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MIDDLE EAST

THE VOICE OF THE CHANNEL

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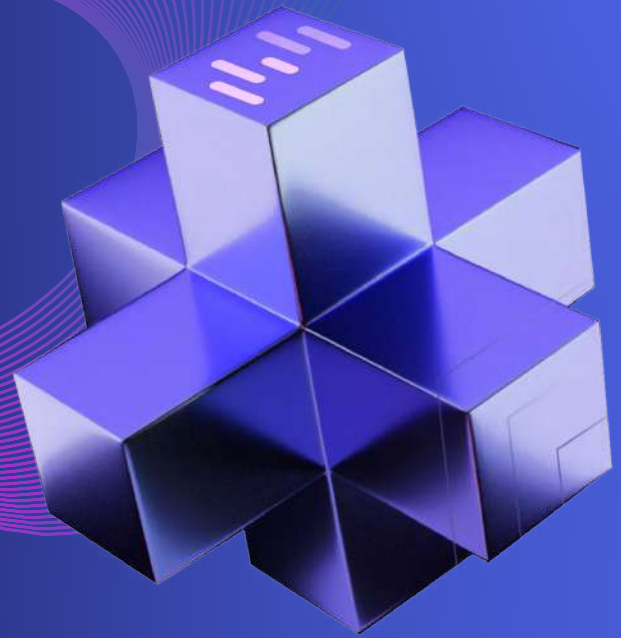
INNOVATION FIRST

RESELLER ME EXAMINES THE IMPACT OF EMERGING TECHNOLOGIES ON THE CHANNEL INDUSTRY.

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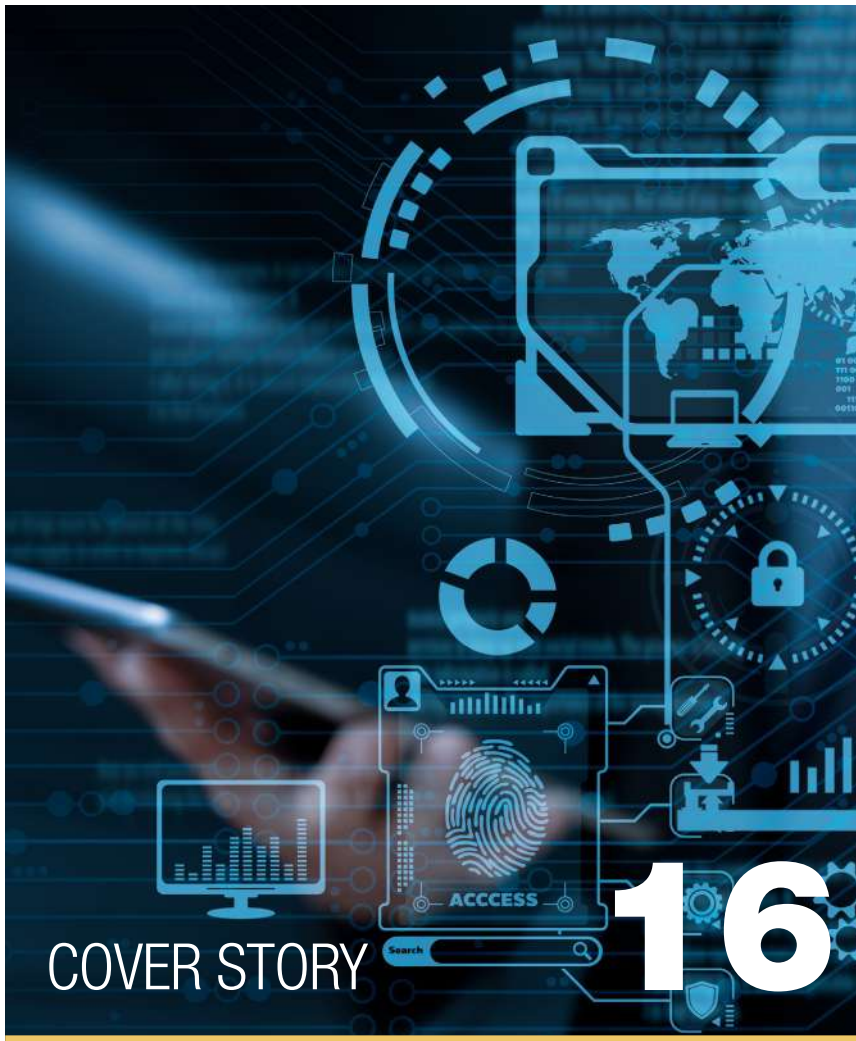


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CUSTOMER-FIRST

As we stand at the crossroads of innovation and opportunity, the channel industry is undergoing a transformative journey powered by technology. This dynamic sector, encompassing a diverse network of distributors, resellers, and managed service providers, is experiencing an unprecedented evolution driven by technological advancements and shifting market demands.

One of the most significant trends reshaping the channel industry is the proliferation of cloud computing. As businesses increasingly migrate to cloud-based solutions, channel partners are required to adapt swiftly, offering robust cloud services and infrastructure to meet growing customer needs. This shift not only opens new revenue streams but also necessitates a deeper understanding of cloud technologies and strategic alliances with leading cloud providers.

Cybersecurity has emerged as another critical focal point. With the rise in cyber threats, businesses are prioritizing security more than ever. Channel partners are stepping up as key players in delivering comprehensive cybersecurity solutions, ranging from threat detection and prevention to robust incident response strategies. This heightened emphasis on security fosters a climate of trust and reliability, essential for long-term customer relationships.

The advent of artificial intelligence (AI) and machine learning is also revolutionizing the channel landscape. These technologies enable channel partners to offer innovative solutions that enhance operational efficiency and provide valuable insights through data analytics.

Moreover, the channel industry is witnessing a surge in subscription-based models and managed services. This shift towards recurring revenue streams reflects a broader trend of customers seeking flexible, scalable solutions. Channel partners who embrace this model are better positioned to provide continuous value, fostering sustained growth and stability.

Embracing these advancements not only ensures relevance in a competitive market but also unlocks new potentials for growth and innovation. As we navigate this exciting era, staying ahead of technological trends and adapting to evolving customer demands will be the cornerstone of success.



FUTURE OF THE CHANNEL

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NEWSMAKERS



ASBIS CELEBRATES 32ND PARTNERSHIP ANNIVERSARY WITH SEAGATE PARTNERS

ASBIS Middle East, a subsidiary of ASBISC Enterprises PLC, a leading Value Add Distributor, developer, and provider of ICT, IoT products, solutions, and services to the markets of Europe, the Middle East, and Africa (EMEA), recently celebrated the 32-year anniversary of its distribution partnership with Seagate, a prominent manufacturer of storage solutions. Notably, Seagate was the first global IT vendor with whom ASBIS signed a distribution agreement in 1992, marking the start of a longstanding

and successful collaboration between the two companies.

The anniversary event was held on the 25th of June at the Doubletree by Hilton hotel in Dubai. The event comprised several elements, including presentations by Arnab Majumdar, Country Manager - Kingdom of Saudi Arabia for Seagate, who showcased the latest solutions offered by Seagate. Additionally, Mr. Hesham Tantawi shared a summary of the principal milestones achieved by the two companies in their partnership. The

event also included contributions from Mohit Pandey, Head of Sales META at Seagate Technology, and concluded with a celebratory cake-cutting ceremony with 200 valuable partners.

Over the past three decades, ASBIS has delivered impressive outcomes for its partners and upheld its status as the primary Seagate distributor in the EMEA region. The collaboration has progressed from distributing standard HDD, SDD, and external drives to incorporating more intricate and advanced solutions.

SECURELINK AND CYTOMATE COLLABORATE TO OFFER THE COMPLETE CYTOMATE ECOSYSTEM TO ENTERPRISES IN THE MIDDLE EAST

SecureLink, the Trusted Risk Advisor for the MEA announced signing of distribution agreement with Cytomate, a leading provider of security posture management and threat intelligence products. Together, the two companies will empower enterprises with BAS, Deception, ASM and BAS for OT tools to fortify their defenses against advanced attacks and prioritize actionable remediation.

Cytomate is the only AI CyberTech in the region that offers Security Posture Management and Advanced Threat intel services such as offensive security, including Red Teaming, Pen Testing, and Reverse Engineering. It



replicates, evaluates, and verifies the latest attack techniques employed by Advanced Persistent Threats (APTs) and other adversarial entities. This comprehensive assessment covers the entire kill chain, with a prioritized catalog of corrective actions offered upon detection of any vulnerabilities.

Commenting on this partnership, Manish Pardeshi, Director, SecureLink says, "As a specialized risk advisory firm, we help organizations navigate complex risk landscapes and make informed decisions to safeguard their sensitive data. Our partnership with Cytomate is very strategic in nature as their first distributor for ME.

By leveraging our extensive technical expertise, experience, and market reach, we can open wider avenues for joint business growth. In the current threat landscape, which is ever evolving, together, our goal is to empower organizations with a resilient security framework using Cytomate's BAS Platform."

TREND MICRO PARTNERS WITH NVIDIA TO SECURE AI-ENABLED PRIVATE DATA CENTERS IN THE REGION

Trend Micro Incorporated, a global leader in cybersecurity solutions, announced its partnership with NVIDIA to secure AI-enabled private data centers in the region and globally. This collaboration integrates NVIDIA NIM and NVIDIA Morpheus with Trend Vision One – Sovereign and Private Cloud (SPC) solutions, enhancing security for businesses adopting generative AI.

By utilizing NVIDIA NIM's optimized AI inferencing microservices to locally serve Trend's Cyber Security Large Language Model (LLM), Trend Vision One – SPC amplifies the strength of security solutions by improving data privacy, real-time analysis, and rapid threat mitigation. This integration addresses the complexities of next-generation AI-driven data centers and delivers highly efficient threat



detection and response capabilities.

"This partnership is critical as the AI sector in our region is set to grow annually by 20% to 34%, reflecting a vibrant and rapidly expanding ecosystem," said Dr. Moataz Bin Ali, Regional Vice President and Managing Director, MMEA, Trend Micro. "In this transformative era, our mission

is to enable businesses to unlock the full potential of AI while maintaining top-tier security and data protection. Our latest initiative is dedicated to protecting these vital AI-driven infrastructures with state-of-the-art security solutions."

As AI continues to revolutionize industries, Trend Micro's collaboration with NVIDIA sets a new benchmark in securing AI-enabled environments. This partnership underscores Trend Micro's commitment to providing robust, innovative cybersecurity solutions that meet the growing demands of government and private sector organizations wanting to leverage the power of AI in their on-prem data centers to supercharge productivity and create innovative AI-powered user experiences.

WESTCON-COMSTOR AND EXTREME NETWORKS COLLABORATE TO REVOLUTIONIZE SPECTATORS' STADIUM AND VENUE EXPERIENCE

Westcon-Comstor, a global technology provider and specialist distributor, has announced it has joined forces with Extreme Networks to help transform spectators' sports and event experiences by driving adoption of Extreme solutions across stadiums and venues throughout Europe, the Middle East and Africa (EMEA).

Westcon-Comstor is now the first distributor in the EMEA region to be officially recognised as a delivery and solutions partner for stadiums looking to leverage Extreme's market-leading solutions, which have already been deployed by world-famous football clubs including Manchester United and Borussia Dortmund as well as US-based sporting bodies such as Major League Baseball, NASCAR and the National Football League (NFL).

By spearheading the rise of the connected stadium, Extreme is revolutionising the matchday experience for sports fans.

High-speed Wi-Fi connectivity and Wi-Fi analytics enable seamless

experiences including mobile ticketing, cashless transactions, in-seat concessions ordering, real-time sports betting, and improved stadium app performance, driving fan engagement while boosting revenue generation for venues. Strong network infrastructures improve ticketing, security, and staff collaboration and provide data-driven insights for better resource allocation



and operational planning.

Westcon-Comstor and Extreme Networks have a long-standing relationship, and the new agreement sees Westcon bring Extreme's solutions to the IT channel in EMEA for the first time.

"Extreme Networks is an innovator in the space – shaking up the status quo and helping customers find new ways to drive better outcomes. They've taken a leadership position in driving seamless deployments across large venues and stadiums, and we're excited to partner with them as they continue to expand their presence across EMEA," said Martin Flensburg, VP, Business Operations, Global Supply Chain Solutions and Services at Westcon-Comstor. "This new element in our relationship with Extreme creates exciting new opportunities for our partners and adds to our long-held collaboration, enabling the delivery of projects across Extreme's networking solutions, supported by Westcon services."

FRESHWORKS UNVEILS NEW DATA CENTER IN UAE TO SERVE CUSTOMERS ACROSS MIDDLE EAST AND AFRICA

Freshworks Inc. has announced the launch of its new data center, powered by Amazon Web Services (AWS), in the UAE. This underscores Freshworks' commitment to driving innovation across the Middle East and Africa (MEA) by making it easier for businesses to harness the full power of its modern, AI-powered customer and employee service solutions.

"We are thrilled to further strengthen our presence in MEA with the new data center in UAE," said Abe Smith, Chief of Global Field Operations at Freshworks. "This investment demonstrates our dedication to supporting the growth and digital transformation of businesses in the region.



With our data center, companies requiring regional data compliance within the UAE can depend on us for business software in Customer Service, IT, and Sales and Marketing. Freshworks will be partnering with AWS in joint go-to-market efforts to serve our mutual

customers in the region."

The data center will serve customers from 72 countries across the region, making UAE the center of Freshworks' MEA operations. The data center, powered by AWS, not only hosts all of Freshworks' products for the customers in the region, but will also leverage AWS, the world's most comprehensive and broadly adopted cloud.

The UAE data center represents a critical milestone in Freshworks' expansion strategy in MEA, reinforcing the dedication to make it easy for companies to delight their customers and their employees. Some of Freshworks' largest customers in the region include: Aramex, Landmark Group and Magrabi.

NEW CLOUDFLARE REPORT SHOWS ORGANIZATIONS STRUGGLE WITH OUTDATED SECURITY APPROACHES, WHILE ONLINE THREATS INCREASE

Cloudflare, Inc. the leading connectivity cloud company, published its State of Application Security 2024 Report. Findings from this year's report reveal that security teams are struggling to keep pace with the risks posed by organizations' dependency on modern applications—the technology that underpins all of today's most used sites. The report underscores that the volume of threats stemming from issues in the software supply chain, increasing number of distributed denial of service (DDoS) attacks and malicious bots, often exceed the resources of dedicated application security teams.

Today's digital world runs on web applications and APIs. They allow e-commerce sites to accept payments, healthcare systems to securely share patient data, and power activities we do on our phones. However, the more we rely on these applications, the more the attack surface expands. This is further magnified by the demand for developers



to quickly deliver new features—e.g., capabilities driven by generative AI. But if unprotected, exploited applications can lead to the disruption of businesses, financial losses, and the collapse of critical infrastructure.

"Web Applications are rarely built with security in mind. Yet, we use them daily for all sorts of critical functions, making them a rich target for hackers," said Matthew Prince, co-founder

and CEO at Cloudflare. "Cloudflare's network blocks an average of 209 billion cyber threats for our customers every single day. The layer of security around today's applications has become one of the most essential pieces to making sure the Internet stays secure."

This report is based on aggregated traffic patterns (observed from April 1, 2023 - March 31, 2024) across the Cloudflare global network. This data and threat intelligence from Cloudflare's network has been complemented by third-party sources, as cited throughout the report. Cloudflare mitigated 6.8% of all web application and API traffic during the data collection period. Mitigated traffic is defined as any traffic that is blocked or is served a challenge by Cloudflare. The specific threat type and relevant mitigation technique depend on many factors, such as the application's potential security gaps, the nature of the victim's business and the attacker's goals.

NEWSMAKERS

PURE STORAGE ANNOUNCES NEW CAPABILITIES TO ELEVATE PARTNER EXPERIENCE



At Pure//Partner Forum, Pure Storage's annual partner event in Las Vegas that brought together 450 partners, the company announced several updates to its Partner Program including new incentives, billing automation, and intelligent visibility into customer assets to support and guarantee predictable recurring revenue streams in today's services-driven economy.

"As a 100% channel-driven company, we are 100% committed to our partners. They are an extension of our business, guiding our shared customers to digital transformation and powerful business outcomes. They drive customer success with our subscription-led data storage platform and solutions that provide unparalleled value, flexibility, and cost savings. We support their success with modern training, tools, and enablement that are grounded in our Pure Partner Program," commented Wendy Stusrud, Vice President of Global Partner Sales, Pure Storage.

The capabilities Pure Storage launched today will help partners

drive greater operational efficiency and improve the overall customer experience. Pure Storage partners will benefit from the following enhancements:

- AI-powered asset management: Through the Pure1® Assets dashboard, partners benefit from uninterrupted service and clear cost analysis during renewal periods with smart workflows. With industry-leading visibility into expiring subscriptions and AI-based recommendations, partners can turn renewals into planning and growth conversations for increased revenue while discovering new IT projects.
- Digital master services agreement: Pure gives partners the ability to opt-in to a new self-service purchasing model which enables customers to subscribe to additional Evergreen//One™ services within Pure1. The new model includes partner margin and full account visibility for partners to track revenue growth.
- Expanded partner intelligence:

Further expanding on existing partner intelligence capabilities, partners gain new strategic insights, including account-specific KPIs, trends, and directed growth opportunities, and platform performance analysis to expose upsell opportunities and improve the customer experience.

- Simplified invoice management: Pure's Partner Invoice Management provides self-service invoice reporting, APIs, and an actionable dashboard so reconciliation time is significantly reduced or eliminated.

"We're proud to deliver a world class program for our partners, and we're committed to creating new ways for partners to drive higher value and transform their services. Today's news will be well received by partners looking for more autonomy, guaranteed predictable recurring revenue streams and an increased ability to create meaningful engagements with customers," added Geoff Greenlaw, Vice President, EMEA & LATAM Channel, Pure Storage.



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FORGE AHEAD INTO NEW
TERRITORIES THROUGH
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PRAGMATIC INNOVATION REDUCES RISK WHILE BUILDING COMPETITIVE ADVANTAGE

Savio Tovar Dias, Vice President – Avaya Customer Experience Services, Avaya International, on the importance of a holistic approach to customer experience (CX) for enhanced growth and competitiveness.

In today's business landscape, the most significant challenge facing business leaders is the imperative to drive revenue and growth amid competitive pressures.

There are many contributing factors that make overcoming this challenge all the more difficult – from the unpredictability of the global economic environment which often drives up costs of goods and services, through to the difficulty in recruiting and retaining top talent and navigating the complexities of diverse customer expectations.

At a time when customer service makes or breaks companies, these challenges underscore the importance of a holistic approach to customer experience (CX) – one which is seamlessly integrated CX with employee experience (EX) and business growth. Securing and keeping repeat buyers drives positive bottom lines, and the symbiotic relationship between these three components is foundational to sustainable growth and overcoming the competition.

Significant chunks of those budgets are going towards bridging the growing gap between current customer experience (CX) and employee experience (EX) platform capabilities and the ever-evolving needs and expectations of these stakeholders.

However, the prospect of making an abrupt change from existing business communication infrastructure carries high risks for businesses, including potential disruptions to operations and customer service continuity. This fear

of instability hinders innovation and the ability to drive new business outcomes.

Attempting to do everything at once only heightens that risk – and executives have good reason to be wary of that risk. According to McKinsey, regardless of an IT project's size, just 59% pass the finish line on budget, and only 44% deliver the results that were originally intended. But things get really scary when it comes to large-scale IT projects: A McKinsey and Oxford University study found that IT projects budgeted at over \$15 million ran, on average, 45% over budget and delivered 56% less value than intended.

This makes a compelling argument for transformation strategies that are progressive and pragmatic. Ripping and replacing the technology investments which have proven effective to date introduces additional risks for companies' day-to-day operations and customer service continuity.

This culminates in instability that dominos across internal teams and external stakeholders; it is likely to hurt the CX an organisation offers, and inhibits the potential for future innovation and business outcomes.

It's a matter of learning to crawl, then walk, then run. A pragmatic transformation allows organisations to forge ahead into new territories through targeted tests and pilots, introduce new services and channels across specific use cases, and explore advanced capabilities such as generative AI without compromising their day-to-day.

It's also about building on what is already proven to work by leveraging familiar processes, systems and

technology as a baseline for new capabilities. In most cases, the safest route to innovation is to identify specific teams or departments – sometimes even single use cases within them – and evolving parts of their job functions before deciding whether that innovation should go to a broader number of stakeholders.

The IT industry is littered with stories that not only demonstrates that a large-scale overhaul comes with a plethora of risk, but that it might not even make sense to apply blanket change in large enterprises where different departments have diverse needs.

Taking a pragmatic approach will be particularly crucial in the face of high-impact technologies such as (generative) AI. For example, an organisation looking to boost employee productivity by feeding accurate, up-to-date data to their workers can test large language models (LLM) within specific thresholds. Once those test cases have been evaluated and improved, they will be viable to other teams without causing disruption.

The pressure to correct existing and establish new revenue streams is at an all-time high, compounded by economic and operational adversities. Companies should not have to compromise their existing strengths to achieve their ambitions and build competitive advantage. Resisting the excitement that surrounds new technology in favour of pragmatic transformation ensures business leaders will navigate the intricacies of their existing environment while innovating progressively without disruption. 



AFRICA IS THE FUTURE FOR LEXAR

Fissal Oubida, General Manager - Middle East, Africa and India, at Lexar, discusses the company's strategic expansion into the African marketplace, the opportunities emerging within the African ICT ecosystem – and how their diverse portfolio of market-leading memory solutions gives Lexar a significant competitive edge over their rivals.

C an you elaborate more in terms of what Lexar is offering to the African marketplace?

Lexar is highly focused on strengthening its presence in the continent and building a strong distribution network across Africa.

The recent distributor partnerships we signed in Morocco perfectly aligns with our growth strategy in Africa, and allow our customers greater accessibility to Lexar’s innovative solutions.

We are offering our latest memory products that offer the perfect combination of high speed and massive capacities.

Whether it’s to store photos, videos, music or important files and other data, we have products that address all these needs while being compatible with laptops, desktop computers, smartphones or tablets.

During GITEK Africa 2024, which was held last month, we showcased the world’s fastest memory solutions with massive capacities, including the CFexpress Type A card and its latest high-performance gaming DRAM.

We also displayed our blazing-fast

gaming DRAM, ARES RGB DDR5, which clocks in at 8400MT/s and with timing as low as CL40.

How important is Africa for your business, and what is the volume of business growth you anticipate in this region over the next few years?

Africa is undoubtedly one of the most important markets for Lexar and we are committed to serving the continent with our latest innovations in memory and storage solutions. We at Lexar believe that Africa is the future – thanks mainly to its young, tech-savvy population who are eager and ready to embrace new technologies across spheres.

Over recent months, we’ve entered into strategic partnerships with key resellers in Africa to ensure that our award-winning products are easily available to consumers in the major markets of Africa.

What are the biggest challenges and opportunities of doing business in Africa?

Africa’s burgeoning economies present exciting opportunities for growth and expansion in a range of sectors.

However, Africa also has its share

of challenges – from finding skilled labour, lack of access to consistent electricity, high cost of securing capital to difficult regulatory landscapes and supply chain challenges.

Africa serves as a realm of promising opportunities intermingled with formidable challenges. Businesses that embark on this transformative journey, fortified by strategic insights and a resolute spirit, can carve out success stories, which is precisely what Lexar is focused on achieving.

To what extent can the governments of African countries support and accelerate the continent’s tech industry?

Reports indicate that Africa could secure tech startup funding of more than \$90bn by 2030, if policymakers pursue significant reforms to drive growth.

To achieve this goal, governments in Africa need to enable more tech financing, cultivate the business environment and strengthen networks.

Governments should also provide a platform on which investors can access reliable information about tech startups to reduce information asymmetries.

The near absence of credible public





databases on African startups increases the costs of transactions and due diligence while reducing investor confidence and diminishing financing inflows to tech innovators.

Several governments in Africa have already taken decisive measures to support and accelerate the tech sector and facilitate intellectual property protections, funding access and other incentives to new businesses.

What industry verticals in Africa are you targeting and why?

Gaming in particular is a segment Lexar is looking to tap into given its immense potential in Morocco and beyond.

Young Moroccan consumers have begun to recognize the importance of reliable hardware that will also allow them to upgrade as the need arises, and portable data storage products are a vital part of this mix. As an industry, it is therefore equally important that we continue to innovate and address emerging market requirements.

Global funds have invested massively in African startups recently. How do you see the

market behaving in the next five years and in which ways that will influence the investments in the region?

In the broad context of global innovation and entrepreneurship, Africa's startup ecosystem emerged as a beacon of promise and potential. Over the past decade, the African continent witnessed a major surge in entrepreneurial dynamism.

Although there was a slowdown in funding from last year due to various factors, the key for startups in the coming years is resilience. Despite facing adversities, African startups are debunking the myth that growth is the sole metric of success.

They are proving that creativity, community, and strategic decision-making are indispensable elements not only for survival but also for thriving in the face of challenging economic circumstances.

The African Startup Ecosystem is currently in its nascent stages and is still poised to grow significantly in the coming years. 



WE AT LEXAR BELIEVE THAT AFRICA IS THE FUTURE – THANKS MAINLY TO ITS YOUNG, TECH-SAVVY POPULATION WHO ARE EAGER AND READY TO EMBRACE NEW TECHNOLOGIES ACROSS SPHERES.”

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INNOVATION FIRST

Reseller ME examines the impact of emerging technologies on the channel industry.

In the dynamic world of technology, the channel industry stands at a crossroads. The rapid pace of innovation, driven by advancements in artificial intelligence, cloud computing, the Internet of Things (IoT), and cybersecurity, is reshaping the landscape. To stay relevant and competitive, channel partners—distributors, resellers, system integrators, and managed service providers—must evolve. This transformation involves not just adapting to new technologies but reimagining business models,

strategies, and customer engagement.

The AI Revolution: Intelligence as a Differentiator

Artificial intelligence (AI) is no longer a futuristic concept; it is a cornerstone of modern business. Channel partners must leverage AI to enhance their offerings and streamline operations. AI-driven analytics can provide deeper insights into customer needs, enabling more personalized and proactive service. For instance, predictive maintenance powered by AI can help in identifying potential issues before they escalate, ensuring seamless operations for clients.



CHANNEL PARTNERS MUST TRANSITION FROM MERE RESELLERS TO TRUSTED ADVISORS AND CONSULTANTS.

Moreover, AI can optimize supply chain management, reducing costs and improving efficiency. By integrating AI into their workflows, channel partners can differentiate themselves in a crowded market. However, this requires investment in training and development to build AI expertise within the organization.

Cloud Computing: From Reselling to Consulting

Cloud computing has revolutionized IT infrastructure, offering scalable and flexible solutions. The traditional model of reselling hardware and software is being replaced by cloud-

based services. Channel partners must transition from mere resellers to trusted advisors and consultants. This involves helping clients navigate the complexities of cloud adoption, migration, and optimization.

Partners need to develop expertise in hybrid and multi-cloud environments, as businesses seek to balance on-premises and cloud solutions. Additionally, offering managed services for cloud environments can provide a steady revenue stream and deepen client relationships. By positioning themselves as cloud experts, channel partners can unlock new opportunities and drive growth.

IoT: Embracing the Connected World

The Internet of Things (IoT) is connecting devices, systems, and processes in unprecedented ways. For the channel industry, IoT presents both challenges and opportunities. Integrating IoT solutions requires a comprehensive understanding of hardware, software, and network connectivity.

Channel partners must develop capabilities to deliver end-to-end IoT solutions, from device provisioning to data analytics. This involves partnering with IoT manufacturers, software developers, and connectivity providers. Security is a critical aspect of IoT, and partners must ensure robust



PARTNERS SHOULD INVEST IN CYBERSECURITY TRAINING AND CERTIFICATION FOR THEIR TEAMS TO STAY AHEAD OF EMERGING THREATS.

cybersecurity measures to protect connected devices and data.

By embracing IoT, channel partners can offer innovative solutions that enhance operational efficiency, reduce costs, and improve decision-making for their clients. This not only adds value but also positions partners as pioneers in the connected world.

Cybersecurity: Guarding the Digital Frontier

As digital transformation accelerates, cybersecurity has become a paramount concern for businesses of all sizes. Channel partners must prioritize cybersecurity in their offerings, providing comprehensive solutions that address evolving threats. This includes





not only deploying security tools but also offering consulting services to develop and implement robust security strategies.

Partners should invest in cybersecurity training and certification for their teams to stay ahead of emerging threats. By becoming trusted security advisors, channel partners can build long-term relationships based on trust and reliability.

Transforming Business Models: Subscription and As-a-Service

The shift towards subscription-based and as-a-service models is transforming the channel industry. Instead of one-time sales, channel



PARTNERS NEED TO DEVELOP EXPERTISE IN HYBRID AND MULTI-CLOUD ENVIRONMENTS, AS BUSINESSES SEEK TO BALANCE ON-PREMISES AND CLOUD SOLUTIONS.

partners must adapt to recurring revenue models. This involves offering software-as-a-service (SaaS), infrastructure-as-a-service (IaaS), and platform-as-a-service (PaaS) solutions.

Embracing these models requires changes in sales strategies, customer engagement, and support structures. Channel partners must focus on customer success, ensuring ongoing value and satisfaction to maintain subscriptions and renewals.


Embracing Change for a Thriving Future

The channel industry is at a pivotal moment. To thrive in the age of emerging technologies, channel partners must evolve. This involves embracing AI, cloud computing, IoT, and cybersecurity, while transforming business models to align with the new digital economy. By positioning



ARTIFICIAL INTELLIGENCE (AI) IS NO LONGER A FUTURISTIC CONCEPT; IT IS A CORNERSTONE OF MODERN BUSINESS.

themselves as trusted advisors and innovators, channel partners can navigate the future successfully, delivering value to clients and driving growth in an ever-changing marketplace.

The journey requires agility, investment, and a forward-thinking mindset, but the rewards—sustained relevance, competitive advantage, and new revenue streams—make it an essential evolution. The future of the channel industry is bright, for those ready to embrace the change. 

SINGAUTO'S DEBUTS GLOBAL LAUNCH IN ABU DHABI



In a move set to redefine the future of commercial vehicles, SINGAUTO, the Singapore-based innovator, unveiled its global brand at the iconic Yas Marina Circuit in Abu Dhabi. With an ambitious vision to be a world-leading, new energy, intelligent, complete logistics solutions provider, SINGAUTO launched its inaugural masterpiece: world's first one-step new energy intelligent refrigerated vehicle.

During the launch, SINGAUTO presented its latest innovative model which integrates autonomous driving capabilities and advanced cold chain logistics technology, featuring an AI-powered digital platform, multi-temperature control, independent suspension, and a sophisticated cloud platform for fleet management.

The company also signed product agreements with DAEJI P&I, Shandong Heima Group. These partnerships underscore SINGAUTO's dedication to global market expansion and its strategy of fostering high-quality

international collaborations.

This event also gathered industry leaders and potential partners to witness the future of intelligent, sustainable logistics. Showcasing SINGAUTO's advanced technologies and comprehensive solutions, the company reinforced its commitment to innovation.

Taking center stage, SINGAUTO's Global CEO and Co-Founder, Chris Chen, outlined the company's strategic direction for the UAE, and beyond. With over two decades of leadership experience in the global auto industry, Mr. Chen introduced a compelling new brand vision and core values, further solidifying SINGAUTO's position in the evolving landscape of logistics.

During the launch, SINGAUTO presented its latest innovative model which integrates autonomous driving capabilities and advanced cold chain logistics technology, featuring an AI-powered digital platform, multi-temperature control, independent

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The company also signed product agreements with DAEJI P&I, Shandong Heima Group. These partnerships underscore SINGAUTO's dedication to global market expansion and its strategy of fostering high-quality international collaborations.

This event also gathered industry leaders and potential partners to witness the future of intelligent, sustainable logistics. Showcasing SINGAUTO's advanced technologies and comprehensive solutions, the company reinforced its commitment to innovation.

Taking center stage, SINGAUTO's Global CEO and Co-Founder, Chris Chen, outlined the company's strategic direction for the UAE, and beyond. With over two decades of leadership experience in the global auto industry, Mr. Chen introduced a compelling new brand vision and core values, further solidifying SINGAUTO's position in the evolving landscape of logistics. 



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SCAN ME

DELL TECHNOLOGIES RESEARCH: 9 IN 10 ORGANIZATIONS IN THE UAE AND KSA ARE WELL POSITIONED COMPETITIVELY FOR INNOVATION IN AI

Generative AI (GenAI) and AI will significantly transform industries in the future, according to UAE (95%) and KSA (100%) respondents to the Dell Technologies Innovation Catalyst Research.

The research suggests that while there is broad optimism for AI and GenAI, the extent to which organizations are prepared for the rapid pace of change varies greatly. Ninety percent in the UAE and a similar percent in KSA, say they are well positioned competitively and have a solid strategy. At the same time, half of the respondents (UAE: 51%, KSA: 49%) are uncertain what their industry will look like in the next three to five years and nearly eight in 10 (UAE:75%, KSA:78%) report struggling to keep pace. They cite the lack of the right talent (UAE:31%, KSA:27%), data privacy and cybersecurity concerns (UAE:27%, KSA:28%) and lack of budget (UAE:31%, KSA:31%) as challenges they face in driving innovation.

GenAI Moving from Ideation to Implementation

Respondents from UAE and Saudi Arabia cite GenAI's transformative or significant potential to deliver value in improving IT security posture (UAE:62%, KSA:62%), productivity gains (UAE:60%, KSA:60%) and to improve customer experience (UAE:61%, KSA:59%). They are also aware of challenges to overcome - (UAE:75%, KSA:74%) fear GenAI will introduce new security and privacy issues and (UAE:89%, KSA:84%) agreed that their data and IP is too

valuable to be placed in a GenAI tool where a third party may have access.

More broadly, responses suggest that organizations are working through GenAI practicalities as they transition from ideation to implementation, with more than half saying they have begun implementing GenAI. As organizations increase adoption, concern centers around understanding where risks reside and who is responsible for them. An overwhelming majority (UAE:80%, KSA:87%) agree that the organization, rather than the machine, the user or the public, is responsible for any AI malfunction or undesired behaviour.

Mohammed Amin, Sr. Vice President, CEEMETA, Dell Technologies said:

"Organizations seeking to stand out in today's disruptive market must pivot from innovation being a side

project to it being deeply embedded into their corporate identity. At Dell, we believe tangible, positive change is achievable through innovation and action. By combining GenAI and other transformative innovations, businesses can augment their capabilities and raise their productivity levels to new heights."

Organizations are Rising to the Challenge of Today's Threat Landscape

Cybersecurity more broadly continues to be a pain point for organizations. These concerns are well-founded, as (UAE:93%, KSA:91%) of respondents say they have been impacted by a security attack in the past 12 months. The majority (UAE:98%, KSA:94%) are pursuing a Zero Trust deployment strategy and (UAE: 85%, KSA:86%) say they have an Incident Response Plan in place to recover from a cyberattack or data leakage.

The top three cited issues included malware, phishing and data breaches. Issues with phishing are indicative of a wider problem highlighted in the report, which is the role employees play in the threat landscape. For example, (UAE:80%, KSA:75%) of respondents believe some employees go around IT security guidelines and practices because they delay efficiency and productivity, and (UAE:78%, KSA:71%) say that insider threats are a big concern. This indicates a need to focus on training as employees are the first line of defence.

The Right Technology Infrastructure will help Organizations to Succeed

The research also reveals modern




RESPONSES SUGGEST THAT ORGANIZATIONS ARE WORKING THROUGH GENAI PRACTICALITIES AS THEY TRANSITION FROM IDEATION TO IMPLEMENTATION.



data infrastructure's critical role as technologies like GenAI gather pace and data volumes increase. Investing in a modern, scalable infrastructure was cited as the number one area of improvement for businesses to accelerate innovation. Most IT decision makers (UAE:87%, KSA:75%) say they prefer an on-prem or hybrid model, to address the challenges they foresee with implementing GenAI.

The ability to share data across the business is also a key part of the innovation puzzle, with only 1 in 3 (UAE:35%, KSA:31%) saying they can turn data into real-time insights today to support innovation efforts. However, responses suggest organisations are acting on this challenge, with (UAE:79%, KSA:91%) saying that data is the differentiator and their GenAI strategy must involve using and protecting that data. Almost half also claim they anticipate that the bulk of their data will come from the edge in the next five years.

Other research findings include:

- **Skills:** Two-thirds (UAE:70%, KSA:65%) claim there is currently a shortage of talent required for innovation in their industry. Learning agility and desire, AI fluency, and creativity & creative thinking rank as the top skills and competencies for the next five years
- **Sustainability:** Forty-two percent believe “driving environmentally sustainable innovations” is an important improvement area. Energy efficiency is high on the agenda, with 79% experimenting with as-a-Service solutions to manage their IT environment more efficiently and 73% actively moving AI inferencing to the edge to become more energy efficient (e.g., smart buildings)
- **Making IT a strategic partner:** Currently, 81% of business decision makers have reasons to exclude IT decision makers from strategic conversations, yet both departments ranked a stronger relationship as the second most important improvement area. 



GULF BUSINESS MACHINES UNVEILS CUTTING-EDGE ENHANCEMENTS TO GBM SHIELD'S COR.

Gulf Business Machines (GBM), an end-to-end leading digital solutions provider, has launched significant enhancements to the flagship cybersecurity platform, Cor., as part of its GBM Shield cyber defense program.

Cor., a first-of-its-kind Managed Detection and Response (MDR) platform in the region, is vendor agnostic, AI-powered and highly scalable. Its automation feature further

enhances and fortifies digital defenses of regional organizations.

This update comes at a critical time as the MDR market in the region is experiencing rapid growth. Projections estimate a compound annual growth rate (CAGR) of over 20% from 2023 to 2028, according to Markets and Markets, driven by the increasing complexity of cyber threats and the need for organizations to have real-time, comprehensive security solutions. GBM's timely enhancements to the Cor. platform leverage cutting-edge AI

technology and scalable infrastructure to meet this growing demand, ensuring regional organizations can effectively defend against sophisticated cyber attacks.

The latest upgrades introduce a trio of advanced features:

1. **Holistic Security Dashboard:** The new holistic security dashboard provides users with in-depth insights into their digital security. It offers a centralized view of threats and vulnerabilities

across all systems and networks, seamlessly integrating threat events into a single narrative. By bridging backend innovation with intuitive user interaction, organizations can save time on investigating false threats and minimize manual interventions, while decisively acting on the actionable intelligence.

2. Streamlined Signal Chaining Storyline

Detection: With advanced algorithms, the platform effortlessly connects signals and identifies storylines in extensive data sets, allowing rapid responses to changing cyber threats. The platform helps achieve a 71%+ signal chaining ratio, thus offering real-time threat visibility and dramatically mitigating incident fatigue. Its unique storyline detection model and predictive modeling empower business leaders to narrate coherent incident stories, swiftly resolve security issues, and anticipate future events. By leveraging a database-centric strategy, the end-to-end signal processing times are slashed by more than 60%, setting a new benchmark for SLA timing in threat detection.

3. Enhanced Threat Analysis:

The iterative correlation signals feature revolutionizes threat detection by continually refining correlation algorithms with real-time data feedback. It works



alongside data from numerous third-party platforms and event sources in the automation layer to reduce false alerts, and improve accuracy and efficiency.

By reengineering the platform into three interconnected layers, performance is synergistically enhanced, unlocking new capabilities for businesses. Better orchestration, automation, and integration with hundreds of third-party platforms and event sources help enable organizations to respond quickly and effectively to cyber threats.

Mike Weston, CEO at GBM, said: “As GBM continues to grow and expand its footprint across the region, we remain committed to delivering innovative cybersecurity solutions that meet the evolving needs of businesses. These enhancements to Cor. underscore GBM’s dedication to staying at the forefront of

the cybersecurity landscape, providing robust protection and proactive threat detection to customers, to safeguard their digital assets.

Tarek Ghoul, CEO at Coordinates Middle East added “Cor. is redefining how organizations perceive and respond to threats. The innovations to its integrated dashboard and real-time visibility will help empower MENA business leaders to navigate the complex digital landscape with confidence and resilience. The platform is unmatched in its capability to distill the intricacies of modern security threats into actionable insight, transforming how organizations defend their digital assets and ensure proactive threat mitigation.”

Bassam Rached, General Manager - Technology at GBM, said: “GBM Shield’s Cor. is a monumental shift in how organizations can bring insight and foresight to their business, equipping them with the confidence to act with speed, breadth, depth, accuracy and trust. These enhancements mark a significant milestone in our ongoing commitment to providing unparalleled cybersecurity solutions. By combining advanced technology with intuitive user experiences, we’re empowering regional organizations to stay ahead in the ever-evolving cyber threat landscape.” 



THIS UPDATE COMES AT A CRITICAL TIME AS THE MDR MARKET IN THE REGION IS EXPERIENCING RAPID GROWTH. PROJECTIONS ESTIMATE A COMPOUND ANNUAL GROWTH RATE (CAGR) OF OVER 20% FROM 2023 TO 2028.



NEVER MISS A BEAT WITH LENOVO TAB PLUS

Lenovo has introduced the Lenovo Tab Plus, an entertainment tablet that delivers an outstanding sonar experience with Eight JBL speakers with Hi-Fi matrix structure tuned by Dolby Atmos. Designed for music lovers,

the 11.5-inch tablet complements its premium sound with a 2K display for vivid visuals and an adjustable stand for optimal enjoyment from every angle.

“Tablets have evolved to meet the needs of people transitioning between work, study and play, offering a

balanced combination of mobility and performance,” said Tony Chen, vice president of Tablets, Intelligent Devices Group, Lenovo. “As the tablet market recovers, customers can expect increased Lenovo product differentiation through features that address their specific demands. The



THE LENOVO TAB PLUS TRANSFORMS VIRTUALLY ANY LOCATION INTO A PERSONAL ENTERTAINMENT SANCTUARY WITH 26W OF CRISP STEREO SOUND.

For the utmost sonar customization, it comes with a personalized app volume control that lets you fine-tune audio settings. With the app volume control, the tablet automatically cranks up the volume when your favorite music or podcast app is open, lowers the sound when a browser is chosen, and more.

A Complete Non-Stop Entertainment Experience

The Lenovo Tab Plus delivers a complete entertainment experience, matching its sonar prowess with a 11.5-inch 2K TUV-certified display with 90Hz of refresh rate that complements the crisp sounds and heart pumping bass with vibrant images and evocative graphics. A TUV-certified screen undergoes testing to ensure low-blue light and flicker-free for optimal eye comfort. To ensure non-stop entertainment on the go, the tablet is packed with an 8600 mAh battery capable of streaming up to 12 hours and 45W fast charging that reaches full power in only 90 minutes.

Lenovo's latest entertainment tablet is powered by a MediaTek Helio G99 processor, offers up to 256GB of built-in storage with an option to expand via MicroSD card (sold separately) and is IP52 water and dust resistant. It features a built-in Immersive Reading Mode that softens the screen to simulate the color matrix of a book's pages and can transform into a digital photo frame or clock via Standby Mode. Standby Mode is automatically activated when the Lenovo Tab Plus is not in use and charging in landscape mode with the kickstand. 

Lenovo Tab Plus is a prime example of a well-rounded tablet that delivers premium sound for a truly immersive entertainment experience.”

Inspiration in Every Beat

An essential device for music lovers, the Lenovo Tab Plus transforms virtually any location into a personal entertainment sanctuary with 26W of crisp stereo sound. Featuring Eight JBL Hi-Fi speakers, including four matrix tweeters and four force-balanced woofers housed in 4 speaker boxes totaling 22cc, the tablet brings any

bedroom or living room to life with deeper, more pronounced bass and clearer treble. In addition, it is tuned by Dolby Atmos and supports high-res audio of 24-bit and 96kHz frequency when using headphones.

To maximize the tablet's functionality and audio system designed and engineered with JBL, the Lenovo Tab Plus transforms into a Bluetooth speaker for seamless audio anywhere, streamed from your portable device like a smartphone, and comes with an integrated kickstand for up to 175 degrees of viewing flexibility.



SAUDI ARABIA SHOWS HIGH ADOPTION OF HYBRID MULTICLOUD: NUTANIX


Nutanix, a leader in hybrid multicloud computing, announced the findings of its sixth global Enterprise Cloud Index (ECI) survey and research report, which measures enterprise progress with cloud adoption. The majority of Saudi Arabia respondents in this year's ECI study (70%) say their organization takes a cloud-smart approach to IT infrastructure strategy, which involves leveraging the best IT environment for each of their applications. Furthermore, 81% of Saudi Arabia respondents say their organizations would benefit most from a hybrid environment encompassing both public and private clouds. This high preference for deploying applications

across a mix of IT environments will have an important influence on IT solution and services implementation in Saudi Arabia over the next few years.

“Due to imperatives such as AI, sustainability, and security, organizations are increasingly under pressure to rapidly modernize their IT infrastructure,” said Talal Alsaif, Sales Director, Central Gulf & Egypt at Nutanix. “This year's ECI findings highlight the importance for Saudi organizations to future-proof their IT infrastructure today in order to accommodate tomorrow's technologies. Hybrid multicloud is steadily becoming the preferred infrastructure standard due to its flexibility in supporting both traditional VM and modern containerized applications, as well as

enabling seamless movement between clouds and on-premises setups.”

In regard to investment priorities, 78% of Saudi Arabia respondents say they plan to increase investment in IT and cloud staff. This is indicative of continued adoption of cloud infrastructure solutions, as well as the need to modernize and optimize IT solutions.

For the sixth consecutive year, Vanson Bourne conducted research on behalf of Nutanix, surveying 1,500 IT and DevOps/Platform Engineering decision-makers around the world in December 2023. The respondent base spanned multiple industries, business sizes, and geographies, including North and South America; Europe, the Middle East and Africa (EMEA); and Asia-Pacific-Japan (APJ) region. 

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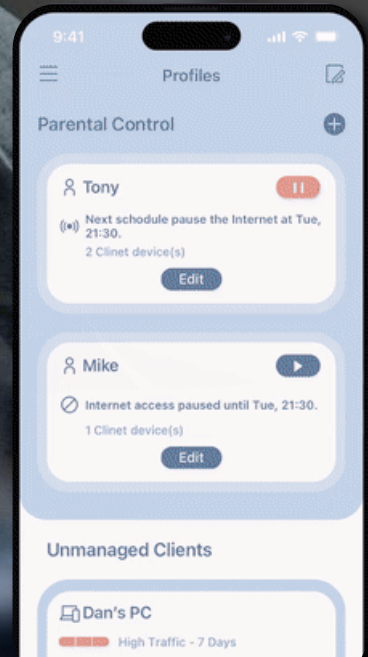
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