadows appoints new VP for Business and Corporate Development



Alex Seton,  
Digital Shadows

Digital Shadows has announced the appointment of Alex Seton as Vice President of Business and Corporate

Development to further accelerate industry adoption of Digital Shadows solutions through an innovative partner eco-system, investment and go-to-market approach.

According to the company, with over 24 years of experience, Seton is well known in the cybersecurity industry for identifying and delivering compelling product solutions and strategic partnerships resulting in increased customer value and company acceleration.

“We are delighted to welcome Alex to join the Digital Shadows family and help us build a world-class global business development strategy to further protect customers around the globe with our unique offering and further accelerate our market penetration,” said Alastair Paterson, CEO and Co-Founder of Digital Shadows. “I am confident he will help us to drive the build out of a robust global partner ecosystem by developing industry differentiating technology partnerships and global strategic commercial partnerships.”

---

## Centrify names new EMEA Channel Director



John Andrews, Centrify

Centrify has appointed John Andrews as its new EMEA Channel Director. He will report to Vice President and Managing Director for

EMEA, Andy Heather, and will be responsible for setting out and delivering on the company's long-term channel strategy and building a core set of distribution partners and VARs across the region, including the UK, DACH, Middle East, Northern Europe and Southern Europe.

Joining from BeyondTrust, Andrews has spent the last 18 years helping to build a channel presence and coverage in the Middle East and APAC markets for market-leading security vendors, including Juniper Networks, F5 and McAfee. He also spent three years as Marketing Director for Computerlinks

Distribution, managing a portfolio of more than 25 security-focused vendors.

“We have built up a strong channel network across EMEA over the past few years, but now is the time to assess these relationships to ensure our partners have the right skill set, product alignment and are committed to adding real value to our mutual customers,” said Andrews. “We also want to ensure we are working with channel partners that can offer specialist skills and routes into core vertical markets, including banking, retail and telcos.

“Our strength is the identity message, which plays into every part of the security sell, from privileged access management and single sign on to multi-factor authentication and identity as a service (IaaS). My primary goal is to support our channel partners in delivering this message to customers who are struggling to manage identity and access in today's diverse environments, incorporating hybrid cloud, mobile and data centre.”

# Covr Wi-Fi System Kit

DKT-883



DIR-883

AC2600 Wi-Fi Router



DAP-1655

AC1300 Seamless Extender

COMING SOON



Wi-Fi in every corner  
of your home

**Covr** is the new way to Wi-Fi in your home from D-Link.

Our new "Whole Home Networking Solution" is a seamless Wi-Fi solution which covers every square inch of your home and every device with ultra-fast and reliable broadband.

**Seamless Roaming:** Devices seamlessly steer devices to the optimal wireless band and load balances as more devices connect.


**Scalable Solution:** Add extenders as coverage needs are increasing.

**MU-MIMO:** High-bandwidth signals to multiple devices at the same time for better network efficiency.



 [www.dlinkmea.com](http://www.dlinkmea.com)

 [facebook.com/dlinkmea](https://facebook.com/dlinkmea)

 +971 4 880 9022

 [info.me@dlinkmea.com](mailto:info.me@dlinkmea.com)

**D-Link**<sup>®</sup>



# FUTURE OF NETWORK SECURITY

**Martin Hester, Head of Channels and Alliances, EMEA, Juniper Networks,** explains how channel partners need to implement security that protects the business from the inside out.

**I**n the era of the cloud, the network has become more important than ever, but anytime/anywhere access has also led to cyber-attacks becoming an increasingly large risk for organisations. Hence, it's no surprise that high-profile incidents where cyber-crime campaigns have

crippled company operations have made the headlines across the Middle East.

For example, the Shamoon virus first struck the energy sector in Saudi Arabia back in 2012. The destructive disk-wiping malware was recently implicated again in a series of attacks targeting the private

sector and various government agencies, including a division of the labor ministry. This new version – named Shamoon 2 – has been updated to delete Virtual Machine snapshots, making it much more difficult to restore affected systems.

This example of the constantly evolving threat landscape translates



Martin Hester, Juniper Networks



*“For channel partners and resellers, the challenge is to move customers towards software-driven, open architecture and deciding how and where to deploy security in the network.”*

to a new set of challenges for customers. One of the areas impacted directly is increasing expenditures in the area of network security, which doesn't necessarily equate with being more secure. As technology advances, hackers are becoming more sophisticated and organised, forming groups and collaborating across borders to successfully penetrate their targets. Their methods are also more focused and, with network complexity, sometimes harder to track. Thus, their campaigns have become pervasive, more effective and ever present.

For channel partners and resellers, the challenge is to move customers towards software-driven, open architecture and deciding how and where to deploy security in the network. Driven by the growth in mobile-centric technologies, it's now essential to consider security at every point in, and on, the network, both inside and out - in other words, it's become a zero-trust world.

The proliferation of digital technologies has also made the surface area for cyber-attacks larger than ever, with a constantly-changing threat landscape that now spans malware, phishing and email scams using social engineering techniques.

Combined with the popularity of BYOD this means that threats can include any employee who walks into the office with the potential for malware on their laptop or smart device.


Compounding the problem, many networks are built on yesterday's architectures and instead of creating greater certainty, the usual approach of defense-in-depth using multi-layered security solutions now just creates agonising complexity, without providing sufficient protection.

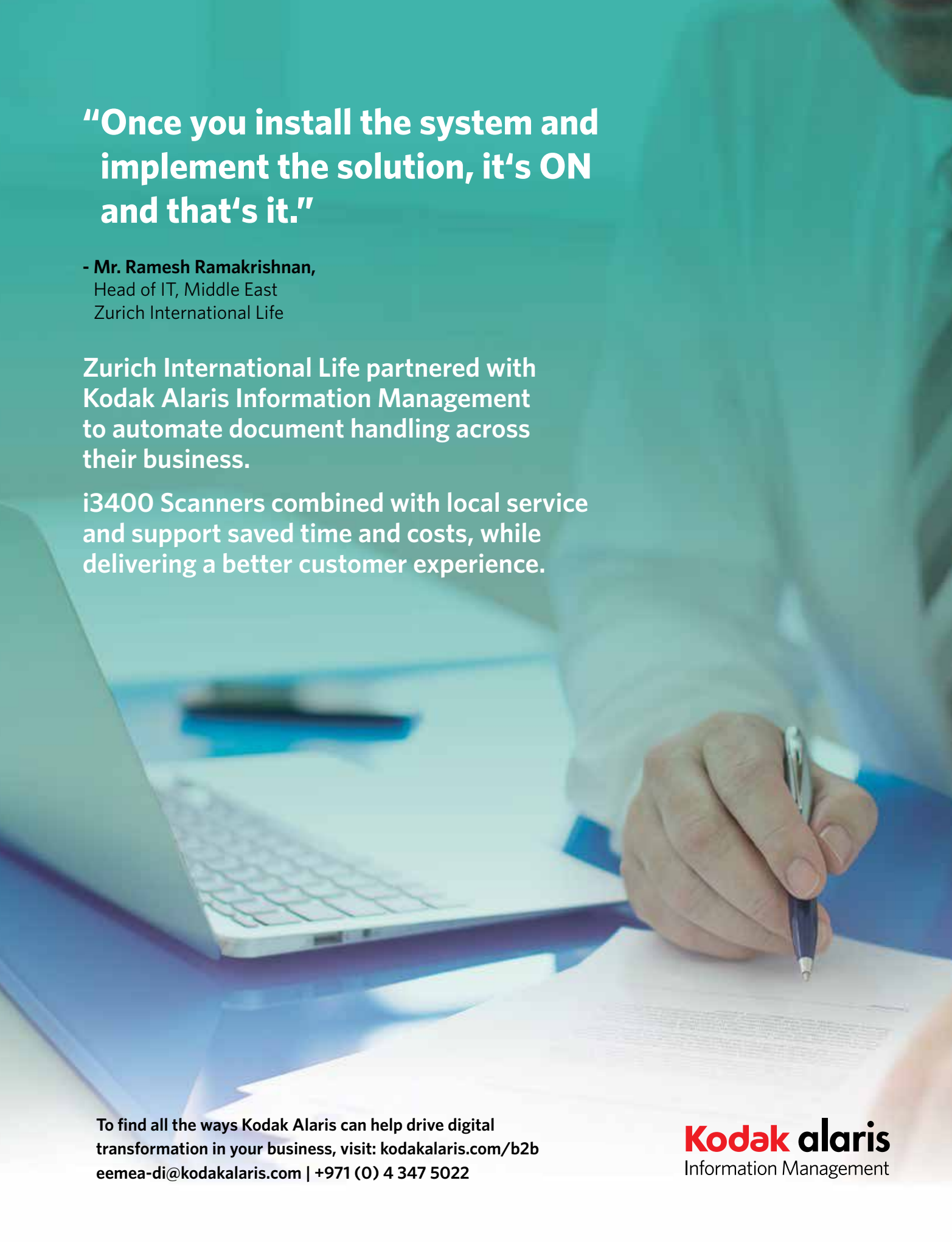
Juniper's approach to this challenge has been to take a step back and re-think how best to mitigate the increasingly sophisticated threat landscape across the entire network. It's clear that the traditional 'castle model' of securing the perimeter and endpoints by putting up 'walls' has to change. Turning this traditional security mindset on its head, we believe that the stance now required is to enable the network to protect itself.

By combining network information at the infrastructure core and extending into cloud-based, real-time threat intelligence, every element of the network can become an active and automated participant in security and a policy enforcement point. Businesses can now use all of their

resources for security, not just the dedicated appliances.

Increasingly, many end customer organisations will struggle moving away from the traditional and complex defense-in-depth model. At Juniper, we recognise that a software-defined security strategy is a new approach for many of our channel partners, especially in how they do business and serve their customers. By combining SDN with the strength of cloud economics for intelligence and computing resources, we believe a software-defined security infrastructure is the future of network security. And by creating an ecosystem of security intelligence, SDSN brings significant added value by providing the ability for partners to cross-sell hardware and software and to wrap their own services into this integrated and open solution.

We are applying both investment and focus into ensuring our channel partners can fully take advantage of the opportunities that this shift in mindset is creating, one that embraces the elements of a software-defined network and leverages the economy of the cloud to help businesses stay one step ahead of constantly evolving threats and attacks. 



**"Once you install the system and implement the solution, it's ON and that's it."**

**- Mr. Ramesh Ramakrishnan,**  
Head of IT, Middle East  
Zurich International Life

Zurich International Life partnered with Kodak Alaris Information Management to automate document handling across their business.

i3400 Scanners combined with local service and support saved time and costs, while delivering a better customer experience.

To find all the ways Kodak Alaris can help drive digital transformation in your business, visit: [kodakalaris.com/b2beemea-di@kodakalaris.com](https://kodakalaris.com/b2beemea-di@kodakalaris.com) | +971 (0) 4 347 5022

**Kodak alaris**  
Information Management



## QUICK GLANCE

**COMPANY:** *Belkin International*

**HQ:** *California, USA*

**ESTIMATED REVENUES:** *\$1 billion plus*

**FOUNDER AND CEO:** *Chet Pipkin*

**YEAR OF START-UP:** *1983*

**TOTAL STAFF:** *1000 plus*

**META MD:** *Amanulla Khan*

**TOTAL META STAFF:** *12*

**TOP DISTRIBUTORS**

**Linksys:** *UAE – Aptec Distribution, Eros Electricals, Logicom; KSA – Al Jammaz Telecom and Qatar – Techno Blue*

**Belkin:** *UAE – Shift Electronics, Tech Mart; KSA – Jarir Marketing; Kuwait – X-cite General Trading and Qatar – Modern Home*

# PARTNER POWER

Editor Janees Reghelini catches up with **Chet Pipkin, Founder and CEO, Belkin International** and the firm's **META Managing Director Amanulla Khan**, at its recent Middle East launch of mesh networking product, Velop, to learn the role partners will play for its future business.

**B**elkin International was born more than three decades ago when Chet Pipkin realised easy-to-use cables connecting one to the other didn't exist in the market. Kick starting the company from his parents' garage way back in 1983, today Pipkin is keen on ensuring the \$1billion plus firm is on track to keep

transforming along with the evolution in the networking space. And to do this, he says, partners will continue to play a critical role.

As a testimony to this commitment, one of the first things Pipkin did when he arrived in Dubai for the firm's recent Middle East launch of its mesh networking product, Velop, was to visit partners across the city.

He adds, "Our business through our partners is vital for us. Everything we do is through our partners and Belkin was built exclusively around them from day one. We were educated on what our business model should be only through spending time and having conversations with our partners about market challenges and ways to address them."

And as most partners in the region are entrepreneurs just like Pipkin, he encourages them to focus on the original mission of a business when it was a start-up to be successful.

He adds, "One of the lessons along the way has been, if there is a noble goal for a brand, the rewards are going to keep turning up. I am pleased that we are fortunate enough to have that noble goal in place – trying to help people have better lives – and this has endured

*"We were educated on what our business model should be only through spending time and having conversations with our partners about market challenges and ways to address them."*

through the decades. The same principles from the early days continue to be the ones that drive us today.”

Today the company carries three brands – Belkin, Linksys and WeMo – which will continue to drive its growth in the future, says the Founder. Outside of the networking area, he is also confident that its recent joint venture with Uponor, Phyn, will also add to its growth story in the coming years.

Technologies in the networking space continue to radically evolve with time. How does a 35-year-old brand ensure that it stays ahead of the market demand?

According to Pipkin, the key is to stay on top of consumer insights.

“Consumer insights and engineering. We are an engineering-led organisation where our engineers

## **What keeps Pipkin going...**

*“We are doing a small part to make the world a better place and enhance people's lives; and this is rewarding and inspiring. If we can create an environment within the brand, either for someone who is finding their first job with us or who is in the middle of their career, to liberate and empower them to be their most self-fulfilled person, then that's something. Even if they leave the company at some point, but have the tools, assets, experience and have the learned the confidence to have a successful life and career for themselves and their family, it doesn't get better than that. And if I or the company can play a small part in helping them achieve this, then that's everything I can hope for.”*



*“Our best partners have always made us better. Our promise to them is that we will keep investing in consumer insights and engineering.”*

completely focus on enabling experiences that customers want to have with the technology that is available today.”

Partners also play a huge role in contributing to insights from their interactions with customers. They are best placed to share the challenges customers face and discuss how it can be overcome.

With offices all around the globe, Pipkin says the Middle East business is critical to the firm.

“The reasons behind that is because people here are forward thinking and creative thinkers. We have a tendency in the Gulf area to invest for the future with a long-term view. People are curious about what they can do with technology in their lives. The region pushes us to do more with what we have and enable satisfying customer experiences.”

Amanulla Khan, Managing Director, META, Linksys, Belkin International, says, “This is a great time for our partners to be on board with us. We believe we are going to bring in many new customers with the introduction of Velop in the region.

“We are also focusing on getting more out of the shelf space from our partners. We train and educate our sales personnel to guide customers as per their requirements and have a planogram for our routers.”

Khan adds that this has enabled the company to reduce returns and increase the ASPs. Partners can look forward to several partner programmes over the course of the year.

“Our aim is to double down our focus on education,” he says. “According to GfK reports, we have a 40 percent market share in UAE



**GISEC**

GULF INFORMATION SECURITY EXPO & CONFERENCE

21-23 MAY 2017

**INGRAM** MICRO<sup>®</sup>

**VISIT**  
**INGRAM MICRO AT**  
**GISEC 2017**

GULF INFORMATION SECURITY EXPO AND CONFERENCE

ZAB4 HALL, STAND C30 ■ DUBAI WORLD TRADE CENTRE

**UNLOCKING**  
**CYBER SECURITY POTENTIAL**

and KSA. We offer a lot more returns for our partners for the same shelf space they give us.”

Khan says the firm’s aim is to maintain its market share by investing in partners.

“We want to ensure they are creating great consumer experiences. We will also invest in store sales this year.”

“Our best partners have always made us better. I like to encourage them for that feedback loop coming back to us. Our promise to them is that we will keep investing in consumer insights and engineering,” adds Pipkin. “We know we have to earn their business. We look forward to working hard to earning their business with the best experiences in solutions at the best prices.”

Regional partners have been grappling with the issue of low margins and looking for ways to counter it. According to Pipkin, the company goes the extra mile to ensure their partners’ expectations are met in this area.

“It is a conscious thought process from our end that the partners are working hard and the margins barely exist for some of these devices. We are sensitive to this and therefore ensure there are appropriate compensation and rewards in place for them. I believe most of our partners will back that up,” he says. “It is the responsibility of the brand to recognise the critical role partners play. And I would like to think that we do that – we don’t just talk about it, we execute it.”

Pipkin also advises partners to think beyond selling products.

## **Velop**

*Linksys introduced its Whole Home Wi-Fi product in the Middle East last month, called Velop. According to the company, it is the first Tri-Band modular Wi-Fi system that can be installed in various mesh configurations. Each Velop ‘node’ is a Tri-Band AC2200 device that serves as router, range extender, access point, and bridge. Each node is configured during setup by the accompanying Linksys app (available for iOS and Android), which provides an easy setup leveraging Bluetooth to securely communicate between the mobile device and each node.*

*Velop uses the three radios dynamically to determine the optimal path from the modem and ‘parent’ node to each ‘child’ node to ensure the fastest speeds to all client devices, regardless of which node they are connected to.*

*“Velop is targeted at ‘connected families’ as they want seamless reliable WiFi throughout their home. This is a fantastic time to be a partner in the space because customers need this product, as per the studies we have done. Partners have the opportunity to educate them on the benefits Velop can bring to their home, build their business and do the right thing for people,” says Khan.*


“There can be an overemphasised focus on the device and we understand how it is easy to get caught up in that, as it certainly drives more footfall to the store.”

But it is important for partners to take the time to learn the genuine pain points for a consumer.

“Stay open-minded about what is really going to be beneficial to the consumer. And find those opportunities where there is an intersection of benefits for

consumers as well as themselves as a business,” he says.

How does the founder see the company over the next 10 years?

“Belkin has been filling in the gaps between what people want to do and what technology allows us to do at the time, for the last 35 years. I suspect that even in the next 10, it would be more similar than not. However, the way it manifests will be more in a modern sense,” he concludes. 



# Get up to 33% more prints without the “toner shake.”



## New Original HP Toner with JetIntelligence.

To design the perfect printers for the leaner, faster, smarter office, we started with the little things: toner particles. The result is new Original HP toner cartridges with JetIntelligence. They deliver up to 33% more prints per cartridge – no “toner shake” required.<sup>1</sup> They have inspired a new generation of HP LaserJets that are up to 40% smaller, up to 40% faster, and use up to 53% less energy.<sup>2</sup>



Authorized Distributor



For more information, please write to [sales.volume@redingtongulf.com](mailto:sales.volume@redingtongulf.com)

# MIDDLE EAST CALLING

**Reseller ME**, profiles new vendors on the block who have recently forayed into the Middle Eastern region to set up a channel-led business.

## AXILSPOT



**August Chen,**  
Director, Global Sales

**Year of establishment in Middle East:** 2015

**Regional opportunities:** There is huge demand for Wi-Fi network in an array of fields, including hospitality, energy industries, Smart City constructions, tourist attractions and pillar industries and many more.

**Channel strategy:** We are adopting the secondary market channel strategy: vendor-distributor-systems integrator. Being in the enterprise space, we understand how important it is for system integrators to deliver quality products and solutions and hence we are committed to delivering the same and keeping our approach

channel friendly to become one of the most preferred brand in Enterprise Wi-Fi space.

**Regional distributors:** We are in the process of evaluating and choosing right partner.








**2017 objective:** To begin with, we will sign up with regional distributors in the Middle East and build up systematic distribution channels. Then, we aim to launch effective brand building campaigns to enhance our brand awareness by the means of exhibitions and media platforms. We also plan to provide training courses both online and offline.

The Leading  
Technology Value-Added Distributor



الجماز للتوزيع  
al jammaz distribution

عضو مجموعة الجماز member of al jammaz group

920 000 230 | www.al-jammaz.com |        aljammazVAD

## Centra Technologies



**Nisith Naik**, CEO

**Year of establishment in Middle East:** 2016

**Regional opportunities:** CRM and HCM are part of an evolving market. Customers are only realising the need for these kinds of solutions and systems in their organisation. Ten years ago, ERP was the buzzword but today we are hearing more end-users asking for CRM systems. We are adding value to the current ERP systems by installing CRM in the front and HCM at the back-end. All ERP customers become our potential customers and those who sell these solutions also become our potential partners.

**Channel strategy:** We have onboarded around 25 to 30 partners

and is currently in talks with other potential partners to double this number within the year.

**Confidence of growth:** We have the backing of around 26 partners, which we inherited when we branched out from Focus Softnet. Beyond that, we are looking to extend this coverage extensively. Our products are adding value to a partner's business. We have a robust pipeline and is confident and on track to meet our objectives in this year.

**2017 objective:** Our focus is to sell through partners. Currently, we have offices in Dubai, Hyderabad and Singapore. We are now looking to enter the US market.

## Cradlepoint ME



**Husni Hammoud**,  
General Manager, ME  
and EE

**Year of establishment in Middle East:** 2016

**Regional opportunities:** Our solutions target distributed enterprises having multiple branches or outlets across the region. The Middle East and GCC is a good example of enterprises having regional presence with the need to connect all nodes securely with continuous uptime. We have found opportunities across vertical such as retail, branch offices, C-stores, banks - ATM's, digital signage, kiosks and transportation and have successfully deployed our solutions across these key verticals.

**Channel strategy:** Cradlepoint is a 100 percent channel driven company and we ensure that our channel partners are enabled and well trained

to position our solutions to the market place. The on-boarded channel partners have had sales and technical training locally and they can progress to achieve certifications on our 'Cradlepoint University' platform.

**Regional distributors:** Ingram Micro is our regional distributor for the Middle East and Eastern Europe.

**2017 objective:** By the end of the year, we aim to increase the visibility of Cradlepoint and its solutions in each country and spread our foot print across the region. We have progressed well in the last few months given the tough economic conditions in the region and are confident of setting a solid foundation for the years to come.

## D2L



**Hanny Alshazly,**  
Regional Director, MEA

**Year of establishment in Middle East:** 2015

**Regional opportunities:** The Middle East and Africa are experiencing rapid development and growth and the region is investing in education. We will play an important role in building the future of eLearning in the region and empowering educators with innovative technology that enables them to reach every learner.

**Channel strategy:** We recognise the value of partnering with local vendors, who add to our experience in education by providing the knowledge and intricate understanding of the local culture and market needs. This allows us to build strong relationships with our customers and provide them with the local support and services to experience

our technology. As we continue to build our channel network, we will focus on providing excellent support for our regional partners in order to provide full regional coverage.

**Regional distributors:** Naseej, Ingegno, Revalton, ITS - International Turnkey Systems. We are looking to sign up with more players soon.

**Qualities in a partner:** A great channel partner for us is typically an organisation that shares our values, passion and knowledge of education. They should have the ability to extend our services and support to local clients across their respective regions while bringing their own unique complementing offerings, experience, knowledge and reputation to the table.

## Knowlarity



**Ambarish Gupta,**  
Founder and CEO

**Year of establishment in Middle East:** 2015

**Overview:** Knowlarity provides cloud-based communications solutions to businesses in Southeast Asia and Middle Eastern markets. It helps the business grow their revenue faster with its proprietary customer communication technology platform SuperReceptionist. It is a virtual receptionist service, hosted on the cloud that allows start-up and small business owners to manage incoming and outgoing calls on their phone.

**Regional opportunities:** The Middle East region is exciting for

us and has ample prospects for our product. Sky is the limit in this region.

**Channel strategy:** Although, initially we did direct business because we believed resellers needed to see the advantages and gain trust in our solutions, we are now looking to onboard channel partners. We are committed to the region and can see a definite demand for our product. Partners also have the opportunity to have repeat business and high margins with our solution.

**Regional distributor:** We are looking to sign up with regional distributors in the region.

**2017 objective:** Our aim is to continue our rapid growth.

## OrangeHRM



Sujee Saparamadu, CEO

**Year of establishment in Middle East:** 2016, through partnership with Maham Consultants

**Overview:** OrangeHRM offers a choice of specialised modules designed to give customers seamless, centralised HR governance across their global business concerns. The Enterprise edition is a robust and scalable system with configurable workflows, custom reports, advanced rule-based engines and customer support. Pricing of OrangeHRM Enterprise, like Professional, is based on the modules the customers select and the number of employees served by the system.

**Channel strategy:** Our channel strategy will be through distributors. We will have multiple resellers along with one local executive who will

be based in the region and will understand the product and train the channel partners.

**Regional distributors:** We are in the process of looking for distributors who specialise in the same domain.

**Partner advantage:** The way OrangeHRM generates revenues will be through licensing. And our local resellers will do the implementation and training for which they will get incentivised and generate revenues for their own companies.

**2017 objective:** We have plans for massive growth in this region as it is a nascent area. Our focus is on our local partners. This is important because we need to understand the local culture and the way business is done here.

## RES



Samer Hani,  
Director of Sales, EEMEA

**Year of establishment in Middle East:** 2016

**Regional opportunities:** As the Middle East has become a region with advanced IT systems, companies are building a complex IT environment. RES, as an automation tool, is a solution to simplify matters in the IT operations of a business. RES reduces the cost of ongoing support agreements and reduces the expenditure of purchasing additional software licenses.

**Channel strategy:** We have identified three categories of sales channel – partners, which include

resellers with different grades such as silver, gold and platinum, alliances such as IBM, Tech Mahindra and Wipro and RSP, which is cloud-based Software-as-a-Service model for service providers.

**Regional distributors:** Mindware for the Middle East region

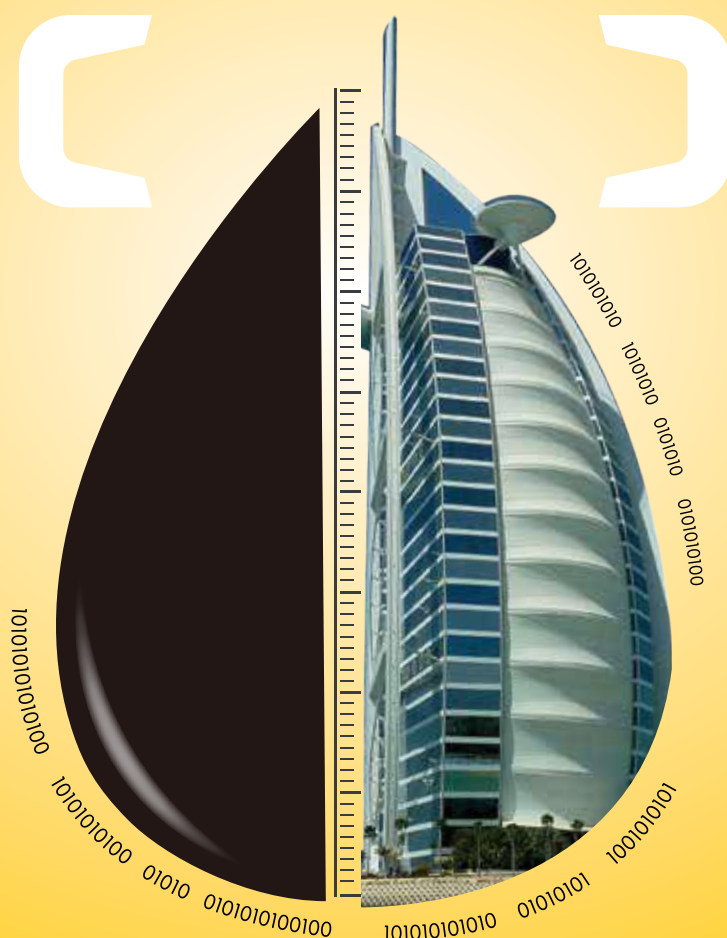
**2017 objective:** As RES provides a new concept for IT operations and people-centric approach, our objective is to increase our market share and to capitalise on our new and existing partners' technical certifications and enablement.

# HELLO, Dubai

 Alibaba Cloud

# Data is the new Oil

Access the power of big data and cloud technology



Talk to our team on-the-ground in Dubai and get started today!

Alibaba Cloud, Single Business Tower, Office 3601, Business Bay, Dubai, UAE

E: [AliCloud-MEA@list.alibaba-inc.com](mailto:AliCloud-MEA@list.alibaba-inc.com)

T: 009714 399 5551



Alibaba Cloud Official Website



GETTING  
CERTIFIED

Certifications are key to build credibility with customers. **Reseller ME** speaks to industry players to understand how partners can differentiate and remain ahead of competition by being certified for relevant technologies.





**C**ertifications enable customers to differentiate a partner based on expertise for a technology. Today in a competitive business space, resellers must step up their game to stand out in the market. Partners are increasingly understanding the importance of being certified.

“Certifications play an important role in demonstrating that the company knows the products and services they are selling in order to meet customer expectations,” says Sanjay Ahuja, VP, MEA, AGC Networks. “Partners who have invested in certifying their man power also understand the complexities involved and can troubleshoot and interface with the OEMs for faster resolution.”

Agreeing, Rui Silva, Channel Manager, Alcatel-Lucent Enterprise, says that being termed as a ‘certified partner’ communicates to the market that the partner has participated and successfully completed the necessary training and possesses the level of knowledge, which is required to speak with customers as vendor representatives.

Nirmal Manoharan, Regional Director of Sales, ManageEngine, says, “Certifications help customers determine which partner is most suitable to provide them with the technologies and solutions they require.”

Silva adds, “Customers constantly ask us for this information because it gives them a sense of comfort that they are dealing with a partner that has the skillset to help with their requirements.”



Alfred Tharwat,  
R&M META

*“Customers also seek certified and authorised partners as they can be confident that they will receive genuine systems and professional service from certified partners.”*



Sanjay Ahuja, AGC Networks

*“Customers tend to exclude partners in the bidding stage who don’t qualify on a minimum set of certifications required to support their infrastructure.”*

That’s not the only reason, adds Alfred Tharwat, Head of Training and Data Centre consultancy, R&M Middle East, Turkey and Africa.

“Customers also seek certified and authorised partners as they can be confident that they will receive genuine systems and professional service from certified partners. Medium to large customers are mature enough to recognise the added value afforded by certified partners.”

According to Tharwat, technically, they are regularly trained to install and implement the vendors’ solutions.

“And commercially, they can provide best price as they typically enjoy rebates, discounts and other incentives from the vendors,” he adds.

In case a partner chooses not to invest in certifications, he will face several challenges – right from losing business to a certified partner to not being able to stand out from competition.

Ahuja says, “Technology is evolving at a steady pace and so it is crucial for partners to leverage new technology faster than their competition and be able to deliver

value for their business. Certification in new tech gives a business that competitive edge. Customers tend to exclude partners in the bidding stage who don’t qualify on a minimum set of certifications required to support their infrastructure.”

According to Cisco’s Channel Leader for Middle East Theatre, Shadi Salama, there has been an industry shift in channel training priorities away from vendor-specific certifications and toward industry certifications and skills development.

“The challenge for both vendors and partners is keeping pace with

training as well as developing the right mix of IT professionals. And, observers say, vendors that do the best job of training their partners will have an edge at being successful,” he adds.

Zacky Vaz, Regional Channel Manager, Fortinet, says, “Certification on complementing technologies helps partners to cross-sell and upsell solutions. It also gives them the edge for critical implementations. Moreover, ‘specialisation’ is the key to differentiate from other partners and increase margin opportunities.”

With the IT industry becoming increasingly multi-vendor, it is important for a partner to understand the unique aspects that a specific vendor brings to their portfolio, so that they can drive customer preference and sell more.

Martin Hester, Head of Channels and Alliances, EMEA, Juniper Networks, says, “Multi-vendor solutions bring flexibility and business value for the end-user but they also require a higher level of expertise from partners. Partners need to understand and support



Zacky Vaz, Fortinet

*“Certification on complementing technologies helps partners to cross-sell and upsell solutions. It also gives them the edge for critical implementations.”*

# Global Platform for Tech Traders



Harnessing the city's position as a leading electronics trading hub in Asia-Pacific, the HKTDC Hong Kong Electronics Fair (Spring Edition) offers international buyers direct access to the latest developments in everything from virtual reality to consumer electronics and smart device accessories. **Over 2,800** exhibitors will take part in Asia's largest electronics fair, which will be hosted from **13-16 April 2017** at the Hong Kong Convention and Exhibition Centre.

## **New** Tech Hall in the Limelight

Find the latest products and technologies from Virtual Reality, Connected Home, Robotics & Unmanned Tech to Wearable Electronics.

## **New** Startup Zone: Connect with the Future Today

Don't miss the **Startup zone (@Halls 3F-G Concourse)** that highlights the brightest tech startups from around the globe, allowing investors, buyers, manufacturers and venture capitalists to explore innovative breakthroughs in smart tech devices and next-gen ICT solutions. Discover new ideas, hear inventive pitches, take part in forums and network with the world's most innovative startups as you leverage new ideas to stay one step ahead.

### More Popular Zones

- Audio Visual Products
- In-Vehicle Electronics & Navigation Systems
- Electronic Accessories
- Personal Electronics
- Home Appliances
- Security Products

### Value-added Activities

- Business Matching
- Seminar Series
- Networking Events
- Product Demo & Launch Pad

### Concurrent Exhibition: HKTDC International ICT Expo

As one of the major elements of the International IT Fest 2017, **International ICT Expo** gathers **600** suppliers offering the newest ICT solutions and technologies for different sectors.

## **Act now to grasp the latest technology trends!**

HKTDC Hong Kong Electronics Fair (Spring Edition)

**Fair Dates:** 13-16 April 2017

**Venue:** Hong Kong Convention and Exhibition Centre

## **Register Now for Admission to Save HK\$100!**

**Web:** [www.hktdc.com/ex/hkelectronicfairese/38](http://www.hktdc.com/ex/hkelectronicfairese/38)

**WAP:** [hktdc.com/wap/efse/T119](http://hktdc.com/wap/efse/T119)

**Apps:** HKTDC Marketplace or HKTDC Mobile

**Admission:** For trade visitors aged 18 or above only  
(Admission fee is HK\$100 per person)



Know more about

### **Travelling Incentives & Hotel Sponsorship**

**packages for Trade Buyers**, please contact HKTDC Dubai office on:

Tel: (971 4) 3298 915, Email: [hkexhibitions.db@hktdc.org](mailto:hkexhibitions.db@hktdc.org)





Rui Silva, Alcatel-Lucent Enterprise

*"I believe more can be done at all levels in order to address the IT skills shortage in the region. Channel partners are lacking when it comes to training their staff. Training only seems to be provided when there is an immediate requirement in the market."*

more complex solutions. This creates a greater level of service and integration revenue for partners and a higher level of engagement with the end-user."

According to Jeroen Schlosser, Managing Director, Equinix MENA, the company's commitment to providing formal training and certification enables channel partners to best prepare their sales and technical staff to offer customers the optimal solutions to meet their evolving cloud needs.

"Ultimately, this not only increases a partner's overall revenue potential, but also their ability to maintain 'trusted advisor' status within the enterprise."

Although regional partners do realise the importance of being certified, are they investing in this area?


Silva says, "I believe more can be done at all levels in order to address the IT skills shortage in the region. Channel partners are lacking when it comes to training their staff. Training only seems to be provided when there is an immediate requirement in the market.

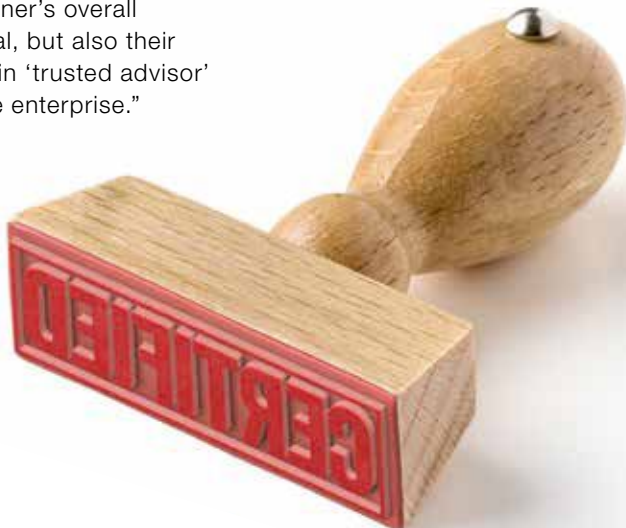
"This leads to poor customer service because the employee does not have enough exposure

to the products or solutions, nor enough time to build the knowledge to market it to customers. Overall, channel stakeholders will be better equipped if they receive the right training on the products and solutions that they are installing."

Vendors and distributors can play a vital role in offering partners appropriate training support. They should educate partners on the opportunities that will arise from being a 'certified partner'.

Hester says, "Vendors and distributors offer various mediums and resources for providing training to resale partners. Online training, webinars, classroom-based and virtual labs are part of the offering. Training is available for pre-sales, sales, post-sales and consultant personnel. Distributors can act as authorised training centres, using vendor-authorised trainers and offering certification classes to existing and potential partners."

There is no question that certifications will enable partners to win more business. However, they need to spend time and resources in ensuring they are doing so for the relevant technologies in their portfolio. This will certainly help them differentiate from competition. 



# GISEC IoTx

Officially Supported by



21-23 May, 2017  
Dubai World Trade Centre

## Connecting and Securing Smart Government and Enterprises

With 34 billion devices connected to the internet by 2020\*, how will your business stay digitally agile with enhanced customer experience while ensuring maximum security?

### DEMOS & WORKSHOPS

Attend CPE accredited training sessions & demos by industry experts

### TECH SHOWCASE

500+ cutting-edge solutions from regional & global market leaders

### DEDICATED CONFERENCES

75+ speakers including INTERPOL, GCHQ, Wells Fargo, AXA, HSBC & more

### BUYERS' LOUNGE

Discuss your RFPs and gain invaluable insights & advice from our key partners

**REGISTER ONLINE FOR FAST-TRACK ENTRY!**



\*source: businessinsider.com



# TALES OF E-TAILING

With e-commerce sales across GCC countries expected to reach \$41.5 billion by 2020 according to reports, *Reseller ME* examines the factors for the sector's growth.



**G**lobally, e-commerce platforms have revolutionised the way we think of shopping and transacting in general. Today it is not possible to fathom a world where you are unable to buy flight tickets or pay your utility bills online.

E-commerce industry in the Middle East has had a notable growth over the years and according to a Frost and Sullivan report, the sector is expected to grow by 40 percent across the GCC by 2020, with sales estimated to reach \$41.5 billion.

Marwan Elnakat, Digital Banking Solutions Manager, CISMEA, Gemalto, says, "This would mark the highest revenue in the industry worldwide, led by the UAE with 53 percent market share."

Within the region, increasing number of customers is opting for transacting online, as inhibitions surrounding it have drastically reduced. The primary reason for customers to back out from buying anything online is the security concerns. However, this is fast changing as customers have had smooth and successful experiences on their first try with regional online retailers.

Tony N. Al Saiegh, Executive Director,

Virtual Dusk, holding company of Souqplace.com, says, "The mentality of regional customers is changing. People trust the business model more and know that shopping online can be easier and at times help them purchase items at a discounted rate."

While cash-on-delivery continues to be popular with regional customers, an increasing number is also opting for credit card payments.

Nadeem Khanzadah, Head, OmniChannel Retail, Jumbo Group, says, "Shoppers are comfortable using their credit cards online with brands they trust."

"Growth in e-commerce in the Middle East region is encouraging the deployment and adoption of new online payment security solutions, while demand for an optimised payments experience – in terms of speed, convenience and multi-channel accessibility – is diffusing into the corporate and retail payment arenas," Elnakat adds.

What customers like to buy online have changed drastically over the years. From apparel to electronics, today customers even buy groceries online.

"Given the evolving nature of the products, consumer electronics are a

popular choice in the online retail space and one of the biggest categories in e-commerce," says Khanzadah. "From our own experience, Jumbo has seen a wave of new customers join the fold, thanks to the online shopping interface we have on offer. In the coming years, we believe that online consumer electronics sales will complement the brick and mortar sales thereby adding value and convenience to the customer."

Jaouad Dakir, CEO, E-City, says, the company has plans to commence its online business over the next few months.

"Online business will never be competition to brick and mortar stores, it will always be complementary. Retailers should understand that they can only have a successful business through a multi-channel approach."

Although the sector is growing at a rapid rate, Dakir believes the company is not too late to venture into this area.

"Regional online business is still in its nascent stages and the demand is increasing by the day. This is the best time to begin our online business."

The key driver to today's purchase decision-making is instant gratification to customers, says Khanzadah. The concept of webrooming and showrooming, enabling both online as well as store sales, is also influencing customer's purchase decisions.

He says, "There is also a rise in demand for customers buying goods online from reputed companies to ensure original products and warranty along with high expectation of great deals and offers. We find that customers are willing to make online purchases from trusted brands resulting in lower returns – hence saving on costs and effort."

Few challenges e-tailers face today include how to retain loyal customers and offer seamless secure shopping experiences.



Tony N. Al Saiegh,  
Souqplace.com

*"The mentality of regional customers is changing. People trust the business model more and know that shopping online can be easier."*



Nadeem Khanzadah,  
Jumbo Group

*“There is also a rise in demand for customers buying goods online from reputed companies to ensure original products and warranty along with high expectation of great deals and offers. We find that customers are willing to make online purchases from trusted brands resulting in lower returns – hence saving on costs and effort.”*

According to Khanzadah, product returns are also another challenge. “We have to keep such scenario to bare minimum to minimise customer dissatisfaction. That means we must get everything right the first time. From the order process to the packing and the delivery, we ensure that the selected products are correct, and sent to the right address within the promised time frame.”

One of the biggest factors for the growth of e-commerce is ensuring a secure and seamless process.

Elnakat says, “Biometric authentication is quickly establishing itself as the most convenient way of identifying and authenticating individuals in a reliable and fast manner.

“So far in the region we have seen businesses adopt a single

authentication method to secure online payment. However, times are changing and e-tailers must adapt to every individual’s unique set of needs in order to maintain a positive customer experience.”

He adds that maintaining a seamless experience within the mobile ecosystem must be a priority for e-tailers to diminish fraud while preserving the consumer’s online shopping experience.

According to industry experts, today we are right in the middle of the e-commerce boom that the region is experiencing. Last month, Amazon announced that it is foraying into the region with its acquisition of the local e-tailer, Souq.com.


“We are guided by many of the same principles as Amazon, and this

acquisition is a critical next step in growing our e-commerce presence on behalf of customers across the region,” said Souq.com CEO and co-founder, Ronaldo Mouchawar. “By becoming part of the Amazon family, we’ll be able to vastly expand our delivery capabilities and customer selection much faster, as well as continue Amazon’s great track record of empowering sellers.”

End of last year also saw Dubai businessman Mohamed Alabbar teaming up with Saudi sovereign wealth fund to launch a \$1 billion e-commerce platform, called Noon.com.

These developments are certainly going to pose as fierce competition to other regional e-tailers, resulting in solid growth for the sector. Another Frost & Sullivan report also valued the e-commerce sector at \$10 billion by 2018.

“With these projections, we can maintain a positive outlook as they indicate that consumer confidence in e-commerce is growing. This can be attributed to various factors, including the increased adoption of smart technology and acceptance of cashless transactions. Customers are also becoming more intelligent and are using multiple channels to make a purchase decision,” adds Khanzadah.

“E-commerce is definitely on the rise. And online retailers need to keep up with the market demand and offer differentiated experiences for customers,” says Al Saiegh. 



Jaouad Dakir, E-City

*“Online business will never be competition to brick and mortar stores, it will always be complementary. Retailers should understand that they can only have a successful business through a multi-channel approach.”*



## Dubai's **BIGGEST** Events Are Now Accessible On Your Smart Phone Devices



Access to latest events

Search using the  
key name, calendar or map

Browse chronologically





# ZUS SMART CAR CHARGER

The device exceeds the expectations of a car charger.

**W**ho said fitness trackers and location services are only for people and mobile devices? The ZUS smart car charger does just that for your vehicle as well as charges two devices at a time.


Manufactured by Nonda, the device is certainly an upgrade from a regular car charger, considering it is US Military grade approved. This means that it is tough and can withstand temperatures of up to 100 degrees Celsius.

The charger can fuel a cellphone as well as tablet and claims to be faster than a regular car charger. It has an intelligent system that detects the device you have connected and delivers optimum power

to charge your devices quicker. Moreover, the metal in the USB ports are coated in Titanium and the entire body is wrapped in good-quality plastic. A pair of guiding lights helps connect devices with ease if you find yourself searching for the ports in the dark.

However, ZUS stands out from other similar devices with its location tracking and battery life monitoring features. These features can be accessed via the ZUS app, which is simple and quick. The app interface is neat and comes in an attractive dark theme. The device's accuracy rate, although decent, is dependent on the strength of the GPS signal where the car is parked; hence basement parking and

multi-storied parking bays can be tricky.

The battery monitor is another helpful feature especially, if you are living in the UAE where summer temperatures tend to affect most car batteries. A graph indicates accurately how the battery is faring over days, weeks and months. 



# BOSE

## QuietControl30



**B**ose's QuietControl30 is the company's first Bluetooth ANC earphones, which addresses the design flaws associated with QuietComfort 20, which

suffered from inline battery and electronics pack. QC30's electronics and battery are contained a semi-flexible neckband, and there are no lengthy cables in this headset; the only wires in the mix connect the QC30's neckband to its earphones.

The QC30's battery lasts around eight hours of use before needing to be topped off again through a microUSB cable. Bose has been able to pack such a capable battery and noise-cancelling electronics into a neckband that weighs a mere ounce, making it one of the most light and comfortable Bluetooth earphones in the market today.

Unlike its predecessors, which only allowed for noise cancellation to be switched on or off, the QC30's ANC can be controlled through Bose's Connect app, which is available for both Android

and iOS. This free app also makes connecting and switching between devices easier than ever, and provides product tips and lets you personalize your settings. In addition to the control over the headphones through the app, the QC30 also comes with inline track-and-volume-control buttons as well as microphone for making phone calls or controlling your connected device's AI assistant.

Though the QC30 offers the best in-ear noise-cancellation, there is one drawback – you can't use this headphone without power. One the battery is out, there is no way you can plug them into a headphone jack as it relies solely on a Bluetooth connection to your source device. 



## SAMSUNG UNVEILS GALAXY S8 AND S8+

Samsung has officially unveiled its latest flagship smartphones, the Galaxy S8 and S8+.

The new devices' design features an "infinity display" and AMOLED screen that wraps around the device.

Samsung has removed the Home key button for the Galaxy S8 and Galaxy S8+.

The smartphones are equipped with iris scanning and facial recognition software. It retains a few familiar features from the Galaxy S7, including a 12MP camera, water-resistant body, wireless charging and a headphone jack.

Both the Galaxy S8 and Galaxy S8+ will be paired with 4GB of RAM. However, China and South Korea are reportedly getting 6GB of RAM variants. The



devices will run on Android 7.0 Nougat, and support dual-SIM slots.

The devices will also be first Samsung phones to feature the company's new Bixby AI assistant (in some regions) and the first with the new Qualcomm Snapdragon 835 chip.

Samsung has also unveiled a new version of the Gear VR and introduced DeX, a dock that allows the S8 to turn into a desktop computer.

Samsung Galaxy S8' price will start at \$720.

## BENQ LAUNCHES THE DLP 4K UHD LED HOME CINEMA PROJECTOR

BenQ has launched its latest 4K UHD digital home cinema projector – X12000 with true 8.3 million pixel detail.

According to the company, the home cinema projector strikes a perfect balance of wide-gamut high brightness from Philips ColorSpark HLD LED technology and cinema-accurate colours from BenQ-exclusive CinematicColor technology.

With 8.3 million distinct pixels to fully meet Consumer Technology Association's (CTA) 4K UHD specification, X12000 raises the bar of the home cinema viewing experience.

X12000 utilises the advanced DLP 4K UHD DMD with XPR technology for 3840 x 2160 distinct pixels and true 8.3-million pixel 4K UHD resolution. Single-DMD



DLP technology preserves precise colour accuracy and image integrity and colour accuracy without artefacts caused by panel misalignment, especially critical for 4K pixels, which are finer than 1080p.

The devices' X12000 features streamlined design with sleek front-facing ventilation. It is designed with unobstructed port architecture provides ample space to accommodate thick high-quality cables and HDMI / power cable locks to secure them in place. X12000 also offers H/V lens shift and 1.5X big zoom to fit perfectly into home cinemas of any size.

BenQ's X12000 4K UHD LED home cinema projector is priced at AED 30,000.

## ENGENIUS EXTENDS 11AC PRODUCT PORTFOLIO



*EnStation 5-AC*

The new EnTurbo Series AC Wave 2 Access Points, according to EnGenius, are designed to deliver ultra-fast speeds and expanded user capabilities to meet the high bandwidth requirements of today's highly dense networking environments.

The product line also offers additional features including beam forming to increase throughput and range, multiple output as well as an extended and flexible deployment.

The EnTurbo Series comes with a complete portfolio to address different scenarios including indoor, outdoor as well as tri-band.

The new family of EnTurbo Series 11ac Wave 2 Access Points includes: ENS500-AC - 11ac Wave 2 access point, ENS500EXT-AC - 11ac wave 2 access point with external detachable antennas, EnStation 5-AC - 11ac outdoor Wave 2 long-range bridge, and ENS620EXT - 11ac Wave 2 access point MU-MIMO with external detachable antennas among others.



**tahawal tech**

PRESENTS



# Reseller MEet



11<sup>th</sup> May, 2017  
Conrad Hotel, Dubai

Reseller Middle East's enterprise channel event – Reseller MEet, offers systems integrators and solution providers an opportunity to meet potential vendors and distributors in a setting that promotes new business relationships. The customised event offers a platform to converse with partners in a unique format that allows a mix of methods to interact - one-to-one meetings, company booths and private lunch.

In its third edition, the event aims to bring together relevant channel partners from across KSA, Oman and UAE markets. Having a robust channel ecosystem in place is essential for a company to grow and develop in a specific market. Ensuring these relationships are sustained over long-term brings in additional benefits for organisations.

For sponsorship enquiries:

**Natasha Pendleton**

Publishing Director

natasha.pendleton@cpimediagroup.com

+971 4 440 9139 | +971 56 787 4778

**Kausar Syed**

Group Sales Director

kausar.syed@cpimediagroup.com

+971 4 440 9130 | +971 50 758 6672

**Merle Carrasco**

Sales Manager

merle.carrasco@cpimediagroup.com

+971 4 440 9147 | +971 55 118 1730

.....  
For agenda and nomination related enquiries:

**Jeevan Thankappan**

Group Editor

jeevan.thankappan@cpimediagroup.com

+971 4 440 9129 | +971 56 415 6425

**Janees Reghelini**

Editor

janees.reghelini@cpimediagroup.com

+971 4 440 9167 | +971 50 459 5293

[www.resellerme.com/MEet/2017](http://www.resellerme.com/MEet/2017)

STRATEGIC VAD PARTNER



STRATEGIC TECHNOLOGY PARTNER



STRATEGIC INNOVATION PARTNER



EVENT PARTNERS



# LINKSYS™

## INTEL ANNOUNCES XEON PROCESSOR E3-1200 V6 SERIES

Intel's new Xeon processor E3-1200 v6 product family, which according to the chip maker, includes eight new versions that provide key improvements in processor speed, memory capabilities, hardware- security with support for the latest Intel graphics.

The new series is designed for entry-level servers used by small business customers and powering entry-level workstations.

The Intel Xeon processor E3-1280 v6 supports up to 3.90 GHz base frequency with Intel Turbo Boost Technology 2.0 frequency up to 4.20 GHz. Additionally, the Intel Xeon processor E3-1200 v6 product family supports enhanced



memory speeds, with configurations of robust Error-Correcting Code (ECC) memory up to 64 GB DDR at 2400 MHz.

The processors include hardware-enhanced security features such as Intel Software Guard Extensions (Intel SGX) to protect sensitive data like encryption keys used for communications over the Internet from unauthorised access or modification. The Intel Authenticate Solution offers customisable multi-factor authentication to help protect access to the most sensitive company data.

## CANON UNVEILS POWERSHOT G9 X MARK II

Canon Middle East has refreshed its PowerShot G-series with the PowerShot G9 X Mark II.

Offering superfast continuous shooting speeds of up to 8.2 fps, a large 1.0 type 20.1-megapixel sensor and Canon's DIGIC 7 processor.

With a DIGIC 7, and CMOS sensor at the heart, the PowerShot G9 X Mark II offers significantly improved performance and high quality results. Dual sensing image stabilisation offers 3.5-stop correction using parallel stabilisation processing, great for shooting on the go and keeping the frame steady even when the user's hand isn't.

To keep everything in the shot, the PowerShot G9 X Mark II packs a 3x optical zoom and 28mm wide angle lens, great for striking portraits and beautiful landscapes alike.

The camera's sensor, according to Canon, significantly reduces noise and improves dynamic range for consistent performance

day or night, while the f/2.0 lens

lets in more light, giving users the freedom to use lower ISO or higher shutter speeds, and create beautiful background blur.

The PowerShot G9 X Mark II delivers amazing performance in a minimalist design and retro style, with an elegant and compact aluminium body.

The device is also equipped with a Wi-Fi button. It has dynamic NFC, which lets users quickly connect and transfer images to compatible smart devices, including the Canon Connect Station, to easily share and safely store your photos and movies. The new Bluetooth compatibility means you can maintain a constant camera connection, so you can see and share your photographs via a phone or tablet even when your camera is tucked away. The features also mean smart devices can be used for Wireless Remote Shooting.



## HP RELEASES ITS SECURE AND MANAGEABLE PC LINEUP



HP has announced the release of its Elite desktops and AiOs, which are designed to keeping users' data and identities secure.

The company has released a newly redesigned EliteOne 800 G3 All-in-One, its first commercial AiO with dual-facing cameras, and the first commercial AiO with non-glare touch screen.

HP also released the EliteDesk 800 G3 Tower a commercial desktop and is the first VR-certified commercial PC. Its smaller sibling – the HP EliteDesk 800 G3 Desktop Mini – the company's ultra-small form factor business-class desktop, ideal for customers who want to hide a desktop behind a monitor or take up minimal space on a desk.

The firm also unveiled the EliteDesk 800 G3 Desktop Mini 65W, a desktop mini designed for customers who are "tight on space but big on productivity."

When businesses upgrade to the new EliteDesk 800 series desktops and EliteOne 800 AiO, they will have built-in security out of the box, including a self-healing BIOS-level protection with SureStart Gen3 with Runtime Intrusion Detection and the recently announced HP WorkWise, a smartphone app for PC tamper detection.



Presents



10<sup>TH</sup> MAY, 2017  
CONRAD HOTEL, DUBAI

..... **THEME: VINTAGE CIRCUS** .....

In its eighth edition, Reseller Middle East Partner Excellence Awards continue to recognise the commitment and achievements of the industry players in the regional channel ecosystem. Bringing together the industry's best from across the Gulf, the Awards is considered to be the most prestigious honour for those who have reached the pinnacle of the channel business in the Middle East.

**FOR SPONSORSHIP ENQUIRIES**

Natasha Pendleton  
Publishing Director  
natasha.pendleton@cpimediagroup.com  
+971 4 440 9139  
+971 56 787 4778

Kausar Syed  
Group Sales Director  
kausar.syed@cpimediagroup.com  
+971 4 440 9130  
+971 50 758 6672

Merle Carrasco  
Sales Manager  
merle.carrasco@cpimediagroup.com  
+971 4 440 9147  
+971 55 118 1730

**FOR AGENDA-RELATED ENQUIRIES**

Jeevan Thankappan  
Group Editor  
jeevan.thankappan@cpimediagroup.com  
+971 4 440 9129  
+971 56 415 6425

Janees Reghelini  
Editor  
janees.reghelini@cpimediagroup.com  
+971 4 440 9167  
+971 50 459 5293

Adelle Geronimo  
Online Editor  
adelle.geronimo@cpimediagroup.com  
+971 4 440 9135  
+971 56 484 7564

STRATEGIC ICT PARTNER



GOLD PARTNERS



SILVER PARTNERS

ORGANISERS



## UNIX PRO SMARTPHONE BY XTOUCH NOW AVAILABLE

XTOUCH has announced the launch of its 5.5-inches HD display screen smartphone, UNIX PRO.

The metal bodied smartphone UNIX PRO priced at AED 999 is designed with a 2.5D diamond-cut glass.

It has a front fingerprint physical button to unlock this dual-SIM smartphone in a flash. The new device runs on Android 6.0 OS, and is powered by MediaTek Helio P20 Octa-Core 2.3GHz chipset, which delivers premium performance, decreases power consumption and also integrates powerful processor for faster LTE speed connection. With 6GB RAM and 64GB ROM that is expandable to 256GB storage it ensures all the programs and apps run seamlessly



save more data and operate more programmes.

It is built with Multi Touch Screen with a 5-point touch allowing for better accuracy and the zooming option. The smartphone is equipped with 16MP rear camera with PDAF (Phase detection auto focus) for sharp detailed photos boosted with f/2.0 large aperture and 6P lens that allow the smartphone camera to take better quality images whereas, the advanced 8MP front camera captures the live moments in real colours.

The device is built with intelligent power saving technology and is backed by large 4000mAh Li-Polymer battery with rapid charge technology (Type-C USB charger) to provide 25 percent better power efficiency.

## APPLE UNVEILS SPECIAL-EDITION IPHONE 7 AND 7 PLUS



Apple has announced iPhone 7 and iPhone 7 Plus RED Special Edition in a vibrant red aluminum finish, in recognition of more than 10 years of partnership between Apple and (RED).

According to the company, this gives customers an unprecedented way to contribute to the Global Fund and bring the world a step closer to an AIDS-free generation.

“Since we began working with (RED) 10 years ago, our customers have made a significant impact in fighting the spread of AIDS through the purchase of our products, from the original iPod nano (PRODUCT) RED Special Edition all the way to today’s lineup of Beats products and accessories for iPhone, iPad and Apple Watch,” said Tim Cook, Apple’s CEO. “The introduction of the iPhone in a gorgeous red finish is our biggest (RED) offering to date in celebration of our partnership, and we can’t wait to get it into customers’ hands.”

(RED) is an organisation that focuses on providing access to life-saving HIV/AIDS programmes in sub-Saharan Africa.

The iPhone 7 and 7 Plus RED Special Edition will be available in 128GB and 256GB models starting at \$749 (US) from apple.com and Apple Stores, and from Apple Authorised Resellers and select carriers.

## DELL EXPANDS XPS, INSPIRON AND ALIENWARE PORTFOLIO

Dell UAE has unveiled new industry-first additions to its XPS and Alienware portfolio – the XPS 13 2-in-1, and the Alienware 13, 15 and 17.

The company has also expanded its efforts in gaming with the launch of its brand new Inspiron 15 7000 Gaming laptop.

According to Dell, as the world’s smallest 13-inch 2-in-1, the XPS 13 2-in-1 offers flexible productivity where form meets function, and kicks it up a notch with a new architecture that boasts an optional QHD+ (5.7M pixels) InfinityEdge display and a 360-degree hinge design. The Alienware 13, 15, 17 line-up, as part of the iconic family of PC gaming systems, are engineered to offer powerhouse



XPS 13-2-in-1

performance and immersive gaming experiences.

With 7th Gen Intel Core i5 and i7 processors, the XPS 13 2-in-1 delivers performance and responsiveness for increased productivity, and the in-built solid state drive fires up within seconds. It’s sleek, lightweight and compact, and its 360-degree hinge means it can convert into four, flexible positions – tablet, tent, laptop and stand mode – so you can watch, work or surf the way you want.

# Tech talk

Reseller Middle East's Online Editor Adelle Geronimo shares her views on the regional tech scene.



*Adelle Geronimo, Online Editor, Technology Division*

# Tech responsibility

Last year, social media giant, Facebook, faced scrutiny after a slew of false and misleading articles circulated in the social media site.

The company received further criticisms when media coverages about how 'fake news' had influenced the 2016 US presidential elections came to light. The site's founder and CEO Mark Zuckerberg then pledged to invest talent and resources to develop tools that will trump fabricated and malicious content.

In early March, the Facebook founder announced that it will be bringing in a third-party fact-checking tool in the fight against fake news, alerting users about 'disputed content.'

In the same vein, Google has also launched its 'Fact Checking' tag, a feature that will help readers perform fact checking for huge news stories online. The Google News feature has been launched in the US, UK, France


and Germany and is expected to be adopted by other countries soon. Additionally, the tech firm has also funded 10 additional fact-checking projects through its Google Digital Initiative Fund.

In the digital age, where content is created, liked and shared at the speed of lightening it very easy to spread fake and offensive information. Although present technological advancements have brought a range of good things in the way we live and work it comes with a caveat too. Today's interconnectivity makes it difficult to identify such information and at the same time makes us all very susceptible to associating or engaging in these kinds of content.

Government organisations have taken measures to halt the spread of misinformation as well putting pressure on Internet companies to implement stricter policies when it comes to content. A good example

of which is the German government's proposed bill on imposing a EUR 50 million fine on sites that would fail to swiftly remove false and/or offensive content posted by users.

These steps taken by companies like Google and Facebook and government entities were undeniably vital and pertinent. However, implementing automated solutions for flagging 'fake news' are simply not enough. The reality is, technology alone cannot solve the problem on misinformation as there is no simple algorithm that can fully eradicate false news. At the end of the day, it all comes down to the users. To truly solve this pressing issue initiatives must be set in place to make digital natives data literate.

In an era where data is considered as a vital commodity digital citizens need to understand the importance of preserving and generating credible data along with tech giants putting measures in place. 



# “Smart Company for your Smart World”



Enterprise  
Technology  
Solutions



Banking &  
Financial  
Solutions



Smart  
Business  
Solutions



Technical  
Staffing  
Services

رقميات  
Raqmiyat



**Dubai - UAE**  
P.O.Box 8547  
Tel: +971 4 295 9606  
Fax: +971 4 295 9515

**Abu Dhabi - UAE**  
P.O.Box 44195  
Tel: +971 2 627 0576  
Fax: +971 2 627 4867

**Riyadh - KSA**  
P.O.Box 301503  
Tel: +966 1 293 7344  
Fax: +966 1 293 7388

**Chennai - India**  
#236, OMR, CH-97  
Tel: +91 44 3041 3600  
Fax: +91 44 3041 3611

[www.raqmiyat.com](http://www.raqmiyat.com)



PenPower

# Digitize & Manage All Data.

## Share & Backup Your Data in the Cloud.



### WorldCard Pro

Contact management solution on PC and mobile devices

Win

Mac



#### Write2Go

Digital Memo Writing Pad

Win Mac



#### WorldPenScan X

Scan On the Go,  
Translate Immediately

iOS Android Win Mac



#### WorldCard Color

Business card and  
photo scanner

Win



#### WorldCard Mobile Phone Kit

Business card holder and reader for  
smartphone and PC

iOS Android Win Mac



Authorised Distributor



#### Dubai:

P.O. Box: 32610, Dubai, UAE.  
t: +971 4 342 6060  
f: +971 4 354 7779  
e: info@trigon-gulf.ae  
www.trigononline.com

#### Bahrain:

P.O. Box: 75149, Manama  
Kingdom of Bahrain  
t: +973 172 92904  
f: +973 172 95183  
e: bh@trigononline.com

#### Saudi Arabia:

Office 508, Al Rossais Commercial Center  
Olaya Street, Riyadh, Saudi Arabia  
t: +966 11 460 3114  
f: +966 11 460 3112  
e: ksa@trigononline.com