

Reseller

MIDDLE EAST

THE VOICE OF THE CHANNEL

ISSUE 301 | NOVEMBER 2022

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- **BenQ** (p.12)
- **IDCA** (p.16)
- **Aruba** (p.20, p.34)

FOCUSED ON GROWTH

ELIE ABOU SEMAAN, MANAGING DIRECTOR-
GULF & LEVANT AT INGRAM MICRO TELLS ANITA
JOSEPH HOW INNOVATION, CONTINUOUS
IMPROVEMENT AND PROFESSIONAL
ENABLEMENT HAVE HELPED INGRAM MICRO
BUILD A SOLID REPUTATION IN THE IT
DISTRIBUTION FIELD AND CREATE MAXIMUM
VALUE FOR CUSTOMERS.

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DISPLAY & CONTROL SOLUTIONS WITH PRESENTATION MATRIX & SCALER



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



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Innovation & the Cloud

The benefits of using technology to innovate and get ahead of the competition are clear, but despite this, few organisations have yet to truly harness the potential of their data. According to 100 C-suite executives in Forbes Top 2000 companies, surveyed by VMware, nearly three-quarters (70%) of businesses admitted they are struggling to unlock the value of their data – directly impacting their ability to innovate. Organisations looking to close the gap between originating ideas and delivering them into the business by doing more with their data, should turn their attention to the cloud.

The channel industry can benefit from the agility and economic advantages the cloud enables. But as the saying goes, you've got to be in it to win it. If your organisation is not using cloud, you may not be able to embrace the digital transformation that is affecting most industries. This issue of your favourite magazine focuses on how cloud can accelerate digital transformation and drive innovation in the channel.

We've lined up a very special series of interviews for you this month. Jeff McCullough, Vice President Global Partnerships at SolarWinds, discusses their newly-launched 'Transform' program, the opportunities it presents for the channel - and why the IT leader felt the time was right to build a more strategic roadmap for their channel partners in a bid to highlight and acknowledge their best partners globally. Manish Bakshi, Managing Director at BenQ Middle East & Turkey talks about how the BenQ brand continues to evolve and grow in the areas of life that matter most to people. Sherifa Hady, Vice-President, Channel, EMEA at Aruba, a Hewlett Packard Enterprise company, spotlights the changing role of the channel and the partner ecosystem post the pandemic.

We've also got news for you from Kyndryl, the world's largest IT infrastructure services provider, which has announced Kyndryl Consult, that combines Kyndryl's longstanding consulting expertise with industry-leading technology integration solutions.

In addition, we have the usual news roundup, opinion and final word pages, all of which come together to make sure you have a great read. So, Happy Reading!



CLOUD DRIVING CHANNEL INNOVATION."

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NUTANIX UNVEILS NEW CLOUD BUNDLES TO STRENGTHEN EMEA CHANNEL

Nutanix, a leader in hybrid multicloud computing, has announced the introduction of its New Cloud Bundles. These build on its channel initiative for the commercial market segment launched in 2020. The next generation of bundles enable customers to standardise on Nutanix Cloud Infrastructure (NCI) while offering channel partners streamlined options to integrate with their value propositions and grow their share of the market.

Highlighting its ongoing leadership position in cloud computing and Hyperconverged Infrastructure (HCI) technologies, Nutanix recently announced it was named a Customers' Choice in the 2022 Gartner Peer Insights 'Voice of the Customer' for HCI software for the fourth consecutive year. When HCI is coupled with intelligent software, we see the evolution of solutions like our NCI platform, which creates flexible building blocks that replace legacy infrastructure previously consisting of separate servers, storage networks, and storage arrays.

"Our NCI solution is known for simplifying IT environments with a server-based software-defined model.

The New Cloud Bundles extend this to make it easier for our channel network across EMEA to order hybrid cloud infrastructure, multicloud management, unified storage, database, and desktop services solutions. Nutanix is a partner-driven organisation, and we want to equip our extensive channel base with innovative solutions on which they can deliver their own value-added services to ensure their end-user customers are ready to scale in an increasingly cloud-based world," said Adam Tarbox, Vice President of EMEA Channel Sales at Nutanix.



YAZLE PARTNERS WITH SEENTHIS TO AVOID EXCESSIVE CARBON EMISSIONS ON DIGITAL AD CAMPAIGNS

Yazle – a global digital media company that specialises in innovative and creative digital advertising campaigns, has announced a partnership with SeenThis – a leader in adaptive streaming technology, to launch a suite of products to avoid unnecessary carbon (CO2) emissions created through digital advertising.

The partnership will enable Yazle to improve ad performance, customer experience and by using streaming, lower data transfers on digital advertising campaigns on average by 25%.

"Yazle is pleased to partner with SeenThis to drive reduction of data waste, which in simplistic terms refer to unnecessary data transfer that is not needed for the user experience. As a leading digital campaign provider, our aim is to enable advertisers, agencies and publishers to track and measure their carbon emissions and empower their sustainability efforts," said Jamie Atherton, Managing Director at Yazle.

Gareth Holmes, VP EMEA & APAC of SeenThis said: "Yazle is a leader in digital campaigns in the region, and our partnership with them is a valuable addition to our list of associates. We are confident that this collaboration will help them deliver high performing quality content, which is more sustainable than today's alternatives."

PHILIPS LAUNCHES 4K HDR DISPLAY WITH HDMI 2.1 GAMING MONITOR IN MIDDLE EAST

MMD, the leading display specialist and brand license partner for Philips monitors, announced the launch of new gaming monitors in the Middle East: Momentum 329M1RV (31.5"/80 cm), and Momentum 279M1RV (27"/68.5 cm).



Designed for Xbox the display 279M1RV delivers a new era of gaming with the UltraClear 4K Nano IPS Display along with DisplayHDR 600. On the other hand, 329M1RV is equipped with DisplayHDR 400 which gives vibrant image quality for console-gaming enthusiasts.

"We are excited to introduce two new models of Philips Gaming Monitors enabled with HDMI 2.1 in the Middle East market, which is home to one of the biggest gaming communities in the world," said Pankaj Budhiraja, Category Manager - Middle East & Africa. "Particularly for console players, the new Philips displays deliver the best possible image quality and features that is perfect for professional gamers," he added.

PC gamers who demand a true 4K gaming experience with the fastest refresh rate of 144 Hz can now enjoy an even smoother performance with the included connections.



NOZOMI NETWORKS DELIVERS INDUSTRY'S FIRST COMPLETE HARDWARE AND SOFTWARE AS A SERVICE SOLUTION FOR OT & IOT SECURITY

Nozomi Networks, Inc., the leader in OT and IoT security has once again innovated the way industrial and ICS cybersecurity solutions are adopted. With the introduction of OnePass, the industry's first completely integrated hardware and software as a service model for OT and IoT security, customers can purchase and deploy solutions that meet them where they are today, with the flexibility to easily evolve with ever changing needs tomorrow.

Nozomi OnePass offers a single subscription to all Nozomi Networks solutions, including hardware, software (including add-on subscriptions).

"Visibility is essential for defending facilities against today's challenging cyber environment. Security teams can't wait for drawn out capex evaluations to gain the insight they need to defend their operations," said Sid Snitkin, ARC Advisory Group Vice President of Cybersecurity Advisory Services. "ARC applauds Nozomi Networks for offering OnePass as a means to simplify investment decisions and accelerate protection of critical infrastructure."

"The 'as a services model' is the platform consumption model of the future for many industries, including OT," said Nozomi Networks Co-founder and CPO Andrea Carcano. "By combining the industry's first SaaS-based OT and IoT security solution with the industry's first HWaaS offering, OnePass gives customers a flexible option to license, deploy and scale Nozomi Networks solutions over time."

VMWARE ENABLES CUSTOMERS TO SHIFT FROM CLOUD CHAOS TO CLOUD SMART WITH MULTI-CLOUD OFFERINGS

VMware Explore 2022 Europe, has announced innovations, new offerings, services and expanded partnerships that further enable customers to optimise their journey to multi-cloud.

"VMware and its partners continue to deliver new innovative offerings to help customers benefit from a cloud-smart approach," said Raghu Raghuram, CEO, VMware. "Customers recognise that a multi-cloud environment provides them a choice of clouds—sovereign and global—in which to run their apps. VMware is there every step of the way to help customers turn multi-cloud complexity into competitive advantage."

Raghuram added: "Digital transformation is top of mind for enterprises as they aim to accelerate their pace of innovation. We

understand the challenges they face in terms of cost, cybersecurity and energy consumption. We're uniquely positioned to help them address those challenges through innovation and expanded partnerships."

As organisations have embraced multi-cloud, they've encountered a big spike in complexity, security challenges and a skills shortage.(1) Despite the challenges, organizations have accelerated multi-cloud use.(2) Together with its ecosystem partners, VMware is helping organisations successfully adopt a "Cloud Smart" approach, with flexibility and choice across multiple clouds. Cloud-smart organisations have benefitted from their multi-cloud operations noting their enhanced competitiveness and top-line results. For example, according to research by Vanson Bourne and commissioned by VMware, 97 percent of cloud-smart organisations surveyed say their approach to multi-cloud has improved their revenue growth, and 96 percent say it has improved their profitability.(3) These learnings point to the impact of VMware Cross-Cloud services – which provide customers with the advantages of a cloud-smart approach by helping them chose the right cloud for the right app.



CONFLUENT ANNOUNCES CLOUD DEPLOYMENT ON AZURE UAE REGIONS TO MEET DEMAND FOR DATA STREAMING

Confluent, Inc., the data streaming pioneer, has announced that Confluent Cloud is now available to customers in the United Arab Emirates through Microsoft's local Azure data centres in the country.

"Data sovereignty and residency is increasingly important to modern digital projects in the region, forcing enterprises to look to their cloud providers to support their compliance efforts," said Fred Crehan, Area Vice President, Emerging Markets at Confluent. "Now that Confluent Cloud is being locally hosted, we can bring peerless, reliable data streaming to our regional customers and empower them in their digital transformation initiatives

in an increasingly hybrid and multi-cloud world."

Microsoft Azure regions offer Confluent the availability, high performance, low latency, and security it needs to meet customer standards of flexibility, reliability, and disaster recovery. Additionally, because data is stored in-country, Confluent can cater to highly regulated verticals such as government and financial services. "Microsoft's UAE region is the home of choice for any innovative cloud offering because of our ability to offer top-grade availability, latency, and security," said Onur Gorur, Director of Product Management, Microsoft MEA.

ESET REFRESHES PRODUCT PORTFOLIO TO PROTECT CONSUMERS WHEREVER THEY ARE ON THEIR DIGITAL JOURNEY

ESET, a global leader in cybersecurity, has announced a refresh of its award-winning consumer products. These include a host of new and improved features designed to enhance privacy, improve router protection, help prevent brute-force attacks and always on "Secure All Browser" mode. The product suite is enhanced by Intel Threat Detection Technology, Intel's hardware-based ransomware detection technology found on Intel Core processors to further boost its ransomware protection.

The latest Deloitte Connectivity & Mobile Trends survey revealed the continued acceleration of connectivity in society and the further blurring of the lines between consumers' physical lives and the digital world. The latest update of ESET's consumer product portfolio brings improvements to Network Inspector, a diagnostic tool that provides information about the home router and lists all the devices connected to it.

"Unfortunately, as consumers spend more and more time online and have a growing number of connected devices, they are becoming increasingly valuable to malicious actors," explains Matej Křištofik, Senior Product Manager for Consumer Endpoint Security at ESET. "To help combat this, ESET is offering consumers a complete digital security solution that will keep them safe across all their devices no matter where they are on their digital journey."



CLOUDERA EXPANDS PARTNER OPPORTUNITIES, ACCELERATES GO-TO-MARKET

Cloudera, the hybrid data company, has announced Cloudera Partner Network, a redesigned partner program that recognises and rewards partners for their contribution to Cloudera's go-to-market success. Cloudera Partner Network includes a competency-based, points-driven approach to leverage expanded program opportunities, more comprehensive tools, and support, and industry-leading incentives and promotions. The program was designed to help partners guide their customers to adopt modern data strategies based on the Cloudera hybrid data platform. Cloudera Partner Network replaces the Cloudera Connect partner program.

"Our extensive partner network helps us reach new markets and customers. Investing in the channel means that more businesses, across all verticals, will be able to go beyond data to accelerate their business," said Rachel Tuller, Head of Global Partner Strategy and Alliances. "Partners drive growth for us while helping their customers make the most of their data and insights, in any cloud. We have listened to their feedback, evaluated their needs, and launched a new program to help them thrive in an increasingly competitive marketplace. Cloudera Partner Network represents an increased investment in the channel to ensure each partner derives tangible value as we continue to grow together."

NATIONAL BANK OF KUWAIT DELIVERS DIGITAL CUSTOMER EXPERIENCES WITH AVAYA

National Bank of Kuwait (NBK), Kuwait's first indigenous bank and the Gulf region's first shareholding company, has used Avaya technology to digitally transform its contact center and deliver personalised, effortless experiences across a range of touchpoints.

NBK selected the Avaya contact center solution to significantly improve time-to-market for new, advanced banking services, and further enable NBK to maintain its dominant market share.

The roll-out of the solution earned NBK the Banking and Finance Innovation of the Year award at the ITP net Technology Leadership Awards, held on the sidelines of GITEX Global.

"Accelerating our digital transformation strategies supports our operations and customer services. This is of paramount importance to our operations, as we continue to

leverage our unique strengths to provide the best banking experience to our customers, creating new products and services, and effectively improving operational efficiency," said Mohammed Al-Kharafi, General Manager, Head of Group Operations at National Bank of Kuwait.

"As a trendsetter in digital transformation in Kuwait and the GCC, NBK continues to expand its digital agenda, introducing the latest digital technologies in the banking sector."

Dhari Al Quraishi, General Manager, Acting Chief of Information Technology, at National Bank of Kuwait, added: "We need a fully integrated customer experience solution that is both agile and boasts a large ecosystem that will enable us to deploy and scale new digital services smoothly and easily. The Avaya technology will enable this for us."

HPE INTRODUCES PROLIANT GEN11 SERVERS IN THE MIDDLE EAST

Hewlett Packard Enterprise has announced a next generation compute portfolio that delivers a cloud operating experience designed to power hybrid environments and digital transformation. The new HPE ProLiant Gen11 servers provide organisations with intuitive, trusted, and optimised compute resources, ideally suited for a range of modern workloads, including AI, analytics, cloud-native applications, graphic-intensive applications, machine learning, Virtual Desktop Infrastructure (VDI), and virtualisation.

“The foundation of any hybrid strategy is compute,” said Neil MacDonald, executive vice president and General Manager, Compute, at HPE. “HPE Compute brings businesses closer to the edge, where data is created, where new cloud experiences are delivered, and where security is integral. The new HPE ProLiant Gen11 servers are engineered for the hybrid world to deliver an intuitive cloud operating experience, trusted security by design, and optimised performance for workloads.”

On HPE ProLiant servers, an HPE GreenLake for Compute Ops Management subscription provides a cloud-native management console. This increases operational efficiency by securely automating the process to access, monitor, and manage servers, no matter where the compute environment lives.

HPE GreenLake for Compute Ops Management also includes carbon footprint reporting for customers to view emission metrics, from individual servers to full compute environments, to monitor energy usage.



ZINGHR LAUNCHES MEA INNOVATION HUB IN DUBAI

ZingHR, a leading global HRMS platform, has launched ZingHR MEA Innovation Hub in Dubai. With a definitive presence in 7 countries, ZingHR has now expanded with the addition of its regional HQ for MEA to be in Dubai.

“We are already familiar with the specific needs of this region and with the opening of this new Innovation Hub we are now closer to our partners here, in an even better position to be of service,” said Chandrasekar Subramanian, ZingHR’s Business Head-MENA Region.

A Gartner recognised, Global HR Tech Venture accelerated at Microsoft, funded by Tata Capital Growth Fund with 800+ customers and 1.6 million+ active

users worldwide, ZingHR prides itself in knowing and understanding its clients’ different needs locally and globally. ZingHR’s services are all available in 26 global languages, including Arabic – a bonus for their Middle East partners. They have successfully integrated all local Payroll compliances and practices in their highly configurable platform.

According to Ravi Bajaj, Director, Technology and Delivery at ZingHR, “All our solutions are designed to be people-centric and to make a marked improvement in employee experience. The Employee Happiness Index is a key measure for us when we customize our solutions for our clients. We always aim to keep this Employee Happiness Index high.”

EMT DISTRIBUTION ANNOUNCES PARTNERSHIP WITH XCITIUM

emt Distribution, a leading Value-Added Distributor that offers next generation, cutting-edge technologies, has announced an enhanced partnership with Xcitium to deliver Zero Trust Endpoint protection to its customers in the Middle East and Africa.

Xcitium released its patented Kernel-level API Virtualisation technology earlier this year, providing enterprises with the ability to isolate and remove threats before they can cause any damage. ZeroDwell Containment is a first-of-its-kind system that proactively protects endpoints without any disruption to a

customer’s workflow.

“Our aim is to help organisations in the region maximize their cybersecurity while also allowing our channel partners to enhance their technology portfolios with the latest solutions,” said M Mobasseri, CEO at emt Distribution. “Xcitium’s technology prevents ransomware and other malware from causing damage no matter a customer’s existing EDR, XDR or MDR solution. ZeroDwell Containment provides an additional layer of protection to maximise defence against cyber threats.”

IVANTI NEURONS PLATFORM SELECTED BY LEADING UAE GOVERNMENT AGENCY TO ENABLE EVERYWHERE WORK

Ivanti, the provider of the Ivanti

Neurons automation platform that discovers, manages, secures and services IT assets from cloud to edge, has announced that a leading government agency in the United Arab Emirates is leveraging Ivanti Neurons for Zero Trust Access, hosted on a local UAE cloud, to address remote access challenges as it moves into a Multi-Cloud Architecture.

With an 80-90 percent remote work force, this agency will be combining their current Ivanti Connect Secure solution with Ivanti Neurons for Zero Trust Access to migrate their existing workload to the cloud while remaining secure and compliant with government regulations and policies, thanks to Ivanti's ability to deploy a controller based on Ivanti's local Cloud in the UAE.



Ivanti Neurons for Zero Trust Access uses the web to create a secure connection from the device to an application, eliminating bandwidth and

data charges through gateways while constantly verifying the user, their device, and applications based on granular constraints.

"We are thrilled to help ensure the government agency can make the transition to the cloud safely and securely without disruption to the end user," said Mohammad Al Share, Ivanti Regional Director for Middle East. "With Ivanti Neurons for Zero Trust Network Access we were able to offer a seamless integration that featured ease of use and adoption. Additionally, having our own cloud in the UAE allows us to deploy local controllers to assist any customer. Together, this allows us to create a secure connection to work, which is vital with a workforce that continues to remain dispersed."

SAS INNOVATE ON TOUR - ANALYTICS-DRIVEN INNOVATION FUNDAMENTAL FOR DIGITAL TRANSFORMATION



As a new era of business emerges out of transformative times, the event that took place at the Four Seasons Hotel emphasised analytics-driven innovation that can move the world forward. Dubai was an important stop for SAS Innovate on Tour since it completely aligns with the UAE's vision of becoming a frontrunner of sustainable growth and innovation.

From the rising expectations around analytics and customer case studies, to responsible innovation and ethical data

practices, SAS Innovate on Tour offered a glimpse into an exciting future. Speakers and thought leaders from various industries shared their perspectives on the potential that innovative mindset and technology can bring to accelerating and ensuring the prosperity of businesses and the country.

Bryan Harris, Executive Vice President and Chief Technology Officer at SAS, noted: "Right now, we are at a unique moment in time. Organisations and people around the world continue to experience disruptions from geopolitical risk, climate change, supply chains and economic inflation. Simultaneously, the increasing adoption of the cloud and digital transformation is creating a speed and scale of data that is outpacing human capacity. As a result, organisations are feeling disoriented and hesitant to take the next step. So, the general question becomes: how do we scale human observation and decision-making? You must be proficient in analytics, machine learning and AI. It is the only way to gain an information advantage and move the world forward."

NMK ELECTRONICS CONFIRMS DISTRIBUTION AGREEMENT WITH LG

NMK will distribute LG's digital

signage segment across the UAE, whereas Edge Electronics will handle this market in Qatar.

This partnership is an advancement towards NMK's objective of strengthening its video portfolio, in-line with offering complete AV solutions whilst distributing leading brands across the Middle East.

"We are excited to add LG into our portfolio and focus our energy on growing LG's display business within the territory. LG will be a key steppingstone in expanding our offering," said Lloyd Platt, Business Manager at NMK Electronics.

Commenting on the partnership, said Jinyong Jang, Information display Team leader from LGE Gulf. "Bespoke solutions with excellent pre and post sales service requires specialist partners. NMK, a specialist audio visual distributor serving a spectrum of customers provides the value-added services we are looking for, they are an excellent fit and aligned with LG Electronics ethos of providing cutting edge technology and customised solutions. We look forward to working with the NMK team across the region."



KYNDRYL EXPANDS TECHNOLOGY STRATEGY AND INTEGRATION SERVICES

Kyndryl's outcome-led consulting and IT modernisation services support continuous innovation.

Kyndryl, the world's largest IT infrastructure services provider, has announced Kyndryl Consult, which combines Kyndryl's longstanding consulting expertise with industry-leading technology integration solutions. With a global team of highly skilled consultants, architects, specialists and program professionals, Kyndryl Consult will help new and existing customers navigate complex technology environments and accelerate business outcomes.

Kyndryl Consult's vast services span mission-critical expertise in IT processes, strategy and operations; native and hybrid cloud acceleration; application and mainframe modernisation; artificial intelligence, data and analytics; network and edge computing capabilities; digital workplace services; and security and resiliency offerings.

"Kyndryl is willing to meet clients wherever they happen to be on their cloud journey, bringing a pragmatic building-block approach to IT modernisation regardless of starting point. It provides a heavy focus on

security and resilience and a fresh perspective on how to innovate a modern IT infrastructure," said Gard Little, Vice President of Research, IDC.

As companies around the world struggle to realise expected gains from IT projects, many are looking for new ways to establish a reliable cycle of technology-based agility, resilience and business improvement that enables them to remain competitive. Kyndryl Consult addresses this challenge by uniting Kyndryl Vital's co-creation vision and Kyndryl Bridge's open integration platform for real-time data insights to break down complex



kyndryl consult



KYNDRYL IS WILLING TO MEET CLIENTS WHEREVER THEY HAPPEN TO BE ON THEIR CLOUD JOURNEY, BRINGING A PRAGMATIC BUILDING-BLOCK APPROACH TO IT MODERNISATION.

outcomes and provides the technology solutions and strategy to design, implement and achieve their digital transformation goals. Underpinned by decades of mission critical experience, Kyndryl Consult focuses on creating an environment of continuous IT modernisation.

“We chose Kyndryl Consult as our trusted partner for our campus-wide IT transformation at the University Hospital of Mainz. As a provider of critical Infrastructures in the German Healthcare sector, we turned to Kyndryl for its proven expertise in customer-first consulting services and industry know-how,” said Dr. Christian Elsner, Chief Financial Officer, University Medical Center of Mainz, Germany. “The architects and consultants from Kyndryl help us rethink and modernise our infrastructure, simplify complex IT processes and ongoing datacenter migration with speed and reliability. Tapping into their local presence and global competencies alike, we’ve benefitted from Kyndryl’s vendor-agnostic approach and expansive partner ecosystem, and look forward to our continued work with Kyndryl Consult.” 

problems, while working side-by-side with customers and partners on achievable projects that produce actionable results.

Together, Kyndryl Consult, Kyndryl Bridge and Kyndryl Vital represent a cohesive approach to helping customers envision the outcomes they want, design and implement the solutions, and assess results, while continuously evolving their IT infrastructures for the future.

“Customers need a services partner that is willing and able to work by their side from design through execution and back to new discoveries that

enable measurable IT transformation projects,” said Mark Slaga, Global Practice Leader, Kyndryl Consult. “Kyndryl Consult offers deep technical expertise from decades of successful engagements across many industries, along with a robust technology platform supported by a broad ecosystem of partners that can help enterprises solve problems, overcome challenges and continuously innovate to achieve their business goals.”

By tapping into the strength of Kyndryl’s global ecosystem of partners and alliances, Kyndryl Consult helps customers define stronger business

STAYING AHEAD OF THE GAME

Manish Bakshi, Managing Director at BenQ Middle East & Turkey on how the BenQ brand continues to evolve and grow in the areas of life that matter most to people.



Tell us about your regional presence and the products you showcased at GITEK 2022

This year has been a fantastic one for BenQ. Compared to last year, we had a growth of 15% year-on-year. In BenQ we have two different segments: B2B and B2C. This year, we had tremendous success in our B2B space-approximately 50% growth compared to last year, while B2C was 10%-so overall, we have experienced one five 15% growth compared to last year. GITEK gives us a good opportunity to meet system integrators, partners, distributors and old friends from across the region. BenQ being a regional headquarter for Middle East and Turkey, we get a huge opportunity at the event, to showcase our products and solutions. In the last few years, BenQ Middle East has expanded their geographical coverage. So we have 4 people in Turkey, 2 people in Egypt. We expanded our team in Saudi Arabia-we have close to 10 and there was a new addition just two months back. We have one of our representatives in Qatar. So you name any B2B country where there is an expansion opportunity and BenQ is there.

At GITEK, we focused on 3 product lines within the B2B portfolio: one is the Interactive Flat Panel, where we have the RP 03 series. This is a very special series which just launched in the month of September. The speciality about this is that they are equipped with air ionizers- and we have our own software, which is called EZWrite. Then, we have tripled the power of our speakers, which is much needed for education and corporate environments. So we have 48-Watt speakers. Then we have also put up a USB port on the top of the IFP so that you can very easily connect an external camera with it. So that's our RP 03 series, which is suitable for both education and the corporate environments. Then we launched a very new corporate video conferencing VC 01. This is an Android based video conferencing kit, which has an integrated microphone and camera and is AI-based.

In addition to this, we were the first company around four years back to launch the Smart Projector. There are plenty of projectors in the industry, but rarely do you hear about the Smart Projector. We're the first company and till now the only company, to have a Smart Projector. It is smart because you don't need any PC to connect-it is PC-less, driverless and wireless. It's also got a dongle integrated inside the projector. And as I said, it's window-based so it's kind of a laptop. You can wirelessly connect any BYOD and you're on the go.

We also showcased laser projectors. We've seen that in the last few years, laser projectors are being promoted in various vertical scenarios, particularly gaming rooms and control rooms. Then you have interactive learning walls where laser projectors are in use. We've also created a golf simulation scenario. This is the first time we are trying to penetrate a golf simulation market which is a huge one, especially in our region, where the weather encourages golfers to practice it indoors. We've tied up with a company called My Golf, who have a mobile Golf set and require a projector where BenQ fits in, and we showcased that scenario as well. All in all, we displayed a beautiful composition of various different products and models at GITECH this year.

What differentiates BenQ from its market rivals?

End customers are always interested in what makes a company unique and how they stand out from the rest of competition. In our company, we have a philosophy which we call POD or Point of Differentiation. What we do is focus on the real unique selling propositions or specifications in a product which keeps us ahead of competition. Take our Interactive Flat Panels, for instance. Several years back, we began with flicker free, then we moved to low blue light, and we've come a long way after that. This time, we have our air ionizer. This is an extremely valuable feature because if the carbon dioxide quantity increases in the classroom or in the corporate environment, if there are too many people in that particular meeting

room, then the interactive flat panel emits air ions in the atmosphere, which reduces the carbon dioxide density. So the people who are in the classes or in the corporate rooms will not feel drowsy or dizzy. That's one feature which is very rare in any of the Interactive Flat Panels available anywhere. Second is that we have been very consistent with our germ-resistant panels. Today, even the interactive pen which use are germ-resistant. Earlier the glass was germ-resistant, now this includes the pen as well. So, that's the second point of differentiation we have created.

The third differentiation is on the software side. We've made our EZWrite 6.0 window based. Earlier, the EZWrite 5.0 had scope for improvements. So we came up with 6.0 where you can even have an Amazon Web Services integrated with it. So that's on the software side.

As far as the smart projector goes, "smart" itself is not there among competition. So anyone who uses a smart projector identifies itself with BenQ, which is itself a huge point of differentiation. And this year, we have very close to 5000 units in our region that we will achieve and it's all a result of solid teamwork. We have achieved close to \$3 million business only from the Smart Projector segment within the whole projector segment.

Then again, on the laser side, we have created a Point of Differentiation

on our own. For example, laser can be used for many scenarios, but to make it usable for the Golf simulation or for the mapping for the control room requires a special thought process which the technical people in our regional headquarters have come out with. So these are key points of differentiation. And that's probably why we grew 15% as compared to last year.

Lots of companies are talking about productivity of their employees and reduction of the cost, but we have increased our physical and geographical territory coverage and added more human resources and that's another point of differentiation. In the last one-and-a-half years, we have recruited plenty of B2B trainers. What they do is that post the installation of Interactive Flat Panels, Laser Projectors and Smart Projectors, they go to the end user, which could be either a classroom, a school, a college or a university, or even an IT administrator from a corporate environment, and train them in the usage of each and every feature product and share with them the various usage scenarios where our product can be utilised much better in a more productive manner. So rather than only limiting ourselves on the point of differentiation, product wise, which comes from the R&D, we've also done localisation PODs in terms of human resources. 



RATHER THAN LIMITING OURSELVES ON THE POINT OF DIFFERENTIATION, PRODUCT WISE, WHICH COMES FROM THE R&D, WE'VE ALSO DONE LOCALISATION PODs IN TERMS OF HUMAN RESOURCES.

DELINEA APPOINTS TIMOTHY PUCCIO AS SENIOR VP OF GLOBAL CHANNELS & ALLIANCES



“Partners turn to Delinea to provide cloud-ready and easy-to-use PAM solutions that help secure their customers’ digital transformations. I’m excited to develop and lead the next phase of our channel strategy and partner program,” said Puccio. “The demand for industry-recognized PAM continues to grow at a rapidly accelerating pace to keep up with modern cyber threats, and I’m looking forward to working with our ever-growing partner network to secure our customers with seamless security.”

Puccio brings over 25 years of channel and sales experience in the software industry. Most recently, he served as Senior Vice President of Global Sales for Login VSI where he built the company’s global go-to-market team. Puccio was previously Channel Chief and Vice President of Global Channels and Alliances at Fuze, where he successfully led the channel sales strategy, driving broader adoption of the Fuze platform across the globe. Puccio’s past endeavors include leadership positions at Carbonite and HP Software.

“Tim brings a wealth of direct experience and a successful track record to grow, enable, and lead our global partner program,” said Rick Hanson, President at Delinea. “Delinea is committed to building a partner-focused organization, and under Tim’s leadership I know that we will surpass the expectations of both our partners and our customers.” 

Delinea, a leading provider of Privileged Access Management (PAM) solutions for seamless security, has announced the appointment of Timothy Puccio as Senior Vice President of Global Channels and Alliances. Puccio assumes leadership of Delinea’s world-class global partner ecosystem, consisting of value-added resellers, global systems integrators, strategic alliances, and technical partners.



**PUCCIO BRINGS
OVER 25 YEARS OF
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EXPERIENCE IN THE
SOFTWARE INDUSTRY.”**



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WiFi 6 speeds

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Access to 160 MHz — the least congested channels available on the 5GHz band — unleashes WiFi 6's incredibly fast connectivity.



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MAKING ECONOMIES FUTURE-PROOF

In an exclusive interview, Mehdi Paryavi, Chairman, IDCA, tells Anita Joseph all about the organisation and how they help nations around the world build resilient economies.



Tell us about IDCA
The International Data Center Authority (IDCA) has been established to streamline, structure, educate and give direction to the Information Technology industry. It was set up with the mission of helping nations around the world build sustainable digital economies. We help them in a very diverse manner, both in terms of education, advisory and mentorship, in order to build digital infrastructure that is future proof.

Tell us about the opening of your MEA Regional Office

This region is very important for us and comes with a lot of opportunities. After long and careful consideration, we've realised that we need to be locally present here due to the high demand for technology and everything related. We believe that our local presence here will add immense value to end users, vendors and providers, so that's why we decided to be based here as well.

Who is your target customer?

We're targeting a broad range of people. On the IT side of things, we've got experts, consultants, manufacturers, vendors, service/technology providers, cloud companies, municipalities, states, nations, ministers of education, ministers of economy, ministers of technology-so we deal with nations, helping them build the right digital economy foundations. We also deal with institutions, corporates and governments alike, to build the right transformation plans, to be prepared for Industry 4.0.

What international experience does IDCA bring to the local market?

We come with extensive, in-depth experience because of our global exposure, the nature of our work, our interactions with international conglomerates, large corporations and government entities. I think our experience and exposure that we have internationally will bring a lot of value to this region, because there is fast-paced development

here. But at the same time, we need to take a step back and make sure we make use of the experience of everyone else who has been here before us, to ensure that we take the right decisions going forward and avoid mistakes. This region is a good example. Every construction project you see here is an example of learning from everybody else's experience and doing it better. So I think in the area of digital economy and digital infrastructure, our expertise, experience and diversity could bring exactly this.

What are the opportunities ahead for customers/end users?

Everyone will benefit. Let's look at the end users first. Very often, end users are not aware of how to host their data, where to host it, what benchmarking system to use-everybody's using a different system or mechanism. So how do they make a future-proof statement and confront the delivery claims in a mature manner? And how can the end-user understand what exactly the delivery claims are? We make it simple and easy for them to choose the best provider, so they will benefit in the best possible way. We're very end-user based.

What are the opportunities for TELCO & Cloud providers?

Providers will get clarity about where to provide their services and which industry/vertical to target. They will also understand the specific requirements of each industry, and how to provide customised services and categories that fit in with each of their needs. It makes their decisions easier because they will be able to understand their audience well. Cloud providers will get a clear understanding about how to interact intelligently with their end users and how to address their various requirements-anywhere from AI and Machine Learning, to cloud computing and cloud services, all the way down to IT and physical infrastructure. All of this needs to come together in the form of an ecosystem whereby everybody will have a universal way of communicating, and bridging those gaps is what we do. We're here to create an intellectual dialogue between the facility guys, IT guys and application guys, as well as the decision makers-CIOs, CEOs, CFOs and show them the bottom line-show them what is their total cost of ownership for a specific IT decision versus another. 



WE COME WITH EXTENSIVE, IN-DEPTH EXPERIENCE BECAUSE OF OUR GLOBAL EXPOSURE, THE NATURE OF OUR WORK, OUR INTERACTIONS WITH INTERNATIONAL CONGLOMERATES, LARGE CORPORATIONS AND GOVERNMENT ENTITIES."

GARTNER UNVEILS TOP PREDICTIONS FOR IT ORGANISATIONS & USERS IN 2023

Predictions explore how business and technology leaders can re-imagine assumptions and seize the moment to turn uncertainty to certainty.



Gartner, Inc. has revealed its top strategic predictions for 2023 and beyond. Gartner's top predictions explore how business and technology leaders can reimagine assumptions and seize the moment to turn uncertainty to certainty.

"Uncertainty carries as much opportunity as it does risk," said Daryl Plummer, Distinguished VP Analyst and Gartner Fellow. "The key to unlocking those opportunities is to reimagine assumptions – especially those rooted in a pre-digital past – around how work is done, how relationships between customers and providers will evolve and how current trends will unfold.

"The comforts of consistency are a detriment to the growth of any company seeking to lead in a modern digital world filled with unknowns. This year's predictions provide a foundation for executive leaders to seize uncertainty, challenge thinking and change expectations while maintaining forward movement."

Through 2027, fully virtual workspaces will account for 30% of the investment growth by enterprises in metaverse technologies and will "reimagine" the office experience.

As employees continue to desire more flexible work scenarios, virtual workspaces in metaverses will emerge to support new immersive experiences. Fully virtual workspaces are computer-generated environments where groups of employees can come together using personal avatars or holograms.

"Existing meeting solution vendors will need to offer metaverse and virtual workspace technologies or risk being replaced," said Plummer. "Virtual workspaces deliver the same cost and time savings as videoconferencing, with the added benefits of better engagement, collaboration and connection."

By 2025, without sustainable artificial intelligence (AI) practices, AI will consume more energy than the human workforce, significantly offsetting carbon zero gains.

As AI becomes increasingly pervasive and requires more complex machine learning (ML) models, it consumes more data, compute resources and power. If current AI practices remain unchanged, the energy needed for ML training and associated data storage and processing may account for up to 3.5% of global electricity consumption by 2030.

Yet as AI practitioners become more aware of their growing energy footprint, sustainable AI practices are emerging, such as the use of specialised hardware to reduce energy consumption, energy efficient coding, transfer learning, small data techniques, federated learning and more.

"AI offers huge potential benefits to optimise operational efficiency and sustainability, far outweighing its own footprint," said Plummer. "Provided it is applied more pervasively and effectively than today, AI could reduce global carbon dioxide emissions by five to ten percent."

By 2026, citizen-led denial of service (cDOS) attacks, using virtual assistants to shut down operations, will become the fastest growing form of protest.

Protests against businesses and government organisations are increasingly digital. Citizen-led denial-of-service attacks (cDOS) are led by average people rather than hackers, performed through virtual assistants.

Gartner predicts that by 2025, 37% of customers will try using a virtual assistant to interact with customer service on their behalf; for example, by waiting on hold for them. These legitimate interactions using virtual assistants will pave the way for protests. By 2024, citizens will shut down a Fortune 500 company's contact center through denial-of-service attacks launched by virtual assistants.

Through 2025, powerhouse cloud ecosystems will consolidate the vendor landscape by 30% leaving customers with fewer choices and less control of their software destiny.

The largest cloud service providers (CSPs) are creating ecosystems whereby they and preferred independent software vendors (ISVs) offer a range of pre-integrated and composable services. CSP ecosystems offer the potential for significant productivity gains from simplified sourcing, integration and composability of software components. As CSP ecosystems mature, there will be diminishing need for third-party ISV tools because CSPs can quickly release new features and become fast followers of innovation due to the speed and agility of cloud development.

Through 2024, jointly owned sovereignty partnerships sanctioned by regulators will increase stakeholder trust in global cloud brands and facilitate continued IT globalisation.

As societies become increasingly globally interconnected and dependent upon digital information, more regulations and legislation are emerging from a desire to control and protect citizens and ensure continued availability of critical services. Specifically, governments and commercial regulators are tightening policies regarding the use of non-regional cloud providers for critical or sensitive workloads.

“Due to recent geopolitical events and seeing the direct impact that de-platforming sanctions can have, demand for sovereign cloud solutions is evolving,” said Plummer. “Governments and regulators that sanction specific jointly owned approaches of cloud providers with local partners can meet tightened sovereignty requirements while facilitating continued technical globalisation.”

By 2025, “labor volatility” will cause 40% of organisations to report a material business loss, forcing a shift in talent strategy from acquisition to resilience.

Challenges such as the Great Resignation, burnout and quiet quitting continue to challenge business leaders to find, attract, hire and retain talent.



GARTNER PREDICTS THAT BY 2025, 37% OF CUSTOMERS WILL TRY USING A VIRTUAL ASSISTANT TO INTERACT WITH CUSTOMER SERVICE ON THEIR BEHALF.”

Within corporate announcements and financial disclosures, organisations will increasingly highlight material strategic shifts due to the inability to support existing products or services or launch new opportunities because of workforce challenges.

“Labor volatility has a direct correlation to enterprise execution and delivery models that impacts financial performance,” said Plummer. “The resiliency dialogue must become a CEO and boardroom conversation, rather than one siloed to HR.”

By 2025, shareholder acceptance of moonshot speculative investments will double, making them a viable alternative to traditional R&D spend to accelerate growth.

To find advantages amidst uncertainty and volatility, industry leaders are increasingly accepting high-risk technology investments with little-known returns and potential failure, known as “moonshots.”

“Winning enterprises have learned the real risk they face is doing too little too late. Adopting antifragile approaches, such as moonshots, allows enterprises to maximise their advantage from disruption by adjusting their risk appetite and raising their tolerance for failure,” said Plummer.

By 2027, social media platform models will shift from “customer as product” to “platform as customer” of decentralised identity, sold through data markets.

The current paradigm of users having to prove their identity repeatedly across online services is not efficient, scalable or secure. Web3 enables new decentralised identity standards which introduce several disruptive benefits, including giving users more control over which data they share, removing the need for repeated identity proofing across services and supporting common authentication services.

By 2025, organisations that remediate documented gender pay gaps will decrease women’s attrition by 30%, reducing pressure on talent shortages.

Gartner data consistently shows that compensation is a top driver for talent attraction and retention, yet only 34% of employees believe their pay is equitable. There is no generally accepted methodology for calculating pay equity, challenging organisations to identify and account for gender pay gaps. A nascent market is forming for software tools that offer pay equity assessments, with specialist vendors emerging that provide more ways to analyse and model data related to equitable pay.

Through 2025, employee value metrics like well-being, burnout, and brand satisfaction will override return on investment (ROI) evaluations in 30% of successful growth investment decisions.

Investments in efforts such as employee well-being and customer experience can yield direct financial returns through revenue growth and cost reduction. However, their more significant impacts are often on brand value, reputation and employee and customer acquisition and retention. Such metrics are difficult to quantify in terms of short-term financial gains, but they influence longer-term financial outcomes that drive enterprise value.

“Use of traditional ROI models to make investment decisions can discount or completely exclude non-financial benefits. Organisations that use more expansive valuation approaches will shift their investment focus to long-term growth, disruption and innovation,” said Plummer. 

EMPOWERING PARTNERS

Anita Joseph caught up with Sherifa Hady, Vice-President, Channel, EMEA at Aruba, a Hewlett Packard Enterprise company, to discuss the changing role of the channel and partner ecosystem post the pandemic.





Changing customer expectations post pandemic
Let's look at customer first. They really are embarking on a new era. Post pandemic, our customers wish to excel in and fast track their digital transformation efforts, and because it is really becoming the core of new revenue streams, we have come to recognise it as the digital economy. Customers are asking for faster, more agile, more advanced technologies that can help them either generate new revenue outcomes, or at least expedite their new projects.

At HPE and Aruba, what we're doing is to focus on what our channel partners need to do at this point. They need to understand what the requirements are from our customers, and then start to work on their transformation.

Future Channel strategy in the context of the 'Next Digital Universe'

Our strategy is to ensure that we enable our partners and understand what the partner's journey is all about. It's about recognising the role

that they would like to play, and empowering them in that direction. We believe that every partner is at a different level in the journey and we must make sure we can help them take the next step. When I talk about the Channel, it's a whole ecosystem of partners - from an e-commerce partner who sells online all the way, to the system integrator or the service provider who provides as-a-Service to the customer. So, it's a great place to be and we're at the cusp of an exciting new era.

Leveraging the Aruba portfolio to drive as-a-Service in the Middle East channel ecosystem

As-a-Service is a key focus for us. So as Hewlett Packard Enterprise, we aspire to be the number 1 Edge-to-Cloud IT company in the world. There are a lot of things that we're doing internally, to ensure this - from enabling our team members, to enriching our product portfolio, to implementing new cloud solutions. All this, so that we can really provide the as-a-Service solution to our customers through our partners. We really believe that this is the future of IT. 

OUR STRATEGY IS TO ENSURE THAT WE ENABLE OUR PARTNERS AND UNDERSTAND WHAT THE PARTNER'S JOURNEY IS ALL ABOUT.

A STRATEGIC PARTNERSHIP

Abhijeet Sanyal, Vice President – Technology Support Services at Raqmiyat, on how the Microsoft-Raqmiyat partnership heralds an age of seamless digital transformation and business momentum for customers.

Raqmiyat is a strategic Gold partner for Microsoft. What does this partnership mean for Raqmiyat?

Strategic partnership levels with OEMs like Microsoft essentially define the expertise and experience a partner brings to the business and the depth of engagement with the OEM to support the customer requirements. Considering this it becomes extremely important for Raqmiyat to maintain the partnership level and deliver better customer support and solutions experience.

Tell us about the Microsoft Dynamics 365 and how it has strengthened your solutions portfolio.

Microsoft Dynamics 365 is a product line of ERP CRM intelligent business applications which not only helps customers run businesses efficiently but also grow in this competitive environment. D365 is an important offering in Raqmiyat's solutions portfolio which along with the array of other solutions helps Raqmiyat provide comprehensive end to end IT consultation and support to its customers.





What are some of the key industries you cater to, with this collaboration?

A wide range of industry for example Consumer Packaged Goods (CPG), FMCG, Healthcare and Pharmaceuticals, Fashion and Luxury goods, Manufacturing and Trading, Services, E-commerce, Logistics, Packaging, Food manufacturing storage and distribution, Steel, Automobile are some of the key private industries that Raqmiyat caters to. Along with these Raqmiyat also caters to key government sectors and banking and financial organisations in the UAE.

Hybrid work is the trend of the hour. How is the Raqmiyat-Microsoft partnership helping companies transition to this new phase?

Hybrid working environments have become the need of the hour for the businesses to run efficiently round the clock and remain competitive in this ever-growing business

world. Information technologies today can help them to adapt to hybrid working environments and seamlessly deliver innovative solutions, services and experience to their customers. Raqmiyat, along with Microsoft, provides strategic solutions, consultation and support to its customers, helps them transform and adapt seamlessly to this new reality and conform to industry best practices.

Are there any new cloud offerings that customers can expect out of this partnership?

Cloud is the future for the businesses. Raqmiyat is extremely focused on helping customers to adopt existing cloud technologies particularly offered by Microsoft and run their business better. Parallely we are also working on developing new cloud offerings which will help customers transform and adopt to cloud smoothly and realise better ROIs for running on cloud. 



RAQMIYAT IS FOCUSED ON HELPING CUSTOMERS ADOPT EXISTING CLOUD TECHNOLOGIES, PARTICULARLY THOSE OFFERED BY MICROSOFT, AND RUN THEIR BUSINESS BETTER.

TRELLIX EXPANDS XDR PLATFORM TO TRANSFORM SECURITY OPERATIONS

Trellix XDR unifies endpoint, network, and data detection and response with a simplified security operations experience.



Trellix, the cybersecurity company delivering the future of extended detection and response (XDR), has announced the expansion of its XDR platform. Trellix XDR enables the company's 40,000+ customers to build greater cyber resiliency, maximise the value of their existing security tools, and reduce mean time to detection and response.

"We have the most comprehensive XDR platform in the industry," said Bryan Palma, CEO, Trellix. "Legacy security information and event management (SIEM) technology has failed to modernize security operations. We are confident Trellix XDR fills this critical gap."

Trellix XDR

Arriving in the fourth quarter of 2022, the upgraded XDR engine provides security operations teams with enhanced playbooks for guided investigations, upgraded threat intelligence through the integration of McAfee and FireEye assets, and the launch of Trellix Event Fabric. Trellix

Event Fabric bridges disparate security data from any cloud provider allowing security analysts to access and correlate data from anywhere. This combination of machine learning and automation allows security operations teams to reduce mean time detection and improve mean time to response.

"Trellix XDR gives us more visibility and context into threats," said Kate Downing, Senior Director Security & Risk, Clario. "Events that would have not been addressed before, surface to a higher level of awareness, allowing our security teams to quickly focus and

eliminate any further impact, thereby reducing the severity and scope of the attack."

Trellix XConsole

XConsole simplifies the user experience across Trellix XDR providing a single interface for security operations teams. Delivering a common operating picture allows customers to maximise their investments in native Trellix technologies and third-party security tools. By leveraging a single user interface, analysts and responders can quickly baseline their overall threat posture through added visibility across network, endpoint, data, email, and cloud attack surfaces. Available early in 2023, XConsole becomes the control center for Trellix XDR.

"Trellix XDR, now incorporating a unified security operations console, brings it all together by ingesting data from all technologies in an organisation," said Dr. Ali Baghdadi, Senior Vice President & Chief Country Executive, Ingram Micro. "This easy-to-use platform is very attractive to our customers."

Trellix Endpoint

Arriving early 2023, Trellix Endpoint unifies the best of McAfee and FireEye technologies across endpoint protection, endpoint detection and response, and forensics to deliver best-in-class layered endpoint defense.

This first step on the XDR journey provides:

- multi-stage ransomware prevention
- identity detection and response to prevent credential theft and abuse
- attack surface management to prioritise threats that matter
- digital forensics and incident response to quickly find root causes. 



**XCONSOLE SIMPLIFIES
THE USER EXPERIENCE
ACROSS TRELLIX XDR
PROVIDING A SINGLE
INTERFACE FOR SECURITY
OPERATIONS TEAMS.**



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FOCUSED ON GROWTH

Elie Abou Semaan, Managing Director-Gulf & Levant at Ingram Micro tells Anita Joseph how innovation, continuous improvement and professional enablement have helped Ingram Micro build a solid reputation in the IT distribution field and create maximum value for customers.

Tell us about your portfolio expansion plans. Expanding our portfolio is an ongoing approach that Ingram Micro ensures to maintain. In addition to the wide range of new vendors that were added this year, our plans for 2023 are not any different.

We will continue to broaden our vendor portfolio across all technologies; however, as per market trends, our focus on AI, Cloud, and cyber security will remain our goal.

What differentiates Ingram Micro from the rest of the competition?

Continuous improvement has been the shaping impulse of Ingram

Micro. We spare no resources when it comes to our team's technical and professional enablement; over and above that, we realise the importance of research and development to understand market trends and customer behavior. This has allowed us to take a distinctive position in the market and be one of the real leaders in IT distribution.

How important is the channel ecosystem to Ingram Micro's growth?

The channel ecosystem is the core of our business, be it Resellers, System Integrators, ISV, Global System integrators or Vendors. Their trust and confidence are essential for our company; hence we focus on value creation at every part of our journey with the channel ecosystem.



**CONTINUOUS
IMPROVEMENT
HAS BEEN
THE SHAPING
IMPULSE
OF INGRAM
MICRO.**



OUR VISION FOR THE CHANNEL IS CLOSELY ASSOCIATED WITH THE VALUE CREATION WE PROVIDE TO THEM THROUGH OUR SOLUTION ENGAGEMENT.



We always think and execute one step ahead to add value to this ecosystem. That is how we established our **Specialty Divisions** ranging from **Cloud, Cyber Security Services - Center of Excellence, Professional Services, and Artificial Intelligence- IoT.**

Today we are glad that many of the channel ecosystems are leveraging our Specialty Divisions to add value to their Business / End customers.

We Segment our Channel Ecosystem and provide the required focus and attention. For example, say we have a dedicated cross-product Channel Division to provide



SINCE DIGITAL TRANSFORMATION IS ACCELERATING FAST AND IT PRODUCTS ARE RACING TO KEEP PACE, IT IS ESSENTIAL TO CONSIDER THE PRINCIPLES REQUIRED TO ENSURE SECURITY IS IN PLACE.

a dedicated focus on Enterprise, GSI, and SME Segment, and we have an organisation-wide strategy to support and grow with the SMB Partner Ecosystem. In addition, we have dedicated business teams for every vendor alliance, Marketing, and other functions closely aligned to the Channel segments.

What is your vision/plan for the channel for the coming year (2023)?

As always, our vision for the channel is closely associated with the value creation we provide to them through our solution engagement associated with our Vendor Portfolio

and Specialty divisions. The channel can leverage these to differentiate itself and make the end customers successful.

More focus will be on understanding the vision of the channel partners and supporting them with setting up new practice for newer technology or new business vertical, solution selling, end customer approach along the channel, focused engagement on emerging areas, including cybersecurity- Kubernetes – Automation- Cloud- Unified Communications, making more channel partners leverage the Ingram Micro Cyber

Security Services -Center of Excellence / professional services, supporting the SMB segment with appropriate knowledge and required presales Proof of Concept, channel financing and much more.

Subject: Securing products on the cloud

Since digital transformation is accelerating fast and IT products are racing to keep pace and secure these products on the cloud, it is essential to consider the principles required to ensure security is in place.

Below are the most steps that should be considered but not limited to:

COVER STORY // INGRAM MICRO



**WE ALWAYS THINK AND
EXECUTE ONE STEP AHEAD TO
ADD VALUE TO THE CHANNEL
ECOSYSTEM.**



**TECHNOLOGIES AND USERS
MUST BE TESTED TO ENSURE
THE TECHNOLOGIES ARE
SECURED AND THAT THE
USERS ARE TESTED TO RAISE
AWARENESS AGAINST THE
LATEST ATTACKS.**

- **Cloud Security Assessment**
 - o It will help to demonstrate the security posture of the strengths vs. weaknesses against the cloud security framework and best practices.
- **Vulnerability Management and Penetration Testing**
 - o Vulnerability management will help to find the gaps in each technology that requires an update or patch to secure and close the gaps.
 - o Penetration testing will demonstrate the capability and possibility of attacking the gaps that have been found and then securing those gaps to avoid any potential hacks happening again.



MORE FOCUS WILL BE ON UNDERSTANDING THE VISION OF THE CHANNEL PARTNERS AND SUPPORTING THEM WITH SETTING UP NEW PRACTICE FOR NEWER TECHNOLOGY.

• Cloud security controls

o Technology

- Security controls should be in place to secure the technology on the cloud, and configuration and architecture reviews should be implemented to ensure the security controls are implemented per the standard and business requirements.
- Access control must be established and reviewed periodically.
- Secure Communication must be in place to ensure the connection is secure, such as using VPN.
- Using multi-factor authentications.

o Data

- The most important is to secure the data to avoid data loss and breach. Since no one knows where the data is located on the cloud, the data should be encrypted, using data masking and tokenization to ensure it is secured and accessible to authorised users only.

• Third-party Vendor

- o To ensure the service provider complies with the standard and there is an SLA to ensure the business is resilient.

• Processes

- o Cloud processes must be defined, implemented, managed, and

measured to ensure the effectiveness of technologies and their updates and monitored.

• Users

- o All users must be trained on the cloud technologies to handle the required tasks correctly and on time and to avoid any problems that might put the organization at risk.

• Testing

- o Technologies and users must be tested to ensure the technologies are secured and the users are tested to raise awareness against the latest attacks (such as phishing campaigns). 

EXCEEDING CUSTOMER EXPECTATIONS

Anita Joseph caught up with Ahmed El Sayed, Channel Manager MESA at Aruba, a Hewlett Packard company, to find out more about Aruba Central and how it will help channel partners deliver a seamless digital experience to their customers.





What are the major announcements that Aruba made at this year's GITEX Global?

For the very first time in the Middle East, Aruba has launched the local instance of its cloud-based solution-the Aruba Central, in the UAE. What this means for our partners is that they will have new access to new multimillion-dollar customers in UAE, be it in the public sector, the enterprise space or the SMB space.

The second aspect is that during discussions with our partners and customers, we have seen the evolution of the hybrid workspace needs in the market, and our customers have been looking for means and ways to extend connectivity to branch offices while providing a smart networking experience for their employees in remote sites. The good thing is that we can help with that. The combination between our Aruba Edge-to-Cloud and Edge Connect services, along with the

SD-Branch solution, can help extend the smart cloud-based experience powered by AI and Machine Learning, to the workforce.

Tell us a little about Aruba Central

Aruba Central is the result of increasing appetite of enterprises in the country for cloud-based networking that provides resilience, efficiency, automation and flexibility of business. The Cloud instance will provide in-country data residency and enable local enterprises to maintain proximity to their data.

In fact, one of the key barriers to cloud adoption has centred around data residency, and concerns over data that is stored in a cloud hosted outside the borders of a country, especially when it relates to customers operating in regulated industries like government, healthcare and financial services. The launch of our UAE Cloud instance is a momentous achievement and will go a long way in allaying these concerns. This signals another landmark in our ongoing pursuit to better serve our customers and partners in the UAE.

What are some of the challenges faced by channel partners today and how does Aruba help them overcome these?

The biggest challenge faced by our partners today is that nowadays they have to adapt to new customer experiences and requirements to help them in their digital transformation journey. Aruba has been helping them tackle this by first creating the platform that enables partners to successfully deliver their customer experiences. An example of this is the Managed Services Partner Platform that we created for our partners, which allow them actually to exceed customer expectations and deliver a true managed services experience for the customers.

The second challenge is the supply chain shortage and challenges that partners face. What we've done from our side is to diversify our products to cater all types and size of customers, to help partners provide solutions to customers within an acceptable delivery timeline. 

OKI TO EXPAND SOUTH AFRICA MARKET PRESENCE

Company announces plans to grow its industrial and office printing solutions in the South African market through strategic partnerships with some of the industry's experts and establishments.

OKI MEITA has announced strategic plans to grow its industrial and office printing solutions in the South African market, through valuable partnerships with some of the industry's experts and establishments.

"We are not only here to stay – we are here to grow...and we don't walk; we run! Along with our industry-leading partners, we believe in the ongoing commitment to enhance our market coverage and share in South Africa," said Mathias Militzer, Vice President MEITA.

OKI

WE ARE NOT HERE TO STAY.
WE ARE HERE TO
GROW!



"There are amazing and solid opportunities for OKI in South Africa. Offering industrial and office printing solutions in different verticals within this country has been vital for our global brand and leadership. To work in one of the world's most dynamic markets can only push us to deliver more efficiently and grow at a faster, yet stable pace."

With a product portfolio of A4 and A3 digital LED printers & MFPs for business applications, and a unique range of industrial printing products including sheet-fed and roll-to-roll label production & packaging printers, transfer media printing with White Toner, HD medical imaging with DICOM embedded printers, OKI can offer unrivalled printing solutions to its esteemed customers within their numerous verticals.



OKI Europe's MEITA branch operates from Dubai, UAE, and is responsible for the Middle East, India, Turkey, and Africa regions.

OKI Europe is an OKI group company that has been leading the world in customer-led innovation for

over 130 years. Employing more than 18,000 individuals in 120 countries worldwide, we bring together the support of a global organisation with the approach of a local business.

The OKI Group is founded upon the principal of delivering products and solutions that are dedicated to business customers through a consultative and innovative approach to service, design, manufacture, and implementation.

"Through our strategic partnerships we can ensure to deliver solutions that break down our customer specific barriers to greater success and help them achieve their current and future business goals," said Militzer. 



TO WORK IN ONE OF THE WORLD'S MOST DYNAMIC MARKETS CAN ONLY PUSH US TO DELIVER MORE EFFICIENTLY AND GROW AT A FASTER, YET STABLE PACE.

THE CLOUD STORY

Khaled AlShami, VP Solution Consulting, Infor, tells Anita Joseph how the company stands out from the rest of the competition by offering industry specific solutions on the cloud.

How is Infor doing things differently? Infor's solutions are pre-configured with built-in industry-specific functionality, to enable customers to reduce complexity, transform business processes, and accelerate time to value. Infor built these specific configurations from the ground up so organisations get a solution fully configured for their sector from day one. It makes a vast difference compared to generic, out-of-the box ERP solutions.

Infor is the only company in its peer group to provide a true multi-tenant SaaS solution. Infor teamed up with AWS as its sole hyperscaler a decade ago and all its applications are in the multi-tenant cloud and seamlessly integrated with each other.

Infor's software is helping to drive holistic innovation in manufacturing and distribution by connecting organisations to their customers, supply chain network, plant and equipment, which enables employees to drive predictable revenues. By embracing powerful cloud-based software and a culture of continuous innovation, organisations can turn many of their current challenges into advantages, bringing simplicity where there was complexity, gathering and using data to maximum effect, and enhancing their ability to work in tandem with suppliers and partners.



Customers today understand the difference between being on a hosted, single-tenant solution versus being on a multi-tenant solution that enables them to sustain their business operations with minimal disruption and provide the agility to scale up or down according to their changing needs. Digital transformation is about taking a comprehensive analysis of your organisation and understanding what you want to achieve, followed by a journey of continual innovation.

Why is GITEX important?

GITEX is an opportunity to deepen our understanding of the UAE's digital strategy and to see how companies are aligning themselves to serve the government's vision. It's also a very good opportunity to meet our customers and to showcase our latest developments, with a clear focused message that we are an industry-specific cloud solution provider. Everyone is now looking for specific solutions for specific needs. This is what we're good at and we can help our customers embrace digitisation and begin a journey of continuous innovation.

What about Infor's approach to being industry-specific?

The approach is very simple and is largely about understanding our customers' business. If you look at our industry CloudSuites, you will see



IF YOU LOOK AT OUR INDUSTRY CLOUDSUITES, YOU WILL SEE YEARS OF EXPERIENCE AND BEST PRACTICES IN THE DOMAIN.



years of experience and best practices in the domain. We have made every effort to make sure that we shorten the time to value for our customers. We always seek to reduce the cost of implementation for our customers, and we work closely with them to devise and execute quantifiable business outcomes that they aspire to. It's not about just installing a new business application; it's about ensuring that we are helping our customers achieve success.

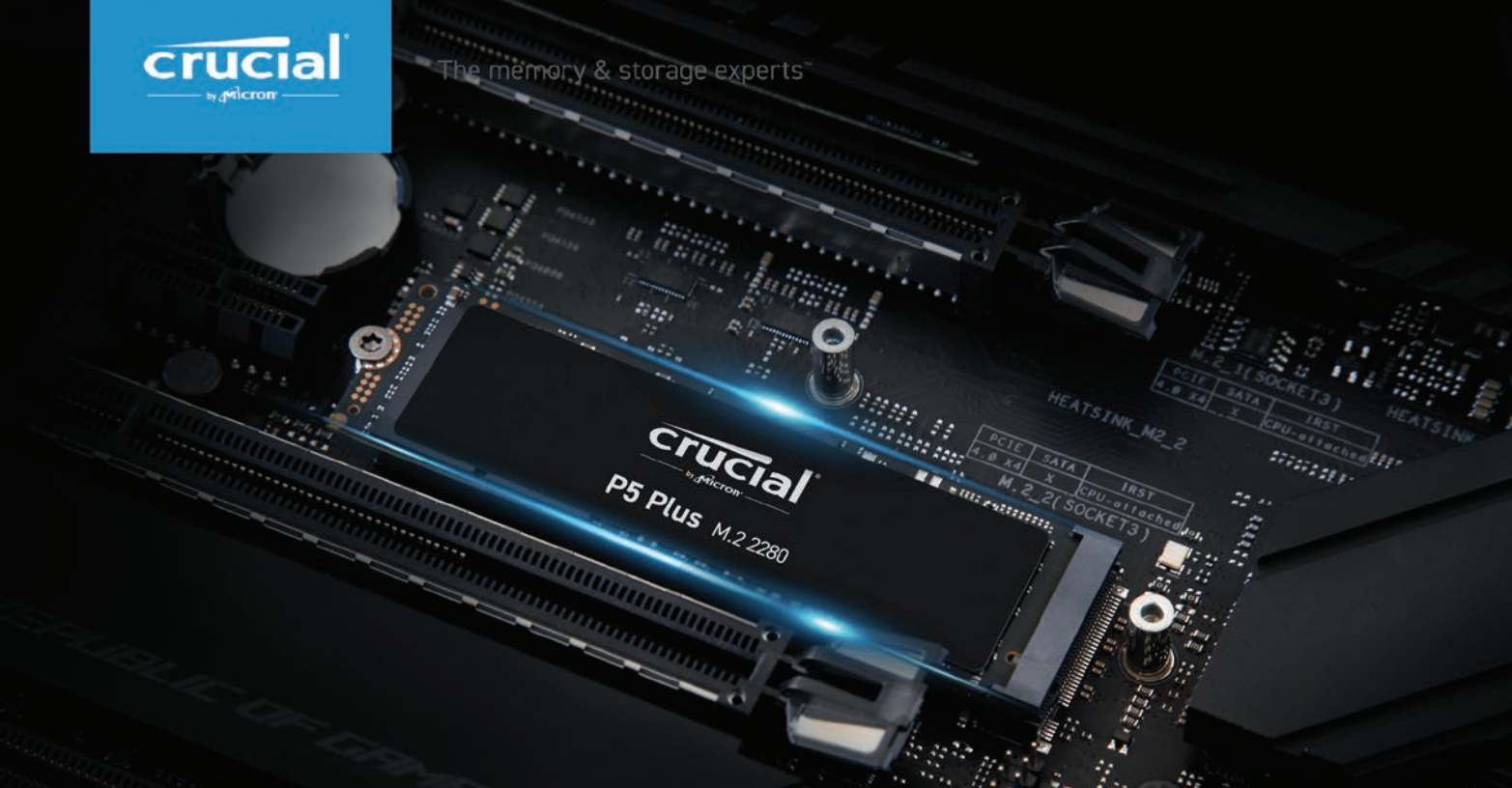
Infor is continually innovating its industry-specific cloud solutions. In fact, one of the major advantages of cloud-based software is that it can be continually enhanced and updated



ONE OF THE MAJOR ADVANTAGES OF CLOUD-BASED SOFTWARE IS THAT IT CAN BE CONTINUALLY ENHANCED AND UPDATED FOR CUSTOMERS.

for customers. Infor learns from thousands of customer deployments, gathering data, knowledge and insights on the challenges faced by companies operating in specific industries. This deep understanding of the industries we serve is fed back into our software, which helps our industrial manufacturing and distribution customers in the Middle East.

Using our software, organisations in manufacturing and distribution in the Middle East can transform the way they manage their supply chains, business processes, assets, goods and services, and their people — all in one integrated, intuitive solution. 


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HOW CAN MULTI-CLOUD HELP CLOSE THE INNOVATION-GAP?

Ahmed Auda, Vice President & General Manager, Middle East, Turkey, and North Africa, VMware



The benefits of using technology to innovate and get ahead of the competition are clear, but despite this, few organisations have yet to truly harness the potential of their data. According to 100 C-suite executives in Forbes Top 2000 companies, surveyed by VMware, nearly three-quarters (70%) of businesses admitted they are struggling to unlock the value of their data – directly impacting their ability to innovate.

Organisations looking to close the gap between originating ideas and delivering them into the business by doing more with their data, should turn their attention to the cloud.

Here are seven ways multi-cloud can help close the innovation-gap – by helping businesses move, store, utilise and thus monetise their data, irrespective of where it resides.

- **Ease of management:** As customers embrace the multi-cloud model, they discover that greater choice can lead to a big spike in complexity. Businesses on this cloud journey need to move from being ‘cloud first’ – with a big focus on building customer-facing apps in a single cloud – to ‘cloud smart’- where they have the freedom to choose the best cloud environments for their applications, with consistent management for security and control, and a cost-efficient use of private and public clouds.
- **Freedom of choice:** Organisations don’t want to have to plan their entire cloud/IT/digital journey upfront; they want the freedom to adapt as their business needs evolve. That means having the freedom to adjust data utilisation as required rather having to compromise on decision making by being locked into one cloud. A true multi-cloud strategy enables companies to incorporate the right mix of on-premises, private, public and edge cloud environments to meet their needs.

- **Agility:** As part of that freedom to choose any cloud, organisations should be able to move both new and existing apps quickly and easily to a cloud, with zero or minimal refactoring. Requirements and services are continuously evolving, and a company’s multi-cloud infrastructure must be able to evolve as well. This also reduces friction linked to the migration of data, allowing the agility required to access and use data flexibly, and at speed.

- **Time to value:** The nature of business today means workloads must be up and running on any cloud quickly and easily. Being locked into a multi-year contract with a cloud provider and not consuming resources in the way they anticipated, hampers the ability of the business to move

quickly. Instead, organisations should be able to consume cloud at the right pace to meet their spend commitment, avoiding wasted expenditure and allowing them to tap into required data sets when needed.

- **Security:** Security is a top priority for businesses. Being able to proactively monitor, detect and remediate security across clouds is critical. It should be baked into the platforms that organisations are using in a way that ensures upgrades happen on time, with support to minimise disruption in the event of an attack. This directly ties into the uptime and resilience required to manage data effectively, across workloads and at all times.
- **Sovereignty:** The distribution and storage of data between organisations and beyond national boundaries has become an obstacle to its protection and utilisation. Having access to a sovereign cloud can provide the guarantees and assurances around these legal requirements, opening up the possibilities of innovation to entire industries that previously had no access to cloud services.
- **Future-proofing:** No-one knows what new innovation the future will bring, not even two or three years ahead. Businesses need to be agile to respond to evolving opportunities and new challenges. With a multi-cloud platform, they will be equipped to adapt every part of their organisation as needed, including tech infrastructure and data management capacities, to have those same capabilities.

By deploying a multi-cloud approach, organisations can give themselves the foundations they need to make better use of their data today, and for what’s around the corner, and in doing so, finally close the innovation-execution gap. 



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DATA.**

TRANSFORMING THE CHANNEL

Mark Forker spoke to Jeff McCullough, Vice President Global Partnerships at SolarWinds, to find out more about their newly-launched 'Transform' program, the opportunities it presents for the channel - and why the IT leader felt the time was right to build a more strategic roadmap for their channel partners in a bid to highlight and acknowledge their best partners globally.



Can you tell our readers more about the significance of SolarWinds launching a new global transform partner program - and what opportunities will that provide for their channel partners?

SolarWinds has a long history of working with partners and they've been a big part of our business globally. However, we have never really built a program framework to be prescriptive and predictable about our partner engagements.

We've done great business together,

but we've never memorialised our strategy and our intention for our partner business and the role that they play - and we've never really identified what a great partner looks like.

We're now at a point in our maturity curve where we have enough partners that have invested, developed and worked hard to build a business with SolarWinds, so it really is incumbent on us to illustrate to the market the role partners play in our business and these are the best partners that we have.

Every partner develops and grows their business and we now have the opportunity to create within our partner ecosystem different ways partners can participate, but at the same time be able to highlight the best of the best and be able to offer customers choice when they are looking for SolarWinds solutions and resources they can to, not only to purchase our products, but also from a sales and technical acumen capability standpoint.

Our mission is not only to identify our biggest and best partners, but also highlight who the most capable are in terms of skills. We can tell our customers these are the best partners, not only in terms of their scale in the market, but what they can bring you in relation to resources and support designed to make you more successful.

It's a big milestone for us, I've only been at the company for a year, but I know that the company has been working hard for a long time to get to this point.

Can you outline to our readers why SolarWinds decided that 'now' was the right time to transform and relaunch the way it engaged with their channel partners on a global scale?

The name of our program is Transform, and that term wasn't accidentally selected as our program name. We use that term every single day when we go about our business, we talk about our own internal transformation



OUR MISSION IS NOT ONLY TO IDENTIFY OUR BIGGEST AND BEST PARTNERS, BUT ALSO HIGHLIGHT WHO THE MOST CAPABLE ARE IN TERMS OF SKILLS."

from a monitoring company to an observability company – and we also talk about helping customers on their digital transformation journeys, and transforming our go-to market strategy with our partners.

I think the inflexion point for SolarWinds has been the fact that we have a great presence in the mid-market of the industry and work with almost all the companies in the Fortune 500.

However, our share in those customers is relatively small, but we recognise that there is a phenomenal opportunity when you look at the breadth of our IP, and all the capabilities that we have. Our goal is to drive greater consumption across our customer base, and the best place to do that is in the channel as partners represent the best way to engage the market.



OUR GOAL IS TO DRIVE GREATER CONSUMPTION ACROSS OUR CUSTOMER BASE, AND THE BEST PLACE TO DO THAT IS IN THE CHANNEL AS PARTNERS REPRESENT THE BEST WAY TO ENGAGE THE MARKET.”

They continue to be on a global scale the primary way customers consume IT products, even when you look at the growth of cloud and MSPs, and MSPs is an important new channel for us. One of the fastest growing parts of the channel market is the MSP market, which aligns with the sweet-spot where we are, small to mid-market customers consume considerable amount of their IT solutions through MSPs.

As we shift to observability, ours is

a great story, because it scales from customers who are struggling with tool sprawl, the challenges of staffing, and the ongoing battle to consolidate all of their management platforms through observability into a single platform is a big play for us.

As our products evolve, we are going to continue to be on-prem with our Hybrid Cloud Observability Platform and our GSI and MSP partners are going to serve as great vehicles for delivering that.

It is all really about us diversifying our go-to market base so we can get to more customers and we can leverage this broader IT stack that we have to offer through our Hybrid Cloud Observability platform.

Did you face challenges in terms of convincing your channel partners to embrace the new benefits of your Transform program? Was there any resistance to change?

As we move to observability it creates change for everybody, and where there is change there is opportunity.

I think one of the great things about us building out our partner program and identifying the partners that are invested with SolarWinds is the fact that they are the ones really embracing the change.

If you take a look at all our top partners then you'll see that every one of them is in Hybrid Cloud Observability and they are very excited about our roadmap, particularly our SaaS platform.

Our strategy comes from the belief that we have a place for all our partners, and if one of our partners has a customer that wants to consume our products, and engage and work with us then we will absolutely develop a path for them.

However, we also acknowledge that there are partners that have a very consistent pattern when it comes to the business they conduct with us, and that comes from the fact that they are invested, focused on the market and strategically aligned to help customers overcome their challenges – and we want to work with those partners and give them an opportunity to accelerate with our business.

All these inflexion points of change create new opportunities, and we are really excited about the opportunity we are creating for partners, not just to help our 300,000 customers install base make that transition, but to talk to the next 300,000 customers hopefully about all the things that we can do for them.

It's great opportunity to introduce SolarWinds to customers that didn't really understand all the capabilities that we have to offer.

It's been a great business model for us because a lot of our engagement has been online and customers try our software and then they consume it, but whilst that model is there and we still use it, the market has evolved, and customers aren't necessarily downloading and trying new software all the time. We are shifting towards where the market is going, but we are bringing all the IP that we offer and all the proven technology that we have been able to deliver with our observability benefits added on top.

SolarWinds has an extensive portfolio of products and solutions, but what inspires your product innovation, is it customer-driven to address their problems, or is it from your own internal R&D?

Customer feedback continues to be a cornerstone of our product development as we look to continually enhance and improve the roadmaps for our products.

In addition to this, we engaged quite extensively with our partners to see what they wanted to see in relation to the partner tools and the new portal to be specific.

We want to improve our partner experience and working with them every day is of key importance to us. We have a global partner portal that is used differently in different parts of the world, but our focus is to get one simplified and consistent user/partner experience worldwide.

As more and more of our partners expand and operate globally then it really does become important to us, because we don't want to have 4 sets of different rules for each region, that just makes it difficult for us internally, so we want to simplify everywhere we can. 

60% OF UAE BUSINESSES STRUGGLE TO DELIVER ANALYTICS ROI DUE TO LEGACY STRATEGY

New research reveals that, while 79% of UAE organisations invest in analytics ahead of all other technology, historic unsolved challenges mean critical business insights aren't fully utilised.

Alteryx, Inc. the Analytics Automation company, has uncovered the core factors blocking organisations from delivering in-demand business intelligence with data analytics. New Alteryx-commissioned IDC research* highlights that - despite businesses needing faster, more accurate insights to navigate competitive markets, businesses are still attempting to meet their future AI analytic goals with legacy strategy.

The research showcases the negative ROI impact of lagging upskilling, democratisation, and accessibility initiatives. When these foundational data pillars are not prioritised, the result is a broken link between in-department expert and analytic-driven insight - one where analytics is limited to those who can code and not the person best placed to answer the question.

Today, two thirds of UAE organisations say they don't always trust - and (84%) say they don't even use - their own analytic insights for decision making. Widening the

analytics maturity gap, 60% also report minimal (0% to 5%) financial ROI from their analytics.

Building an AI future - the AI-attainment Gap:

Highlighting the imminent need for high-ROI business intelligence, 71% say "the business landscape is changing faster than ever before". To meet this continually shifting landscape head on and deliver valuable insights at scale, 79% now intend to prioritise their analytics investment above all "other technology" in the near future.

By 2027 businesses see a strong need to deliver AI-generated insights, but also face a clear gap between AI automation roadmaps and the foundational pillars needed to deliver:

- **AI Adoption Today:** The vast majority of UAE businesses (70%) say fewer than a third of their decisions are automated using AI/ML technology today.
- **AI Integration Tomorrow:** By 2027, 47% want at least a third of their core business decisions to be driven by AI and automation.



Removing legacy roadblocks and prioritising ROI

While AI-based decision-making is undoubtedly the next step in transformation, the research underlines a hamster wheel-style innovation roadmap – one defined by momentum but lacking progress. The Alteryx-commissioned IDC Infobrief – 4 Ways to Unlock Transformative Business Outcomes from Analytic Investments – highlights the cognitive dissonance separating those who are – and are not – delivering high ROI analytics.

The research sets out the foundations behind successful analytics programmes – showcasing clear priorities for organisations looking to deliver AI-generated insights by 2027:

Democratisation: Three quarters of UAE businesses still rely on manual coding - blocking vital expertise from in-department experts.

Upskilling: 82% do not closely match technology investment with the human upskilling needed to deliver more impactful and timely insights.

Accessibility: Globally, 82% of businesses say their data access policies are, at best, only moderately effective - cementing an over-reliance on data science teams and the inability of users to access data/insights.

Alan Jacobson, Chief Data and Analytics Officer at Alteryx, said: “Futureproofing business using AI-driven insights needs more consideration than simply investing in new technology. The business appetite for more insights - faster than ever before - requires a whole business shift driven from the top down. The people closest to the problem must be enabled with the tools to deliver these insights and empowered to solve it themselves.

“The business opportunity from analytics – and by extension AI/ML insights – is huge. Being able to make accurate decisions to quickly meet disruption head on is a goal that businesses have aspired to for centuries. With so much unused data and underutilised talent, combining upskilling, accessibility, and democratisation is the only way these businesses will generate the ROI needed to transform their business with automated AI-based decision-making.”

Karl Crowther, Vice President, MEA, at Alteryx, said: “It’s surprising to see so many businesses still actively using outdated spreadsheets or exclusively relying on those few experts with advanced coding knowledge to deliver insights.



TODAY, TWO THIRDS OF UAE ORGANISATIONS SAY THEY DON'T ALWAYS TRUST - AND 84% SAY THEY DON'T EVEN USE - THEIR OWN ANALYTIC INSIGHTS FOR DECISION MAKING.

“The IDC research validates a number of best practice strategies for delivering ROI from analytics. Breaking down silos, developing a data culture that aligns technology spend with upskilling, and ensuring alignment between IT and line of business priorities are the core pillars that will help deliver the turbocharged whole-business insights needed to futureproof operations.” 

WINNER ALL THE WAY



If you're a business user looking for an agile, tough and productive, yet elegant and fast laptop to keep up with your fast-paced lifestyle, look no further. The ASUS ExpertBook series offers ergonomic design and robust security features, helping business users' work comfortably and securely, anytime and anywhere.

Beginning with the design, the ASUS ExpertBook B5402FEA is a 360-degree flip version, with distinctive edges on the corner which gives it an elegant appearance. This, in itself, is a stark contrast from the usually plain-looking business laptops. That's not all-the laptop resembles the starry night sky with an iridescent finish with tinges of red and green, with small shiny particles embedded within the finish.

Pick it up and it's compact & light weight-its manageable 1.25 kg weight means that it will fit in easily into any suitcase or backpack.

As far as the display goes, the laptop lives up to its glitzy look-it features a 14-inch FHD 16:9 IPS panel with a NanoEdge design to provide an up to 85% screen-to-body ratio. The display supports 1920 x 1080 resolution, 100% sRGB color gamut and up to 400-nit brightness.

Make no mistake, this laptop is durable too-the lid and base panel of the ExpertBook B5 series are made of aluminium alloy and the C part is

made of magnesium aluminium alloy, allowing a much lighter weight and incredible strength. In addition, it also has reinforced hinge connections and has passed the rigorous demands of the of the MIL-STD 810H * standards for durability.

Other high-performance parts include up to 48 GB of high-speed RAM, and up to 2 TBx2 PCIe 3.0 NVMe M.2 SSDs. Also, as a flexible and adaptable business laptop, its parts can be configured to meet specific performance, security and budget requirements of customers.

The ASUS ExpertBook B5 series is powered by 11th Gen Intel Core processors with Intel Iris Xe graphics. 11th Gen Intel Core processors provide better computing performance and mobility than previously possible. The new processors revolutionise modern creative workflows with Intel Deep

Learning Boost AI acceleration and AV1 media encoding and decoding technology. In addition, they integrate the latest, highest-speed Wi-Fi technology as well as new Thunderbolt 4 Technology to connect to a universe of peripherals and enable single-cable access to fast charging, external monitors, and extended storage.

Perhaps the best feature of this laptop is that it is equipped with ASUS Wi-Fi Master Technology, which not only has built-in Wi-Fi 6 wireless network for faster wireless transmission performance, but also adds ASUS exclusive Wi-Fi SmartConnect, which provides greater distance, stability, and a seamless wireless network experience for business users.

Another USP? The ASUS ExpertBook B5 series is available with a 63-watt, providing up to 12 hours of battery life (Energy-efficient Panel version), allowing users to work an entire day without charging. It also offers a fast charge function that charges the battery from 1% to 50% in just under 39 minutes. Moreover, the ASUS ExpertBook B5 series includes an optional Panel Self Refresh technology which relies on dedicated memory built into the LCD display panel. It's used when the display is showing a static image, and saves energy by shutting down the video processor and its circuitry. This lower power consumption allows a much longer battery life.

Mention must be made of its superior video quality which is the result of the ASUS AI Noise-Canceling Audio feature, which ensures that users can hear and be heard clearly in any scenario. The ClearVoice Mic function page lets user select from one of four modes: Normal, Basic, Single presenter or Multi-presenter. The ClearVoice Speaker function filters out all ambient noise except human voices, so that users can hear and record more clearly — even if background noise is present.

There are plenty of more features packed into this slim, elegant machine, so check them out and make the ASUS ExpertBook B5402FEA a part of your everyday worklife. It's a winner all the way. 



POWERFUL AND VERSATILE



Detachable laptops have always been subject to scepticism and doubt-questions about the processor power, battery and display of this category always come to mind when selecting a laptop for everyday use. But the ASUS ExpertBook B3 Detachable laptop puts all doubts at rest with its flexibility, versatility and performance.

To begin with, the ASUS ExpertBook B3 Detachable is powered by the Qualcomm Snapdragon 7c Gen 2 with Windows operating system, which can provide users with better productivity, performance and longer battery life than other laptops with Intel Pentium or Celeron processors. In addition, at only 595g weight (with the garaged stylus is 600g), 8.9 mm thickness, and dual camera design, it not only makes it easy to carry but also offers users excellent

remote learning and work experience.

It also has an optional dual-orientation stand cover-ExpertStand. This not only provides robust protection for the laptop but also can flexibly change between using modes within seconds. In addition, the ExpertStand is with a special-woven fabric finish which allows users to easily hold on and reduce the risk of dropping.

The optional keyboard is ergonomic, with an ErgoLift design and 1.5 mm key travel, allowing ASUS ExpertBook B3 Detachable to enable the best typing and productivity experience. When the keyboard is detached, the ASUS ExpertBook B3 Detachable becomes a compact tablet with a garaged stylus for taking notes or sketching. The detachable keyboard is also spill-resistant, so users need not worry about accidental beverage spills.

For increased functionality and

productivity, the ASUS ExpertBook B3 Detachable features the ASUS ExpertWidget function, allowing users to customise their own 'hot keys' with the combination of Fn key + Number key 1~4. In fact, users can open the setting screen of this function in the ExpertWidget software, and quickly customise the function of each key combination.

It's hygienic, too. The detachable keyboard features a special new antibacterial coating which integrates silver ion components. When the silver ions encounter bacteria, they combine with the negative ions in the bacteria, thereby destroying the structure of the bacterial cell membrane or cell wall, so they cannot propagate. This coating design has also passed the ISO22196 test certification, with an antibacterial effect as high as 99%.

The 38-Wh battery of this powerful laptop delivers an up to 21-hour of charge by playing back 1080P video while connected to the keyboard, so it allows you to work an entire day without charging. It also features one USB 3.2 Gen 1 Type-C port and a 3.5 mm combo audio jack on the right side, as well as power and volume buttons on the left side. The USB-C port supports data transfer, DisplayPort and power delivery, allowing the ASUS ExpertBook B3 Detachable to expand connections.

With remote work becoming increasingly common, the need to filter out noise becomes essential. The ASUS ExpertBook B3 Detachable features an ASUS AI NoiseCanceling Audio, which ensures that users can be heard clearly in any scenario. In addition, the function can filter out all ambient noise except human voices, so that users can hear and record more clearly — even if background noise is present. The ExpertBook B3 Detachable also features shortcut keys to quickly mute the microphones, ensuring that conferencing is slick and safe.

Impressive, powerful, elegant and versatile-the ASUS ExpertBook B3 Detachable is for all those who love class, finesse and performance-all in one package. 





LINKSYS

ATLAS PRO 6

THE BETTER WI-FI

If you're looking for a Wi-Fi that's flexible, fast and next-level, then you've come to the right place-the Linksys Atlas Pro 6 with Velop Intelligent Mesh is not only super-fast, but it also allows for high-speed video calls, gaming and uninterrupted streaming for up to 30 devices per node.

This device is power packed and unleashes the true power of Wi-Fi 6 technology. It's Dynamic Frequency Selection (DFS) provides access to more channels, reducing interference from neighbouring networks. The

Velop Intelligent Mesh Technology offers whole home mesh Wi-Fi coverage that's easily expandable by adding additional nodes. With easy setup, advanced security and parental controls, Linksys Atlas Pro 6 is an essential upgrade to any home, since one gets to enjoy 3.5X faster speeds and range than Wi-Fi 5. Moreover, its modular system can be scaled to match your growing needs.

The best part about this router is that it is easy to set up- lets you access your network from anywhere, and view or prioritise which connected devices are using the most Wi-Fi - all



WE MUSTN'T LET HYBRID WORK KILL OUR CURIOSITY

Ian Jones, Global SVP for Professional & Education Services at F5.



In the ongoing debate about hybrid work, we hear a lot about communication, collaboration, and culture.

People ask how effectively teams can work together, onboard new members, and deliver complex projects when there is less time spent under the same roof.

All of that is important and worthy of discussion. But when I think about my own career and what has driven it,

another word comes to mind: curiosity.

When I started out as a field engineer, being sent to customers' offices to fix devices, I would have said the job was entirely about the technical work. Could I solve the problem and resolve what wasn't working?

Yet, when I went into management and had to oversee people doing my previous job, I started to see a more complicated reality. This is when I learned one of my most important

lessons: the real job is not to fix the device, but to *connect* with the customer and add value by being curious and showing initiative. There's always more to a job beyond words on a spec sheet.

I started to realise the importance of looking beyond the end of your own nose at work, not simply taking a brief literally, but understanding how it fits into the wider tapestry of a project, a customer relationship, or a business objective. What, if anything, can you do to make each other's lives easier?

Of course, systems, processes and hierarchies are important, but they also rely on people who are willing to colour outside the lines, to look for a more efficient or intuitive way to solve a problem and deliver an objective. So much business success arises from how people align and work in ways that may have been unforeseeable when the original plan was created, and resources allocated. This kind of human interactivity is vital and almost *impossible* to impose from the top down. It relies on curiosity— to see the bigger picture, point out problems others may be missing or working around, and ask where help is needed.

I do worry that hybrid working may inadvertently limit our ability to work in this way. Physical distance tends to force us into smaller teams with narrower fields of vision, focused on our own practice area. We hold meetings and tick off items on the to-do list as efficiently as before, possibly more so, but our peripheral vision of what is happening above, below, and around is inevitably impaired.

It is important to not let the day-to-day advantages of remote working detract from building teams that feel fully attuned to the rest of the organisation. To know what others outside their team or department are doing, and how their own work fits in. Understanding all the pieces of the puzzle is always beneficial to individual careers and organisational health. So often it is curiosity that brings us together and helps us to work more effectively. It is a precious, career-making asset we must nurture – now more than ever. 

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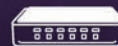
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