BUILDING A FUTURE-READY
CHANNEL ECOSYSTEM

AHMAD FIDA WELDALI, REGIONAL SALES DIRECTOR AT LINKSHADOW, DISCUSSES HOW LINKSHADOW CYBERSECURITY SOLUTIONS ARE EMPOWERING THE CHANNEL TO NAVIGATE THE RAPIDLY EVOLVING THREAT LANDSCAPE WITH CONFIDENCE

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INNOVATION IN THE CHANNEL INDUSTRY

In today's rapidly evolving technological landscape, innovation has become the lifeblood of the channel industry. As businesses face an increasing demand for agility and efficiency, channel partners must not only keep pace but also lead the charge in delivering transformative solutions. This necessitates a shift in mindset—from traditional models of distribution to a more collaborative and integrated approach.

At the core of this transformation is the advent of cloud computing, which has revolutionized the way services are delivered and consumed. Channel partners are now leveraging cloud-based solutions to provide scalable offerings that meet the diverse needs of clients. This flexibility enables them to respond swiftly to market changes and client demands, fostering stronger relationships built on trust and reliability.

Moreover, the rise of artificial intelligence (AI) and automation is reshaping the landscape, empowering channel partners to enhance operational efficiencies and improve customer experiences. By harnessing these technologies, partners can analyze vast amounts of data, predict trends, and tailor their services accordingly. This not only streamlines processes but also provides valuable insights that drive strategic decision-making.

Collaboration is another critical element of innovation within the channel industry. As businesses increasingly rely on ecosystems of partners, the importance of strategic alliances cannot be overstated. By pooling resources and expertise, channel partners can develop comprehensive solutions that address complex challenges faced by their clients.

As we navigate this era of innovation, the channel industry stands at a pivotal moment. Those who embrace change, invest in emerging technologies, and foster collaborative relationships will not only thrive but also shape the future of business. In this dynamic environment, innovation is not just an option; it's a necessity for sustained growth and success.

COLLABORATION IS KEY

SNOWFLAKE AT GITEX 2024: EMPOWERING GLOBAL BUSINESSES WITH TRANSFORMATIVE GEN AI AND THE AI DATA CLOUD

Snowflake, the AI Data Cloud company, has announced its participation at GITEX Technology Week 2024, the premier technology event held at the Dubai World Trade Centre. This year, Snowflake is set to demonstrate its cutting-edge solutions in Generative AI and data management, underlining its commitment to empowering businesses in the UAE and beyond.

At GITEX 2024, Snowflake will unveil its latest advancements, including Native Apps, Cortex, and the innovative Snowflake Gen AI & LLM feature, designed to revolutionize how businesses leverage data for strategic advantage. Attendees will have the opportunity to experience live demonstrations and engaging presentations at Booth H8-B30 in Hall 8 by Snowflake's technical team and industry partners.

This year's theme, "Empowering the Future with Data and AI in the UAE," reflects Snowflake's dedication to supporting the UAE's vision of becoming a global hub for AI and data-driven innovation. In line with this, Snowflake is proud to announce its DESC Certification, further solidifying its position as a leader in secure data solutions.

"Snowflake's participation at GITEX 2024 marks a pivotal moment in data technology, especially as we highlight our cutting-edge capabilities in Generative AI," said Mohamed Zouari, General Manager - Middle East, Turkey, and Africa at Snowflake. "This year, our focus is not only on showcasing our robust AI Data Cloud platform but also on demonstrating its vital role in enabling organizations within the UAE to spearhead innovation and redefine their industries. We are here to show that with Snowflake, enterprises can seamlessly integrate advanced AI functionalities, ensuring agility and precision in their operations, all while maintaining rigorous data governance and security."

DELL AND EJADA SIGN MOU TO DRIVE NEW OPPORTUNITIES IN ARTIFICIAL INTELLIGENCE AND MULTI-CLOUD SOLUTIONS

Dell Technologies and Ejada have signed a Memorandum of Understanding (MoU) to collaborate and explore growth opportunities in artificial intelligence (AI), generative AI, and multi-cloud solutions using Dell's APEX consumption models.

Under the terms of the MoU, both Dell and the Saudi-based information technology services provider Ejada, will collaborate in several key areas, including research and development, knowledge sharing, product development, training and education, and market exploration.

The memorandum was signed by Kamal Othman, Senior Director, Channel, KSA & Egypt at Dell Technologies and Mohamed Abdel Moneim, VP, Cloud Solutions at Ejada Systems alongside the 24 Fintech Summit in Riyadh, Saudi Arabia. The agreement aims to leverage the strengths of both organizations to drive innovation and accelerate the development of advanced technologies in Saudi Arabia.

Kamal Othman, Senior Director, Channel, KSA & Egypt at Dell Technologies said: "Ejada has played a key role in helping customers drive operational efficiency and business success. We are happy to expand our AI and cloud offerings and, together with Ejada's market expertise, spur innovation in Saudi Arabia. This collaboration will help enhance the country's evolving technological capabilities and competitiveness in the global economy."

CONFLUENT LAUNCHES OEM PROGRAM TO HELP PARTNERS GROW THEIR BUSINESS WITH DATA STREAMING

Confluent, Inc., the data streaming pioneer, has announced the Confluent OEM Program. The new program for managed service providers (MSPs), cloud service providers (CSPs), and independent software vendors (ISVs) makes it easy to launch and enhance customer offerings with a complete data streaming platform for Apache Kafka® and Apache Flink®. With license to globally redistribute or embed Confluent's enterprise-grade platform, partners can bring real-time products and Kafka offerings to market faster and easily monetize customer demand for data streaming with limited risk.

"As data-driven technologies like GenAI become essential to enterprise operations, conversation has shifted from 'if' or 'when' a business will need data streaming to 'what's the fastest, most cost-effective way to get started?'" said Kamal Brar, Senior Vice President, Worldwide ISV and APAC, Confluent. "We help our partners unlock new revenue streams by meeting the growing demand for real-time data within every region they serve. Confluent offers the fastest route to delivering enterprise-grade data streaming, enabling partners to accelerate service delivery, reduce support costs, and minimize overall complexity and risk."

The Confluent OEM Program alleviates the burdens of self-managing open source technologies while going far beyond just Kafka and Flink. Confluent simplifies data streaming by eliminating the operational complexities of open source deployments, accelerating delivery times, and ensuring customer success through ongoing expert support. Secure, governed data streams can be available wherever needed—on premises, at the edge, and in the cloud.

SPACE MARKETPLACE LAUNCHED TO DRIVE INNOVATION AND COLLABORATION WITHIN THE SPACE ECONOMY ACROSS THE GULF

Space Marketplace, a new platform designed to connect service seekers, investors and service providers within the space industry, has officially launched. The company aims to propel the Gulf region's space economy by facilitating collaboration and investments, showcasing services, and driving the integration of space technologies into traditional industries.

With the global space economy projected to grow significantly—from $630 billion in 2023 to $1.8 trillion by 2035 according to the World Economic Forum—the Middle East plays a pivotal role in this economic transformation. Research by the Middle East Space Conference suggests that the Middle East's space sector could be worth $75 billion by 2032, positioning the Gulf region as a major contributor to the broader space industry.

In light of these developments, Space Marketplace seeks to become the central hub for space technology exchange, innovation, and partnerships, facilitating growth in the Gulf's burgeoning space economy.

The company offers a platform where space companies can feature their services, present case studies, and share best practices. It is designed to address the need for more efficient communication and connection within the space ecosystem, enabling space startups to link up with various non-space industries, such as agriculture, oil and gas, logistics, urban planning, and more. By creating this bridge, Space Marketplace helps to accelerate the adoption of space technologies beyond government contracts and opens new commercial pathways for space companies.

VEEAM STOPS CYBER ATTACKS AND ATTACKERS WITH NEW PROACTIVE THREAT ANALYSIS TOOLS

Veeam Software, the #1 leader by market share in Data Resilience, announced the addition of new Veeam Recon Scanner technology to Veeam Data Platform during the VeeamON Data Resilience Summit. This groundbreaking technology, developed by Coveware by Veeam, draws on years of experience in cyber-extortion incident response and the largest database of cyber incidents in the world. Veeam Recon Scanner is designed to proactively identify, triage, and prevent cyberattacks, revolutionizing threat assessment in the data protection market.

"Protecting your organization from a cyber-attack requires a coordinated strategy. It starts at the perimeter and requires thorough data backup and protection. However, there's always the risk of a bad actor slipping through your defenses. Recon Scanner provides added peace of mind by identifying adversary tactics, techniques, and procedures before an attack," said Dave Russell, Senior Vice President (SVP) of Strategy

at Veeam. "By collecting and analyzing data proactively, Recon Scanner identifies unexpected network connections, unusual user behavior, suspicious file activity, data exfiltration attempts, and even potential brute force attacks. The unpredictability of dwell time —the period between compromise and attack—makes traditional threat detection and mitigation challenging. With proactive threat assessment capabilities integrated into Veeam Data Platform, our customers

can identify and address potential attacks before they impact their organizations, enhancing data resilience and safeguarding critical information."

Cybersecurity attacks, including ransomware, have become increasingly pervasive, targeting both production environments and backups. Recovering from such attacks is more challenging than ever, highlighting the need for comprehensive data protection solutions. As part of Veeam Data Platform Premium, Recon Scanner offers customers the ability to identify threats before they can cause damage. By regular scans, the Recon Scanner recognizes suspicious activity and adversary Tactics, Techniques, and Procedures (TTPs), enabling organizations to take defensive and mitigation actions in advance. This proactive approach is a first in the industry, setting Veeam apart as the first and only data platform vendor to offer such advanced assessment technology, provided at no additional cost to Veeam Data Platform Premium customers.

STORIT ANNOUNCES STRATEGIC PARTNERSHIP WITH CLOUDBRINK TO ENHANCE CONNECTIVITY SOLUTIONS IN META REGION

StorIT, the leading Value-Added Distributor in the Middle East, has announced a new partnership with Cloudbrink, a pioneering provider dedicated to enhancing remote and hybrid workforce connectivity globally.

Their industry-leading technology, including the world's first personal SD-WAN with high-performance zero-trust access (ZTA) and Automated Moving Target Defense (AMTD) security, aligns seamlessly with StorIT's commitment to providing top-tier, secure, and high-performance solutions.

"Adding Cloudbrink to our portfolio significantly boosts the value we offer to our channel partners and customers in the META region," said Sameel K,

Director of Networking and Security - MENA at StorIT. "Cloudbrink' s solution addresses critical needs in today's hybrid work environment by delivering up to 30 times faster performance, cost-effective connectivity, and robust zero-trust security. This partnership will empower enterprises to achieve enhanced productivity and a seamless in-office experience regardless of their location."

"We are thrilled to partner with

StorIT to bring our cutting-edge connectivity solutions to the META region," said Mark Craven, VP of sales for Cloudbrink. "This collaboration aligns perfectly with our mission to revolutionize the work-from-anywhere generation. By combining Cloudbrink' s Personal-SASE technology, with StorIT's extensive network and expertise, we are poised to deliver unparalleled high-performance connectivity, security, and productivity enhancements to enterprises across the region. Together, we will empower businesses to thrive in a digital-first world, ensuring an in-office experience by delivering seamless and secure access to corporate resources from any location."

HISENSE ACCELERATES R&D WITH DEDICATED CENTRE AT DUBAI INTERNET CITY TO DELIVER TAILORED INNOVATION FOR THE MIDDLE EAST

Global home appliance corporation Hisense has officially launched its state-of-art research and development (R&D) centre, supportive of long-term visions such as Dubai Research and Development Programme, to deliver climate-friendly solutions for the Middle East region at Dubai Internet City.

The centre at Dubai Internet City, the vibrant business district by TECOM Group PJSC that has led the region's digital transformation for 25 years, marks a significant milestone in Hisense's commitment to growing the Middle East's innovation sector and is designed to address local market needs to drive innovation. Hisense's new centre will help deliver products that cater specifically to the needs and preferences of regional customers – from adapting to weather conditions to aligning with cultural customs – to ensure an unmatched consumer experience.

Jia Shaoqian, Chairman of Hisense Group, said: "We are delighted to officially open our R&D centre in Dubai. This facility signifies our long-term vision and commitment to the Middle East, a region that plays a vital role in our global strategy. By deepening our understanding of local consumer needs and challenges, the R&D centre will enable us to develop solutions that are highly relevant and impactful. It's a significant step in ensuring our products deliver top quality and performance suited to the unique market conditions in the region."

"Dubai is a globally reputed champion of innovation that has a tangibly positive impact on the world around us," said Ammar Al Malik, Executive Vice President of Commercial at TECOM Group, and Managing Director of Dubai Internet City. "Delivering such excellence is coded into the ethos of our community, home to more than 3,500 global technology leaders and 29,500 of the world's brightest professionals. By welcoming Hisense's R&D centre, Dubai Internet City is reaffirming its position as a hub where technology is leveraged to embed resilience into the global future, in line with the vision of Dubai Economic Agenda 'D33' and Dubai Research and Development Programme."

OUR OBJECTIVE EXTENDS BEYOND MERELY BROADENING OUR PORTFOLIO; WE ARE COMMITTED TO ADVANCING INNOVATIVE SOLUTIONS IN BOTH AUDIO AND AV TECHNOLOGIES.

LEADING THE AV
DISTRIBUTION SPACE

VM Manu, *Director at Avientek, discusses the company's participation at GITEX, its cutting-edge products and solutions portfolio and the way forward.*

Tell us about Avientek's participation at GITEX 2024 – what can we look forward to?

At GITEX 2024, we're excited to showcase a powerful mix of audio, video, unified communication, and education solutions. This year, we're putting a special focus on our latest audio technologies, alongside our advanced video and collaboration devices. Our goal is to bring top-tier innovations that create engaging, immersive experiences. We're eager to connect with industry leaders, explore new opportunities, and strengthen partnerships across these dynamic sectors.

What were your primary objectives for participating in GITEX this year, and how do you believe the event helps Avientek showcase its capabilities and innovations?

GITEX is the world's largest AV exhibition, making it a crucial platform for Avientek. It allows us to connect with technology enthusiasts and industry leaders from around the globe. This year, we're especially excited to spotlight our expanded audio solutions, featuring brands like Fulcrum Acoustic, TOA, Opus, and FBT, alongside our broader AV, UC, and Education portfolio. GITEX provides unmatched visibility and opportunities for collaboration, helping us reinforce our position as a leading distributor and drive innovation in the region.

Can you share details about any recent partnerships Avientek has established in the audio and video sectors? How do these new partnerships enhance Avientek's existing offerings in audio and video solutions?

Avientek has long been a prominent player in video conferencing, unified communications, and education. Last year, we expanded into the audio market, and this year, we have further solidified our presence by partnering with esteemed brands. In the realm of video, we are collaborating with Jabra, Barco, and Lenovo, while our audio partnerships include Fulcrum Acoustics, Netgear, Sennheiser, Xilica, TOA, FBT, and Opus.

Our objective extends beyond merely broadening our portfolio; we are committed to advancing innovative solutions in both audio and AV technologies. With the increasing demand for exceptional audio experiences, we are concentrating on next-generation technologies such as spatial audio and AI-driven solutions. By aligning ourselves with these distinguished brands, we are well-equipped to provide tailored solutions that meet the evolving needs of our clients.

In your view, what trends in the audio and video industries influenced your decision to partner with these brands, and how do you see these trends evolving in the future?

As a leading AV distributor, we've identified key trends shaping our audio partnerships. The demand for seamless integration of audio and video solutions is rising, driven by hybrid work environments and the need for high-quality audio.

Advancements in streaming technology and immersive sound are transforming audience engagement. Hybrid acoustic panels are also gaining popularity for enhancing sound quality and aesthetics.

At Avientek, we are dedicated to leveraging these trends to deliver innovative solutions that meet our clients' evolving needs.

What joint innovations or developments do you foresee emerging from these partnerships, and how will they position Avientek as a leader in the audio and video market?

Through our partnerships with leading AV and audio brands, we are evolving into a robust distributor with a comprehensive portfolio in audio, video, and education solutions. Our commitment to excellence, combined with these collaborations, enables us to develop unique, tailored solutions that address our customers' diverse needs, from corporate environments to entertainment venues. By leveraging our combined strengths, Avientek aims to solidify its position as a leader in the audio and video market, establishing ourselves as the go-to distributor for innovative, advanced audiovisual solutions that adapt to changing customer demands. 🔴

MIDDLE EAST UNIVERSITIES EXPOSING STUDENTS, STAFF AND STAKEHOLDERS TO RISK OF EMAIL FRAUD: PROOFPOINT

Proofpoint, Inc., a leading cybersecurity and compliance company, has released new research indicating that a significant number of the top universities in the Middle East are lagging behind on basic cybersecurity measures, subjecting students, staff and stakeholders to a higher risk of email fraud.

These findings are based on a Domain-based Message Authentication, Reporting and Conformance (DMARC) adoption analysis of the top universities based in the Middle East. DMARC is a critical email authentication protocol that helps protect domain names from being misused by cybercriminals. With three levels of protection—monitor, quarantine, and reject—DMARC ensures that only verified senders can send emails using a university's domain. The 'reject' policy is the most secure, preventing any fraudulent emails from reaching the inbox.

The analysis found that while more than half (55%) of the top universities have published a Domain-based Message Authentication, Reporting, and Conformance (DMARC) record, only 13% have implemented the strictest level of protection ('reject'), meaning 87% of universities are

leaving stakeholders vulnerable to email-based impersonation attacks.

"Our research shows that a majority of Arab universities are not taking full advantage of basic email security capabilities to safeguard their communities from email fraud," said Emile Abou Saleh, Regional Director, Middle East, Turkey, and Africa at Proofpoint. "Cybercriminals often target educational institutions because they hold vast amounts of sensitive data. Universities must adopt stronger measures, such as DMARC, to better protect their students, staff, and partners."

Key findings from the analysis include:

- Although over half of the universities (55%) have a basic DMARC policy in place, this is only the initial step in protecting against email fraud. This means that 45% are not taking to steps protect their communities from email fraud.
- Only 13% of the top universities have implemented DMARC at 'reject' level. Therefore, a staggering 87% remain at risk of allowing fraudulent emails to be delivered to their recipients.
- There has been a slight decrease in the level of DMARC adoption

among the top ranked universities in the Middle East year-on-year. In the list of top ranked universities in 2023, 61% of the top universities had published a DMARC policy, with 16% implementing this at 'reject' level.

"Organizations in all sectors should deploy authentication protocols, such as DMARC, to shore up their email fraud defences. Cybercriminals pay close attention to major trends and will drive targeted attacks using social engineering techniques such as impersonation, and universities are no exception to this. Students and staff must be vigilant in checking the validity of all emails, especially when levels of uncertainty and anticipation are higher at the beginning of a new term," continues Abou Saleh.

Email continues to be the number one threat vector in the Middle East. Proofpoint's 2024 State of the Phish Report revealed that while successful phishing attacks have slightly declined globally, in the UAE they are on the rise (92% of surveyed organizations in the UAE experienced at least one successful attack in 2023 versus 86% the previous year. In addition, in the UAE, 85% of organizations were targeted by BEC attacks in 2023 (up from 66% in 2022). **RME**

BUILDING A FUTURE-READY
CHANNEL ECOSYSTEM

Ahmad Fida Weldali, Regional Sales Director at LinkShadow, discusses how LinkShadow cybersecurity solutions are empowering the channel to navigate the rapidly evolving threat landscape with confidence.

Let's dive into the evolving landscape of channel partnerships in cybersecurity with LinkShadow. Let's start with the channel ecosystem. How does LinkShadow approach its channel partners?

The channel ecosystem is increasingly relying on robust partner collaborations to expand their reach, deliver innovative solutions and drive business growth.. At LinkShadow, we have developed a comprehensive partner program to empower our partners and maximize mutual growth and success.

LinkShadow recognizes the importance of equipping its partners with the necessary knowledge and tools to effectively sell and support LinkShadow AI Powered cybersecurity solutions to customers. We offer comprehensive training and certifications, enabling our channel partners to enhance their technical expertise and stay up-to-date with the latest industry trends.

This includes ongoing product training, sales enablement, and access to a dedicated partner portal with a wealth of resources, including sales collateral, technical documentation, and marketing materials.

How exactly does LinkShadow support its channel partners in enhancing their capabilities?

Empowering partners to drive success is key. We have a comprehensive onboarding and enablement program designed to equip them with the knowledge and tools needed to succeed. This includes advanced technical certification and real-time reporting

"

THE FUTURE OF CYBERSECURITY PARTNERSHIPS WILL BE CENTERED AROUND COLLABORATION AND FLEXIBILITY.

capabilities that enable partners to provide value-added services using the LinkShadow Cyber Mesh Platform.

LinkShadow understands the importance of providing reliable technical support to its partners and their customers. The partner program offers a dedicated technical support team, ensuring prompt resolution to any product-related queries or issues. This collaboration extends to joint solution development and co-selling initiatives, enabling partners to leverage LinkShadow's expertise and resources to deliver comprehensive LinkShadow cybersecurity solutions such as NDR, UEBA , OpenXDR, DSPM using the Linkshadow Cyber Mesh Platform.

Let's look a little at cybersecurity. What are some of the main challenges businesses in the region face when it comes to cybersecurity?

The challenges are multifaceted. A significant issue is the shortage of skilled cybersecurity professionals, which affects organizations globally. Additionally, many businesses struggle with vendor lock-in, where they are tied to specific solutions that hinder their flexibility. We address this

> **LINKSHADOW UNDERSTANDS THE IMPORTANCE OF PROVIDING RELIABLE TECHNICAL SUPPORT TO ITS PARTNERS AND THEIR CUSTOMERS.**

through the Cyber Mesh Platform which LinkShadow can integrate with a variety of existing security tools, thus providing a more adaptable and holistic approach to cybersecurity.

Can you elaborate on the integration of AI within your security platform?

The LinkShadow Cyber Mesh Platform leverages AI to automate the correlation of data from various security tools.

This AI-driven approach not only streamlines threat detection processes but also enhances compliance management. As regulations become increasingly stringent, having a centralized, AI-powered view of compliance-related data is crucial for organizations.

Our focus extends beyond security; we are also committed to addressing data governance and compliance, which are essential for businesses today. By integrating AI throughout these processes, we empower organizations to respond swiftly to threats while

ensuring adherence to regulatory standards, ultimately fostering a more secure and compliant digital environment.

Compliance is indeed a major concern. How does LinkShadow ensure that its partners can support clients in meeting these regulatory requirements?

We empower our partners by providing them with tools that facilitate compliance monitoring. LinkShadow Cyber Mesh Platform can generate reports that help organizations demonstrate compliance with local data protection laws. For example, it can pinpoint where the sensitive data resides and who has access, ensuring that customers can quickly respond to audits and compliance checks, LinkShadow's latest initiative in the Data Security space is primarily focused on helping organization to manage Data Security / Privacy compliance using Linkshadow Data Security Posture Management(DSPM) The key features of DSPM include

WE ARE EXCITED TO CONTINUE OUR JOURNEY IN THE CYBERSECURITY LANDSCAPE AND SUPPORT OUR PARTNERS IN DELIVERING ROBUST SOLUTIONS TO THEIR CLIENTS.

automated data discovery, risk assessment and real-time monitoring, which help organizations understand their data landscape and respond swiftly to vulnerabilities. With LinkShadow, businesses can now strengthen their data protection strategies, streamline compliance efforts, and enhance overall security posture, safeguarding critical assets from potential threats.

It seems like education is also a significant factor. How does LinkShadow address the knowledge gap in the market?
We recognize the need for ongoing education and upskilling in cybersecurity. LinkShadow Cyber Mesh Platform is designed to be user-friendly, allowing organizations to develop their own AI models and adapt to new trends without requiring extensive technical expertise. We also encourage our partners to offer training and resources to their customers, fostering a more informed customer base. One of the key benefits is the On-Prem Custom AI Data Models, which customers can create, and fine-tune based on their own environments. This feature, referred to by LinkShadow as the AI-Powered Engine, requires minimal effort from the customer.

As organizations increasingly migrate to the cloud, how does LinkShadow ensure data security across various environments?
LinkShadow Cyber Mesh Platform provides visibility into both on-premises and cloud environments, helping organizations secure their data regardless of where it resides. By leveraging AI and a cyber mesh architecture, we enable clients to monitor their Network or Data security posture comprehensively and efficiently using NDR, UEBA, OpenXDR , DSPM services, which is critical in today's hybrid environments.

That sounds like a powerful offering. How do you foresee the future of cybersecurity partnerships evolving?
The future of cybersecurity partnerships will be centered around collaboration and flexibility. As threats continue to evolve, partners must be equipped to provide innovative solutions that can adapt to changing regulatory landscapes and customers' needs. By fostering a strong partnership ecosystem and focusing on integration, we believe LinkShadow can help partners thrive in this dynamic environment.
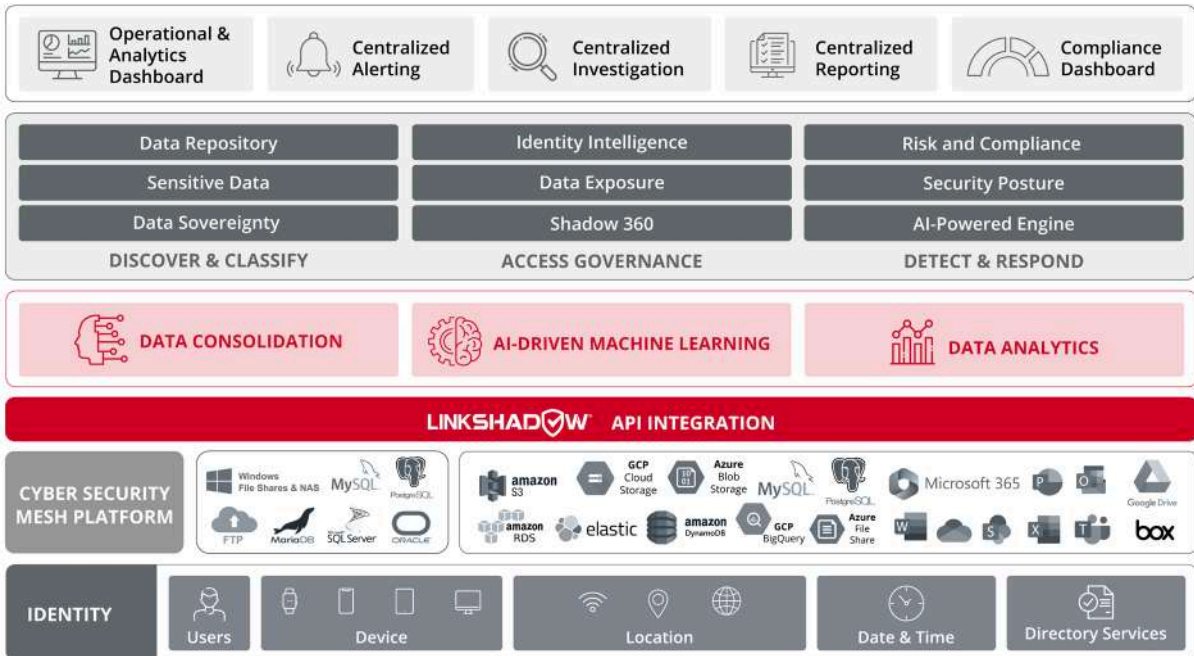
THE LINKSHADOW CYBER MESH PLATFORM USES AI TO AUTOMATE THE CORRELATION OF DATA FROM VARIOUS SECURITY TOOLS.

We are excited to continue our journey in the cybersecurity landscape and support our partners in delivering robust solutions to their clients. Our partner strategy is comprehensive and well-structured to empowers the channel community to drive business growth while delivering cutting-edge cybersecurity solutions to their customers. By providing extensive enablement, sales and marketing support, technical collaboration, and attractive offers, LinkShadow ensures that its partners have the necessary resources and tools to succeed in today's competitive market. As a result, we are looking forward to create a win-win scenario, fostering stronger alliances that can drive mutual growth and joint success stories.

SOLARWINDS CLOSES MARKET HYBRID IT OBSERVABILITY GAP

SolarWinds, a leading provider of simple, powerful, secure observability and IT management software, has announced the launch of the next generation of SolarWinds Observability, now available in self-hosted or SaaS options.

Building on its over 25 years of leadership in network and infrastructure monitoring, the company has expanded its network, infrastructure, and cloud observability capabilities, offering customers exceptional value and uncompromising flexibility in deployment. These enhancements include broader on-premises infrastructure monitoring, expanded cloud infrastructure observability, and enhanced artificial intelligence and machine learning (AI/ML) capabilities.

"This next generation of SolarWinds Observability closes the hybrid visibility gaps we've heard voiced by IT practitioners and leaders around the world," said Cullen Childress, SVP of Product at SolarWinds. "They've told us they're struggling to find a solution that provides the level of visibility they need over both their on-premises and cloud-native ecosystems. SolarWinds is ending their struggle today."

According to research conducted by GigaOm, complex, distributed hybrid IT environments present visibility and management challenges for most organizations today. In fact, 85% of those surveyed say application complexity and volume are operational challenges — and 67% say it's the primary challenge in running legacy or virtualized applications on physical infrastructure. Flexera recently found that 73% of organizations utilize a hybrid cloud architecture, and Gartner says 50% of critical enterprise applications will reside outside of centralized public cloud locations through 2027. The hard truth is that our IT reality remains a hybrid one.

Unfortunately, most existing monitoring and observability solutions in the market focus on on-premises or cloud deployments, forcing IT organizations to prioritize one over the other. This creates a hybrid IT observability gap for the vast majority of organizations still managing hybrid architectures. SolarWinds Observability gives customers the choice of what to monitor and observe and how to do it in a way that best fits their needs. SolarWinds offers what every observability vendor should: a solution that provides expansive visibility and AI-driven insights, helping customers manage modern IT environments efficiently, enhance performance, ensure flexible deployment, and optimize IT costs and resources.

"We believe customers should decide how they monitor and manage their hybrid IT infrastructures — not vendors dictating their choices," said Krishna Sai, SVP of Technology and Engineering at SolarWinds. "SolarWinds meets customers where they are in their hybrid IT journey so they can explore and adopt our offerings and modernize and move to the cloud confidently and at their own pace."

SolarWinds continuously engages with its customers, its THWACK online user community, and the broader IT industry to understand the challenges of managing hybrid IT environments. These insights directly informed the product enhancements and roadmap.

"With SolarWinds Observability Self-Hosted, customers can observe their on-premises and cloud workloads from a single pane of glass. Similarly, with SolarWinds Observability SaaS, they can observe their cloud-native workloads and still observe their on-premises infrastructure," Childress said. "So, no matter where they are today — or where they're headed next — they have the precision they need in whatever way works best for them."

"SolarWinds provides you with the deepest and most comprehensive hybrid visibility possible from ground to cloud and everywhere in between."

SolarWinds customers are seeing significant results from these solutions: L&F Distributors, a wholesaler for Anheuser-Busch brands and 164 craft breweries, wineries, distilleries, and non-alcoholic beverage suppliers, has reduced issue resolution time by 60-80%. Silverback Systems, a developer of intelligent ordering, procurement, and supply chain software solutions, has eliminated 75% of IT issues with SolarWinds by gaining visibility into their infrastructure, consolidating their tools, and successfully monitoring and managing their network and server configurations.

SolarWinds Universal Database License

SolarWinds also announced a new combined license for its two Database Observability self-hosted products, Database Performance Analyzer and SQL Sentry. Whether customers need the broad coverage of DPA for a variety of database types like MySQL, Oracle PostgreSQL, or the deep SQL Server analysis and exploration of SQL Sentry, they'll be able to buy one license and use it for either product, providing the freedom and flexibility to choose the right solution for the environment.
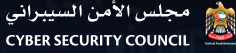
A LEGACY
OF TRUST

Bahaa Indary, General Manager, Raqmiyat LLC, discusses the company's growth and evolution in the last 40 years since its inception.

Looking back at the last 40 years, what do you perceive as the biggest challenges Raqmiyat has faced, and how has the company overcome these challenges to maintain its position as a leader in the industry?

Raqmiyat is one of the region's most established system integrators, having transformed over the years into a next-generation digital enabler. We've consistently stayed ahead of the curve, evolving from traditional system integration to becoming a leader in cutting-edge digital solutions.

One of our greatest challenges has been keeping pace with the rapid technological advancements and the shifting needs of our clients. From the era of mainframe computing to today's AI-driven, cloud-centric landscape, we've had to remain agile, constantly investing in innovation and adapting to change. Additionally, navigating a competitive landscape filled with new entrants and disruptive technologies has tested our resilience.

We have met these challenges by cultivating a culture of continuous improvement and innovation. By strategically investing in emerging technologies and upskilling our workforce, we've expanded our capabilities and enhanced our offerings. Our unwavering client-first approach has not only kept us relevant but has also empowered businesses to navigate their own digital transformations, solidifying our leadership in the industry

Raqmiyat's presence in the industry for four decades suggests a strong commitment to client satisfaction and service excellence. Can you shed light on how Raqmiyat has maintained and strengthened its relationships with clients over the years?

Raqmiyat's client relationships are built on trust, transparency, and a deep understanding of our clients' business needs. Over the years, we've consistently focused on delivering value through customized solutions that address specific challenges. Our dedicated account management teams ensure close collaboration with clients, fostering long-term relationships based on continuous engagement and support. We believe in not just being service providers but strategic partners in our clients' success. Additionally, our responsiveness, commitment to innovation, and our ability to adapt to the changing IT landscape have ensured that we remain a trusted partner for many organizations over the years.

With 40 years of experience, Raqmiyat has likely navigated through various technological shifts and innovations. How has the company embraced emerging technologies to stay competitive and relevant in the ever-evolving IT landscape?

With decades of experience, Raqmiyat has consistently embraced emerging technologies to remain competitive in the ever-evolving IT landscape. Our approach is proactive and innovation-driven, ensuring we stay ahead of industry trends and align our solutions with the changing needs of our clients.

To stay competitive, we collaborate with industry leaders and integrate the latest technologies into our offerings. For instance, we've adopted automation and AI as core elements of our digital transformation services. In the banking sector, we offer specialized digital banking solutions tailored to meet evolving customer demands. In the government space, our customized integration services address key initiatives, while our advanced analytics solutions provide enhanced data visibility. Additionally, we offer robust cybersecurity services to safeguard enterprise systems.

At Raqmiyat, we also prioritize the continuous development of our workforce. By upskilling our teams and keeping them at the forefront of technological advancements, we ensure that our clients receive cutting-edge solutions that drive operational efficiency and maintain their competitive edge in the market.

OUR UNWAVERING CLIENT-FIRST APPROACH HAS NOT ONLY KEPT US RELEVANT BUT HAS ALSO EMPOWERED BUSINESSES TO NAVIGATE THEIR OWN DIGITAL TRANSFORMATIONS.

What is the single biggest change you have witnessed in the systems integration landscape during your time at Raqmiyat, and what makes the company so unique and special, and what are the key differentiators that separates Raqmiyat from the rest of the marketplace?

The biggest change we've witnessed in the systems integration landscape is the dramatic shift from traditional on-premise solutions to cloud-based, agile, and scalable environments. This transition has been fueled by the need for advanced skill sets in areas like analytics, digital banking, and customized solutions to support government sector digital transformations. Clients today demand seamless integration across hybrid and cloud platforms that are secure, flexible, and efficient. What sets Raqmiyat apart is our ability to not just adapt, but to lead these changes. We invest heavily in adopting new technologies and continuously tailor our solutions to meet each client's unique needs. Our extensive industry expertise, coupled with a customer-centric approach, allows us to create solutions that solve present challenges while future-proofing businesses. Raqmiyat's uniqueness lies in its unwavering commitment to innovation and strong partnerships with global technology leaders. This ensures that we offer our clients the best of both worlds: local expertise combined with the highest global standards. Our ability to stay ahead of industry trends and provide tailored solutions is what differentiates us in the marketplace.

Key Challenges and Opportunities:
Challenges:
- **Regulatory Landscape:** Navigating complex regulatory environments, particularly in markets like KSA, where data localization and compliance are stringent.
- **Talent Shortage:** There is an increasing demand for skilled IT professionals, especially in emerging technologies.
- **Security Concerns:** With digitalization comes the growing threat of cybersecurity risks, requiring significant investment in security solutions.
- **Competitive Market:** The IT and systems integration space is highly competitive, with local and international players vying for contracts.

Opportunities:
- **Government Initiatives:** The ambitious digitalization projects in KSA and UAE present immense opportunities for system integrators.
- **Emerging Technologies:** The rise of 5G, AI, and blockchain creates opportunities for innovative service offerings.
- **Smart Cities:** Heavy investment in smart city infrastructure provides opportunities for integrators in areas like transportation, utilities, and infrastructure.
- **Healthcare and Education:** Both sectors are undergoing digital transformation, offering growth potential for IT service providers.
- **Cross-Industry Integration:** The convergence of technology across sectors opens up opportunities for system integrators to create seamless cross-industry solutions.

Please note that market conditions can change rapidly, and it's crucial to consult up-to-date market research reports and industry experts for the latest insights into the IT and systems integration market in KSA and UAE. Staying agile and leveraging these opportunities while mitigating challenges is key to thriving in this ever-evolving landscape.

Can you tell us what your investment strategy is in relation to AI at Raqmiyat?

The opportunity today is around creatively harnessing the power of AI to build solutions uniquely tailored to each customer's business needs & their different use cases. This requires a lot of domain knowledge, customer-specific contextual knowledge, and proven solution design and delivery capabilities, backed up by sustained investments in research and innovation in AI. At Raqmiyat, we recognize the transformative power of AI and its potential to enhance the services we provide. Our investment strategy revolves around AI in a way that amplifies business outcomes for our clients. We're focusing on AI-driven automation, data analytics, and predictive modeling, allowing our clients to gain actionable insights and optimize their operations. By embedding AI into our existing offerings like cybersecurity, and digital transformation services, we're not only enhancing service efficiency but also preparing our clients for the future of technology. We also explore partnerships with AI innovators and invest in the upskilling of our team to ensure we're always on the cutting edge of AI advancements.
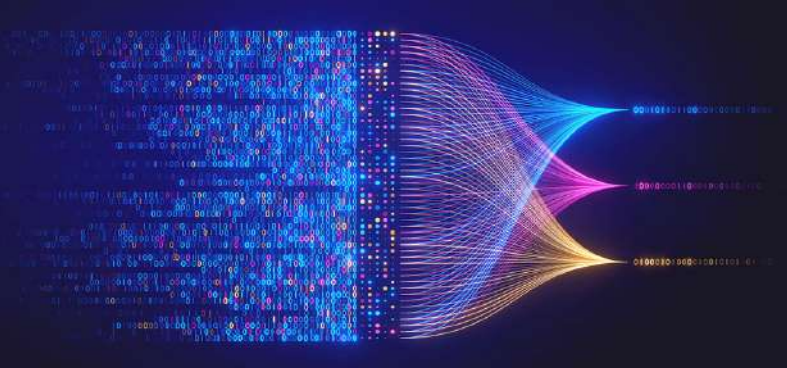
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AT LOGITECH, WE ENVISION A SUSTAINABLE AND ENVIRONMENTALLY RESPONSIBLE TECH LANDSCAPE.

REDEFINING VIRTUAL COLLABORATION

Loubna Imenchal, Head of Enterprise Business for AMETCA at Logitech, tells Anita Joseph all about the company's participation at GITEX 2024 and the strides taken in reshaping virtual collaboration and communication.

What's the theme of your participation at GITEX this year? What are the key aspects that you're highlighting at the show? (Please give an overview of any announcements or launches that can be expected.)

In line with the theme of GITEX Global this year - "Global Collaboration to Forge a Future AI Economy", Logitech will showcase solutions that address AI and Sustainability. By leveraging AI in our products, such as MeetUp2, the AI-driven USB conference camera, Logitech is enhancing virtual collaboration by improving meeting equity and productivity.

AI enables our solutions to detect, frame, and optimize interactions, making remote work more immersive and efficient.

Logitech is dedicated to sustainability and constantly innovating to reduce the environmental impact of the materials used in our products. Currently, two out of three Logitech products, as well as all products powered by the CollabOS operating system, use post-consumer recycled plastic, which lowers carbon and environmental impact across the portfolio. For instance, the Zone 305 headset is made from 55% post-consumer recycled plastic, and the MeetUp 2 integrates 62% recycled plastic.

These innovations lower carbon emissions and promote a circular economy, helping companies reduce their environmental footprint while advancing their tech capabilities.

Our entire product range, from personal work desks to flex desks and meeting rooms, is designed with sustainability in mind. At Logitech, we envision a sustainable and environmentally responsible tech landscape.

What differentiates your participation this year as compared to previous years?

This year, our participation at GITEX will highlight an expanded range of Logitech for Business solutions, software, and services designed to support the rapid development of the hybrid workplace. We are showcasing solutions for video conferencing, meeting rooms, office workspaces, and shared desking for enterprise, small-to-medium businesses, and public sector customers.

Our featured products include the MeetUp 2, which leverages AI-powered auto-framing and crystal-clear audio to enhance video conferencing in small to medium meeting rooms. The Zone 305 headset, equipped with dual noise-canceling microphones, ensures clear communication in any environment. Additionally, the Brio 705 webcam provides high-definition video with AI-driven auto-light correction, making it ideal for professionals on the go.

We are also introducing Sight, a key addition that further enhances hybrid meeting experiences, and Logitech Sync, a platform that empowers IT managers to efficiently manage conferencing devices remotely, improving overall efficiency and reducing downtime.

How does Logitech support organizations in their transformation journey?

Logitech empowers organizations by enabling collaboration in the everywhere workplace. We provide customized solutions for video conferencing, meeting rooms, office workspaces, and shared desking, catering to the diverse needs of enterprises, SMBs, and public sector clients.

Our AI-powered innovations, such as the MeetUp 2 conference camera, Sight, and the Zone 305 headset, are designed to transform virtual meetings, improve meeting equity, and enhance productivity. These tools help organizations boost hybrid and remote work environments, fostering inclusivity and collaboration.

With a focus on human-first, software-powered experiences, Logitech products are easy to deploy and scale while prioritizing sustainable practices throughout our product design and lifecycle management. 🔵

DRIVING DIGITAL TRANSFORMATION

Ranjith Kaipadda , Managing Director at Cloud Box Technologies, tells Reseller ME that a constant focus on innovation has made the company a trusted digital transformation partner for businesses in the region.

WE ARE ACTIVELY EXPLORING NEW TECHNOLOGIES AND INNOVATIONS THAT CAN ULTIMATELY BENEFIT OUR CUSTOMERS IN ACHIEVING THEIR GOALS.

How do you see the current trends in the channel industry impacting Cloud Box Technologies' channel strategy? Are there specific market dynamics or challenges that you are focusing on to stay ahead?

At Cloud Box Technologies, we are witnessing rapid changes in the channel industry, often driven by the increasing adoption of hybrid work models, cloud-native solutions, and a pronounced emphasis on cybersecurity. In response, we have been working toward cultivating strategic alliances with global technology leaders who excel in various IT domains, such as digital transformation, cybersecurity, and cloud infrastructure.

As a channel partner, these alliances help us cater to the specific and requirements unique to each customer. This allows us to offer scalable, secure, and flexible IT environments along with the necessary support our customers might need to stay ahead of the curve.

One of the market dynamics we have noticed in the Middle East is the rapid growth of enterprises and SMBs adopting digital transformation. This shift not only saves them significant costs but also provides ROI in terms of cost efficiency, security, and flexibility, among other metrics.

Additionally, the channel industry is facing one of its key challenges, which requires immediate attention - upskilling. Without adequate knowledge, systems may not be used to their full capabilities, hindering the overall potential of these advanced technologies.

What steps is Cloud Box Technologies taking to ensure seamless integration of new technologies into your existing product offerings? How do you prioritize which technologies to adopt and integrate?

Technologies can benefit business, however, none of them are one-size-fits-all. Interoperability issues are likely to arise if you attempt to integrate incompatible technologies. As an IT systems integrator, we understand how technologies work and take a customer-centric approach when testing new technologies to fit into customer's existing technology stack.

Our process begins with extensive market research to identify current trends, emerging technologies, and future needs. Once identified, we collaborate with leading technology vendors, giving us the opportunity to act as a bridge between customers and vendors, without intermediaries, which helps keep costs in check.

Additional steps include rigorous and continuous testing of technologies with existing infrastructure to ensure compatibility. This approach helps us identify and resolve any shortcomings that could pose challenges for end customers later on.

Years of experiences have given us exposure to focus on technologies that ideally align with our customer's objectives. We also leverage AI to drive better outcomes in terms of performance and security while prioritizing customers experience to stay ahead of the market trends.

What are Cloud Box Technologies' key strategies for expanding your presence in the region? Are there particular markets or verticals you are targeting, and how do you plan to address regional challenges?

Cloud Box Technologies is experiencing exponential growth, both in terms of expanding internal expertise and the number of projects handled across private, semi-, and government sectors. We are focused on delivering localized solutions and customer support throughout the UAE. Cloud Box Technologies has the strength and commitment to cater to a wider geographical area, as technology is not bound by borders or demographics.

To achieve our objectives, we have partnered with several technology vendors and are in discussions with more across cloud providers, cybersecurity vendors, AI service providers, and others. These partnerships allow us to access cutting-edge technologies that our customers need to stay competitive. Additionally, the latest technologies are backed by regulatory compliance, which is mandatory by law across the UAE and globally.

We are actively working with verticals such as transportation, education, banking and finance, real estate, and law firms, providing services like end-to-end digital transformation, cybersecurity infrastructure overhauls, and cloud migration, among others.

Looking ahead, what are the major innovations or product developments that Cloud Box Technologies is working on? How do these align with your long-term vision and goals for the region?

At Cloud Box Technologies, we are actively exploring new technologies and innovations that can ultimately benefit our customers in achieving their goals. As a leading systems integrator in the UAE, artificial intelligence (AI) and machine learning (ML) appear to be some of our strongest offerings, and we want to build upon them further. Such technologies can unlock significant opportunities for businesses, including managing operations effectively, reducing costs and efforts, minimizing carbon footprints, and securing digital assets.

There are countless innovations currently underway at Cloud Box Technologies, ranging from IoT to digital twins, among others, all engineered to help businesses scale in sync with demand.

We understand that long-term goals aren't just something to be written on a piece of paper; they require a team of experts across various domains, partnerships and alliances with technology partners, and strategies to assist our customers with cutting-edge technologies that deliver value and contribute to their overall digital transformation objectives. ●
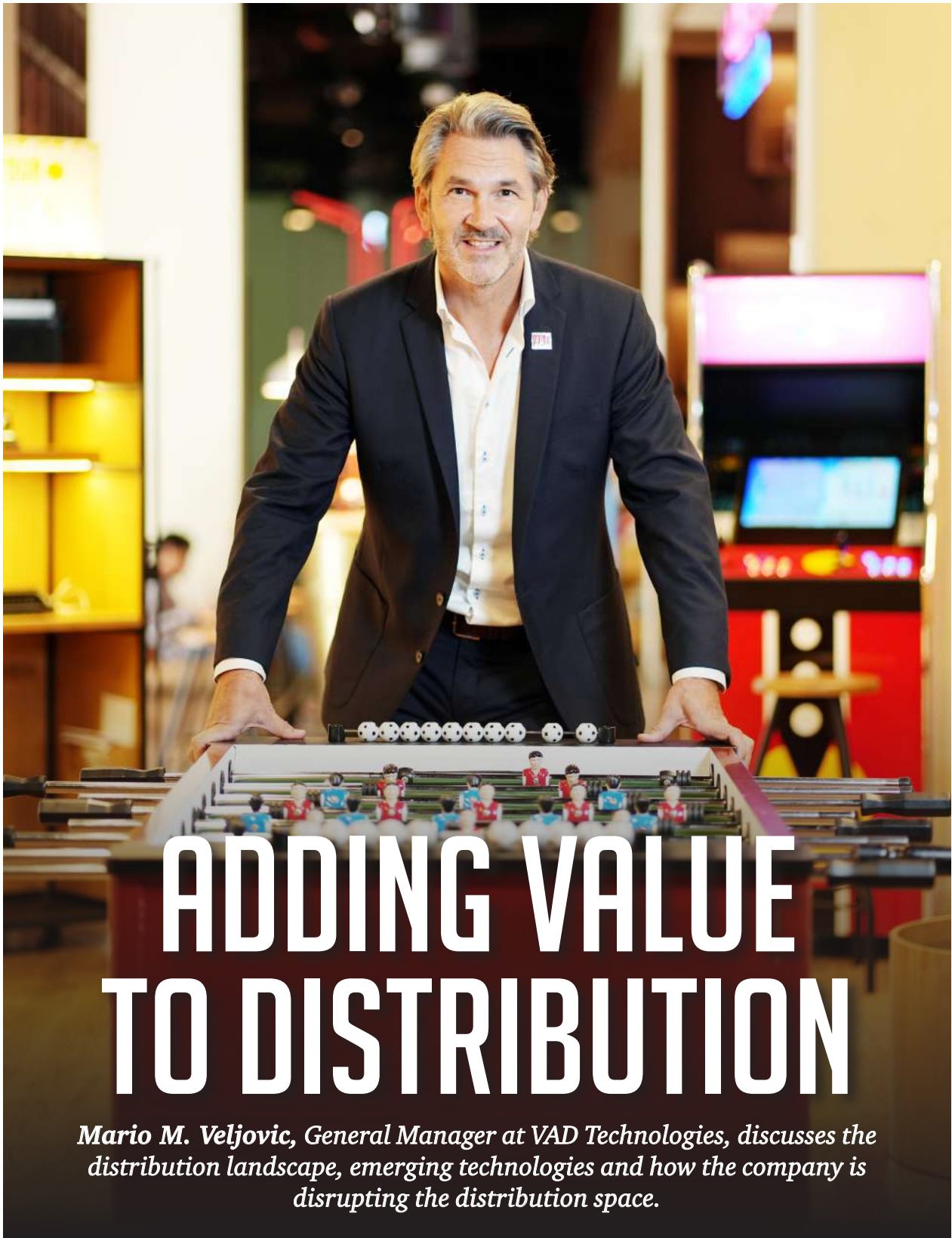
ADDING VALUE TO DISTRIBUTION

Mario M. Veljovic, General Manager at VAD Technologies, discusses the distribution landscape, emerging technologies and how the company is disrupting the distribution space.

The IT landscape is continuously evolving with new technologies and trends emerging regularly. How does VAD Technologies navigate these changes to ensure that it effectively supports its channel partners and keeps the ecosystem cohesive?

VAD Technologies is executing a well-defined strategy to maintain its position as the leading value-added distributor, focused on delivering cutting-edge solutions for its vendor and channel partners. In today's dynamic ICT sector, the abundance of opportunities can sometimes feel overwhelming. To navigate this complexity, a clear vision and mission are essential to selecting the right partners, ensuring consistent growth, and maintaining strong financial health. This involves making strategic decisions, such as knowing when to decline business propositions, carefully evaluating new technologies, and reviewing existing partnerships. Above all, staying closely connected to channel partners and actively listening to their challenges is crucial. By collaborating with them and gathering direct feedback from their customers, VAD Technologies ensures that it always remains aligned with the needs of the end customer, the true focus of all its efforts. This customer-centric approach drives both success and long-term sustainability.

Finding the 'next big wave' is crucial for a distributor's success. What strategies does VAD Technologies employ to identify and capitalize on emerging technologies or market opportunities before they become mainstream?

VAD Technologies has built a strong reputation as a first mover in the realm of disruptive and emerging technologies. Over the past decade, we have proudly introduced several vendors promoting groundbreaking technologies to the region and consistently driven their success. Achieving this requires a deep commitment to partnerships and leading with passion and determination. It is vital to constantly remind our team that we are genuine partners in the business of our vendors and channel partners. Our goal is to become an integral part of their organizations, transcending the typical "customer/supplier" relationship. This means our team must be just as knowledgeable in every domain and market as our partners. Building this trust is essential to embarking on the long journey of convincing customers about the future of IT and encouraging them to join us in riding the "next big wave" of technological innovation.

In an era where disruptive technologies are becoming the norm, how does VAD Technologies build and maintain a solutions-focused approach? What are the key elements that define a successful Solutions VAD in today's environment?

At VAD Technologies, we acknowledge and embrace both our strengths and weaknesses. In today's world, disruption has become the norm, coming from all directions. With this in mind, it is essential to focus on enhancing your strengths rather than overly concentrating on weaknesses. This principle is especially relevant when building a product and solutions portfolio as a value-added distributor. Unfortunately, I have seen many successful VADs in the market lose their competitive edge by attempting to do everything, eventually falling into the trap of becoming a "Jack of all trades, master of none." The key to being a successful solutions VAD lies in focus—relentless focus on what sets you apart. This clarity allows you to maintain your competitive advantage and deliver true value to your partners, without getting distracted by trying to cover too many bases.

Channel partners often look to distributors for guidance and support in adapting to new technology trends. How does VAD Technologies assist its partners in understanding and leveraging disruptive innovations to drive their business forward?

At VAD Technologies, we prioritize staying closely connected to our channel partners and actively listening to their challenges. By collaborating with them and gathering direct feedback from their customers, we ensure that we remain aligned with the needs of the end customer. We achieve this through various initiatives, including workshops, round tables, enablement sessions—both technical and commercial—as well as seminars. These activities are designed to be informative but, most importantly, engaging and enjoyable. After all, no one wants to endure "death by PowerPoint." We take pride in the fact that many of our partners have become friends, reinforcing the belief that business is built on relationships. People do business with people, and this personal connection is a cornerstone of our approach at VAD Technologies.

As the role of distributors evolves with the advent of new technologies, what are some of the biggest challenges VAD Technologies faces in maintaining its value proposition and ensuring that its offerings remain relevant and impactful?

A decade ago, VAD Technologies redefined value-added distribution during the rise of disruptive technologies, and for a time, we operated almost alone in this space, gaining invaluable expertise in managing this unique business. However, as this segment has started to show significant growth opportunities, we've seen more players entering the field. Disruption, as I've said before, comes from all directions—even within the same ecosystem. Traditional volume distributors—once called Broadline Distributors—have ventured into our market, and niche VADs have expanded into our territories. Unfortunately, many have taken the old route of competing on price, sparking a race to the bottom, even in a segment that thrives on adding substantial value. This is the reality of the distribution business, and it's vital to recognize these trends, take proactive measures, and always stay ahead of the game. Keep an eye on the horizon, and you'll spot the next big wave of opportunity. **RME**

INNOVATIVE SENNHEISER AUDIO TECHNOLOGY AND PRODUCTS AT MULTIPLE LOCATIONS ACROSS GITEX

This year, Sennheiser is broadening its reach at GITEX by presenting at multiple locations throughout the exhibition. Our products are showcased at Venuetech booth #H3A30 in Hall 3 and Avientek booth #H2B40 in Hall 2. Plus, our Alliance Partners Q-SYS offer visitors a 20-minute guided journey to experience our latest integrations with the leading UC platform, complete with full immersive room controls, driven by vision-based room automation and presenter tracking newly certified for Microsoft Teams Rooms.

The product range on display at the Venuetech and Avientek stands focuses on Sennheiser's extended TeamConnect Family offering a variety of solutions to fit every need. The acclaimed TeamConnect Ceiling 2 and options for smaller spaces TeamConnect Ceiling Medium , TeamConnect Bar S and M and TeamConnect

Intelligent Speaker that will capture the attention of visitors from higher education and business looking for the best audio solutions. Also on display is the ultimate audio solution for smaller Microsoft Teams Rooms meetings TeamConnect Intelligent Speaker. Visitors are encouraged to book time for one-to-one meetings at Gitex so that Sennheiser team experts can demonstrate the products and supplementary software such as Room Planner, Mobile Connect and Control Cockpit that guide and assist users to make best use of the systems. Click here to Book Meetings or 1 on 1 demo at Sennheiser booth.

"We're excited to introduce you to our growing Sennheiser family at the Dubai World Trade Centre from 14th to 18th October." Says Mig Cardamone, Sales Director at Sennheiser Middle East.

"Our suite of solutions are curated to transform the way you conduct business, making interactions

seamless, regardless of whether participants are on-site or connecting remotely. Our innovative range, including the renowned TeamConnect Family, is specifically designed to cater to diversified business needs, providing crystal-clear audio quality, cutting-edge technology, and effortless integration with your existing infrastructure. And if you are in higher education, our products offer top-tier audio solutions for educational environments designed for exceptional sound quality and reliability.

OUR SUITE OF SOLUTIONS ARE CURATED TO TRANSFORM THE WAY BUSINESS IS CONDUCTED, MAKING INTERACTIONS SEAMLESS, REGARDLESS OF WHETHER PARTICIPANTS ARE ON-SITE OR CONNECTING REMOTELY.

Classrooms at universities around the world have embraced Sennheiser for audio. You will join the Sennheiser community and experience the excellence of German engineering in your campus." He added. Learn More

Also on display are two leading series from Sennheiser's advanced technology digital wireless range. The SpeechLine Digital Wireless for speech and lecture is designed and optimized for university and corporate use. The system is versatile and can be adapted to the requirements of individual applications, making the daily work of IT and AV managers easier.

The Evolution Wireless Digital is the successor to the analog evolution wireless G4 systems and a harbinger of the next-gen technology for Sennheiser for public address systems in use at university and corporate campuses. Building upon the renowned reliability and sound quality of Sennheiser's evolution wireless G4 systems, Evolution Wireless Digital delivers numerous enhancements compared to G4 analog system; it offers users a simplified app-assisted setup process, the most reliable UHF connection, lowest latency of any digital wireless system, a higher audio resolution and increased dynamic range.

Another not-to-be-missed Sennheiser audio experience at Gitex 2024 can be accessed at our alliance partner Q-SYS stand H3-B30. Book a 20-minute guided tour with a Q-SYS sales representative using the link here to go through an immersive collaboration room that will take you on a technology deep dive beyond meeting spaces. ⓇⓂⒺ

EMPOWERING THE CHANNEL

Maya Zakhour, Director Partner Organization-EEMI (Eastern Europe, Middle East, Turkey, Africa, CIS, Iberia and Latam) at NetApp, tells Anita Joseph how the company is leveraging the power of emerging technologies like AI and machine learning in the data management landscape.

N etApp has built a robust partner ecosystem over the years. Can you elaborate on how these partnerships enhance NetApp's product offerings and what strategic advantages they bring to your customers?

NetApp's robust partner ecosystem plays a vital role in enhancing our product offerings and providing strategic advantages to our customers. These partnerships enable us to deliver comprehensive solutions that address diverse customer needs and provide a seamless experience.

1. Enhanced Product Offerings: Through our partnerships, we can integrate complementary technologies, products, and services into our solutions.

2. Access to Specialized Expertise: By working closely with our partners, we leverage their deep understanding of specific industries, use cases and technologies.

3. Global Reach and Market

Expansion: Partnering with companies that have a strong global presence and established customer bases allows us to expand our market reach. Through joint go-to-market initiatives, we can reach new customers and geographies more efficiently.

4. Co-Innovation and Technology Advancements: By working together, we can leverage each other's research and development efforts, share best practices, and jointly explore emerging technologies. This collaboration leads to the development of innovative solutions that address evolving customer needs and stay ahead of market trends.

5. Customer Success and Support: By aligning with partners who share our commitment to customer satisfaction, we can offer seamless integration, implementation, and ongoing support for our solutions.

Emerging technologies such as AI and machine learning are transforming the data management landscape. How is NetApp integrating these technologies into its solutions, and what role do your partners play in this integration?
NetApp recognizes the transformative power of emerging technologies like AI and machine learning in the data management landscape. We are actively integrating these technologies into our solutions to enable our

customers to harness the full potential of their data. Our approach to integrating AI and machine learning involves collaboration with strategic partners who bring specialized expertise and technologies in these areas.

1. Intelligent Data Management: Our solutions leverage AI algorithms to analyze data patterns, predict storage needs, and optimize data placement for improved performance and efficiency.

2. Data Security and Compliance: NetApp integrates AI and ML to detect and mitigate security threats, identify anomalies, and ensure data privacy and regulatory compliance.

3. Intelligent Data Analytics: NetApp integrates AI and ML to enable advanced data analytics. By partnering with analytics and AI specialists, we incorporate AI algorithms into our solutions to uncover hidden insights, enable predictive analytics, and facilitate data-driven decision-making.

4. Partner Collaboration: Our partners play a crucial role in integrating AI and machine learning into our solutions. We collaborate with leading AI technology providers, data science companies, and research institutions to leverage their expertise and technologies.

Looking ahead, what are the key trends or developments in data management and storage that NetApp is focusing on? How do you plan to address these trends through your technology and partnerships?
NetApp is focusing on several key trends and developments in data

management and storage to meet the evolving needs of our customers. These trends shape our technology roadmap and guide our partnerships to ensure we stay at the forefront of innovation. Here are some key areas of focus:

1. Hybrid and Multi-Cloud Environments.
2. Data Security and Compliance.
3. Artificial Intelligence and Machine Learning.
4. Data Resiliency and Disaster Recovery.
5. Data Analytics and Insights.

How does NetApp support and empower its partners to stay competitive in a rapidly changing market? Can you provide examples of successful partner-driven initiatives or programs that have significantly impacted your business strategy?
NetApp is committed to supporting and empowering its partners to stay competitive in a rapidly changing market. We recognize the importance of collaboration and mutual success in driving business growth. Here are some ways in which we support our partners:

- Partner Enablement and Training.
- Joint Go-to-Market Initiatives.
- Co-Innovation and Solution Development
- Partner Programs and Incentives: These programs include deal registration benefits, sales incentives, and rewards for partner-led sales and customer success.
- Partner Success and Support: We provide ongoing support through dedicated partner managers, technical support, and access to resources and tools.

One successful partner-driven initiative is our NetApp Keystone program which enables our partners to provide flexible consumption models for our solutions, including pay-as-you-go and subscription-based options. By offering flexible pricing and deployment models, we have expanded our market reach and provided customers with greater flexibility in adopting our solutions.

OUR APPROACH TO INTEGRATING AI AND MACHINE LEARNING INVOLVES COLLABORATION WITH STRATEGIC PARTNERS WHO BRING SPECIALIZED EXPERTISE AND TECHNOLOGIES IN THESE AREAS.

THE EVOLVING ICT DISTRIBUTION LANDSCAPE

Kamran Khayal, General Manager at Trigon, tells Reseller how emerging technologies are transforming the ICT distribution landscape and how Trigon is staying ahead of this trend.

What are the current key opportunities for growth in the B2B segments within the ME region?

- **Digital Transformation Initiatives:** Many businesses across the Middle East are accelerating their digital transformation efforts. This shift is driven by the need to enhance operational efficiency, improve customer experiences, and stay competitive. Opportunities exist for IT companies to offer solutions in cloud computing, data analytics, artificial intelligence, and automation.
- **Smart Cities and Infrastructure Development:** The GCC region is heavily investing in smart city projects and infrastructure development. This includes initiatives such as Dubai's Smart City project and Saudi Arabia's NEOM. These projects require advanced IT solutions for IoT, cybersecurity, and data management, presenting substantial growth opportunities for B2B tech providers.
- **Cybersecurity Needs:** As the region becomes more digitally connected, the demand for robust cybersecurity solutions is increasing. Businesses are seeking advanced security measures to protect their data and comply with regulations. Offering specialized cybersecurity services and products can meet this growing need.
- **Healthcare IT Solutions:** The healthcare sector is expanding rapidly, particularly in countries like Saudi Arabia and the UAE. There is a rising demand for IT solutions in electronic health records (EHR), telemedicine, and healthcare analytics. B2B companies that provide innovative healthcare IT solutions can tap into this lucrative market.

How are emerging technologies in display solutions influencing the B2B market dynamics?

Emerging technologies in display solutions are significantly reshaping the B2B market dynamics in several ways:

- **Enhanced Visual Communication:** Advanced display technologies, such as 4K and 8K resolution displays, OLED, and MicroLED, are elevating the quality of visual communication. Businesses are increasingly adopting these high-resolution displays for digital signage, conference rooms, and command centers, enhancing engagement and information delivery.
- **Interactive and Touchscreen Displays:** The rise of interactive and touchscreen display solutions is transforming how businesses engage with their clients and employees. These technologies are being utilized in areas such as interactive kiosks, digital whiteboards, and customer service stations, facilitating more dynamic and engaging interactions.
- **Improved Collaboration Tools:** Emerging display technologies are enhancing collaboration tools within businesses. Large-format displays and high-definition video walls are becoming standard in meeting rooms and collaborative spaces, allowing for more effective presentations, data sharing, and real-time collaboration.
- **Integration with IoT and AI:** Displays are increasingly being integrated with Internet of Things (IoT) and artificial intelligence (AI) technologies. Smart displays that leverage AI can provide real-time data analytics, predictive maintenance, and personalized content delivery, offering businesses more sophisticated and actionable insights.
- **Energy Efficiency and Sustainability:** Newer display technologies are focused on energy efficiency and sustainability. LED and OLED displays consume less power and have a longer lifespan compared to traditional display technologies, aligning with corporate sustainability goals and reducing operational costs.
- **Support for Remote Work and Virtual Events:** With the rise of remote work and virtual events, display technologies that support high-definition video conferencing

and virtual collaboration are in high demand. Innovations in this area are making remote interactions more effective and seamless.

What are the notable trends/shifts in the B2B segments that are driving demand for advanced display solutions?

In the B2B sector, several notable trends and shifts are driving the growing demand for advanced display solutions. One significant trend is the increasing emphasis on high-quality visual communication and collaboration. As businesses prioritize more effective and engaging interactions, there is a rising demand for high-resolution displays such as 4K and 8K screens, which offer unparalleled clarity and detail. This shift is particularly evident in environments like conference rooms and command centers, where sharp, vivid visuals are crucial for successful presentations and decision-making.

Additionally, the expansion of interactive and touchscreen display technologies is transforming how businesses engage with clients and conduct internal operations. Interactive displays are being integrated into various applications, from digital kiosks and customer service stations to interactive whiteboards, facilitating more dynamic and interactive user experiences.

The integration of advanced display solutions with Internet of Things (IoT) and artificial intelligence (AI) is also shaping the market. Smart displays equipped with AI capabilities are enabling real-time data analytics, predictive insights, and personalized content delivery, which enhance operational efficiency and decision-making processes.

Moreover, the push towards energy efficiency and sustainability is influencing the adoption of newer display technologies. Displays such as LED and OLED offer improved energy efficiency and longer lifespans compared to traditional technologies, aligning with corporate sustainability goals and reducing operational costs.

How is Trigon integrating emerging technologies into its product and solutions portfolio?

At Trigon, we are dedicated to staying at the forefront of technological innovation by integrating emerging technologies into our product and solutions portfolio. Our approach involves a multi-faceted strategy designed to enhance the capabilities and value of our offerings. This integration supports smarter decision-making and operational optimization.

Our commitment to embracing emerging display technologies is also evident. We are integrating high-resolution, interactive displays and advanced visualization tools into our product suite to enhance user engagement and facilitate more effective communication. These technologies are being used in various applications, from digital signage to collaborative work environments.

Tell us about Trigon's business plans for the region going forward.

At Trigon, our business plans for the region are centered around expanding our market presence, enhancing our technological capabilities, and delivering unparalleled value to our clients. As we look to the future,

several strategic initiatives are at the core of our regional growth strategy.

Firstly, we are focusing on expanding our footprint across the GCC region. We plan to increase our presence by establishing new offices and strengthening our partnerships with local businesses. This expansion will allow us to better serve our clients, provide more localized support, and tap into emerging opportunities in various markets.

We are also committed to investing in the deployment of advanced technologies tailored to regional needs. By aligning our technology with the specific demands of the region, we aim to offer innovative solutions that address local challenges and drive digital transformation.

Another key aspect of our business plan is to foster strategic alliances and partnerships with global technology leaders, industry associations, and government entities. Collaborating with these stakeholders will enable us to leverage local expertise, access new opportunities, and contribute to significant regional projects and initiatives.

Additionally, Trigon is focused on enhancing our customer experience through personalized service and support. We plan to introduce new services and solutions that are designed to meet the evolving needs of our clients, including bespoke technology solutions and comprehensive managed services.
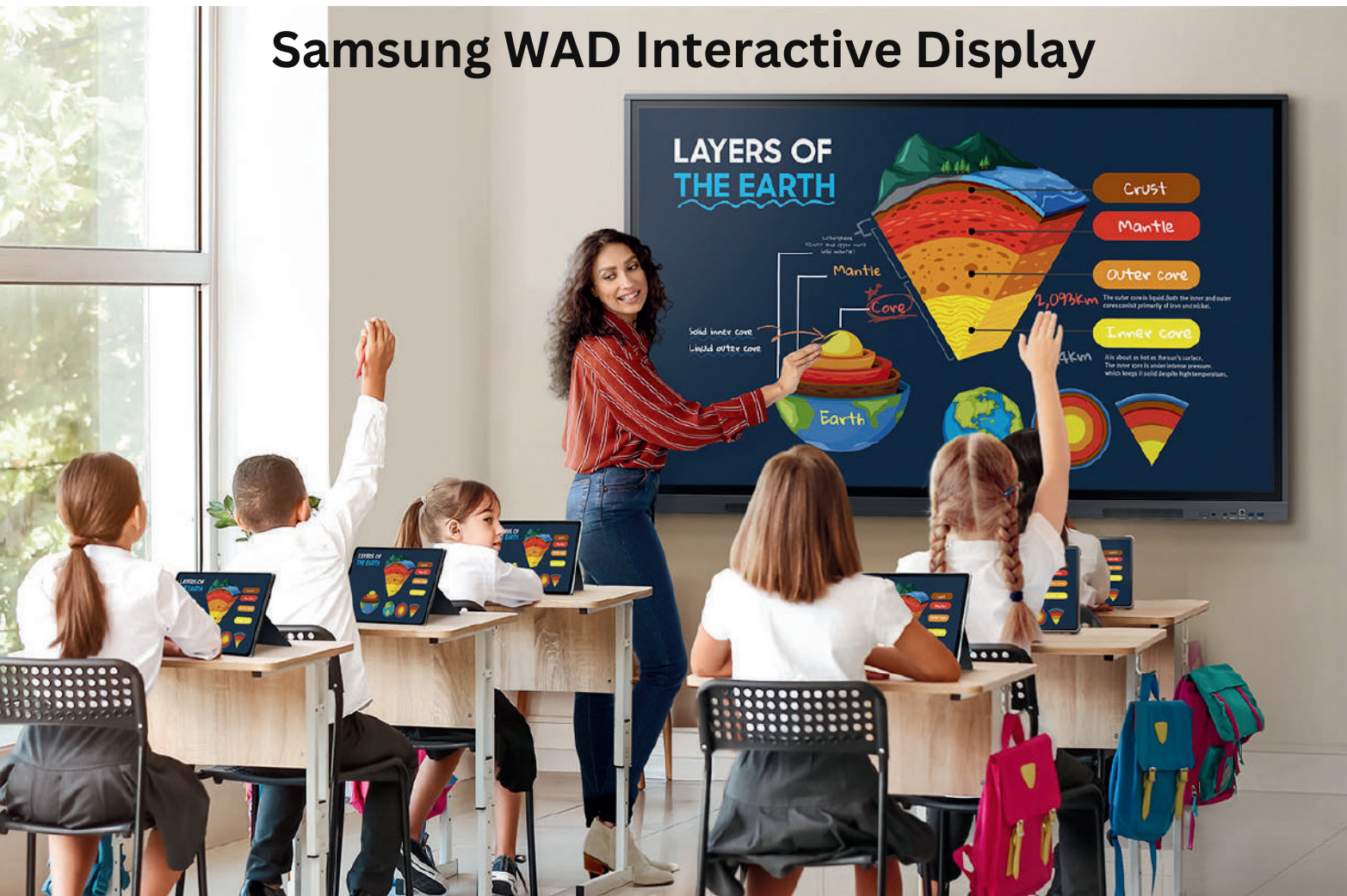
Sustainability and corporate social responsibility are also integral to our business plans. We are committed to incorporating sustainable practices into our operations and offering eco-friendly solutions that align with regional environmental goals. This includes investing in energy-efficient technologies and supporting initiatives that promote environmental stewardship.

In summary, Trigon's business plans for the region involve expanding our market presence, advancing our technological capabilities, fostering strategic partnerships, enhancing customer experience, promoting sustainability, driving innovation, and investing in our team. These initiatives reflect our commitment to growth and excellence as we continue to serve and support our clients in the region. **RME**

AT TRIGON, WE ARE DEDICATED TO STAYING AT THE FOREFRONT OF TECHNOLOGICAL INNOVATION BY INTEGRATING EMERGING TECHNOLOGIES INTO OUR PRODUCT AND SOLUTIONS PORTFOLIO.

THE FUTURE OF
DATA STORAGE

Samer Semaan, *Director of Distribution & Alliances, Middle East, Turkey & Africa at Pure Storage, tells Reseller ME that there is a need for a robust, high-performance, efficient and cyber-resilient AI infrastructure to keep pace with IT infrastructure trends.*

How does Pure Storage plan to evolve its channel strategy over the next few years, and what are the key growth areas you are focusing on?

We will maintain a laser focus on jointly meeting our customer's needs and will continue focusing our investment on existing partners who are loyal and have a growth mindset. Additionally, we will continue to be a 100% channel focused company.

Across the region, we're seeing customers looking to invest in infrastructure to support their AI initiatives. In parallel, customers are determined to reduce the carbon footprint of their tech stack. By leveraging Pure's storage-as-a-Service offering, Evergreen//One, partners will be uniquely positioned to meet

these two pressing customer needs. Customers will have the ability to be flexible in how much and how long they consume infrastructure for, plus Pure Storage's infrastructure is much more energy efficient. For partners, this means benefiting from increased ARR, the ability to grow share of wallet and offering more energy efficient technology. By focusing on these priorities, we can strengthen our partnerships and drive mutual success in the years ahead.

Can you touch on 1-2 key trends that you believe are shaping the channel

One of the big trends we are seeing in the region, particularly among traditional resellers, is the shift to a more hybrid model, where Managed Services is becoming a bigger part of their value proposition. It's no secret that organizations have been steadily shifting their IT consumption preferences to favor subscription-based models to take advantage of all the benefits of a cloud-operating model. At the same time, whether it be because of budgets, or the talent crunch, many organizations are facing resource constraints. The combination of these two factors, in particular, has led many organizations to outsource their infrastructure to MSPs – everything

> ## ACROSS THE REGION, WE'RE SEEING CUSTOMERS LOOKING TO INVEST IN INFRASTRUCTURE TO SUPPORT THEIR AI INITIATIVES.

from cybersecurity to their storage and backup. As-a-Service solutions backed by SLAs are going to continue to grow as partners and customers want guarantees and peace of mind.

Can you provide insights into any recent enhancements to Pure Storage's partner program?

This year we announced several updates to the Pure Storage Partner Program including new incentives, billing automation, and intelligent visibility into customer assets to support predictable recurring revenue streams in today's services-driven economy.

These capabilities 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.

In a highly competitive storage market, what unique advantages or differentiators does Pure Storage offer?

As enterprises further embrace AI to drive innovation, streamline operations, and gain a competitive edge, traditional storage infrastructure fails to meet the performance, scalability and energy-efficiency requirements needed. In fact, according to a recent survey that Pure Storage conducted, 98% of CIOS & IT decision makers state that their IT infrastructure requires urgent improvements in order to create the necessary conditions for AI success. 81% believe that AI-generated data is likely to outgrow their organisation's current data centers, emphasising the need for a robust, high-performance, efficient and cyber-resilient AI infrastructure.

Customers today also face challenges around ease of management and automation of disparate systems. While competitors look to address these issues by offering a potpourri of disparate products — consisting of different operating systems, APIs and management — Pure Storage offers a single, consolidated, consistent, and highly orchestrated platform that delivers more than 10x the reliability at less than one half the power, space, cooling and labour of competitive solutions. ⓡ

FUTURE OF WORK

Jinesh Shah, Business Unit Head - AV & ELV at Alpha Data, discusses the growing popularity of hybrid workplace solutions and how the company leverages technology to help businesses enhance collaboration and productivity.

How has Alpha Data successfully implemented hybrid workplace solutions, and what key strategies do you recommend for organizations looking to transition to this model effectively?

At Alpha Data, we have embraced hybrid workplace solutions by integrating advanced audio-visual technologies that enhance collaboration and communication among teams, regardless of their location. We recommend organizations conduct a thorough needs assessment to understand their specific requirements, followed by a phased implementation of tools that facilitate seamless connectivity. Training employees on these tools is crucial for ensuring they can maximize their potential. Our success stems from our ability to adapt technology to fit unique workflows, creating a custom experience for each client.

How does Alpha Data leverage technology to enhance collaboration and productivity across regions?

We leverage top-notch audio-visual solutions alongside collaboration tools to foster a cohesive work environment across various regions. Our unified communication platforms enable real-time video conferencing and instant messaging, which are vital for remote teamwork. By investing in high-quality displays, interactive whiteboards, and integrated audio systems, we ensure that our teams remain engaged and productive, regardless of geographical barriers.

How can businesses measure the success of hybrid workplace initiatives? What metrics or KPIs do you find most insightful in assessing both employee satisfaction and organizational performance?

To measure the success of hybrid workplace initiatives, businesses should focus on metrics such as employee engagement scores, collaboration frequency, and productivity levels. We also recommend utilizing feedback mechanisms to gauge employee satisfaction with the tools and processes in place. KPIs like the reduction in travel costs and increased meeting attendance rates can also provide valuable insights into the effectiveness of hybrid work strategies, particularly when enhanced by robust audio-visual solutions.

In your experience, what emerging trends do you foresee impacting the future of hybrid work and regional growth? How is Alpha Data positioning itself to adapt to these changes?

Emerging trends include the increasing demand for immersive audio-visual experiences, such as virtual reality environments for training and collaboration. Additionally, the shift towards more flexible workspaces is gaining momentum. At Alpha Data, we are positioning ourselves by continuously upgrading our solutions to include the latest in audio-visual technology, ensuring our clients can provide their teams with engaging and productive work environments. We're also focusing on partnerships with leading AV brands to enhance our offerings.

How does Alpha Data collaborate with channel partners to enhance its solutions portfolio and drive digital transformation?

We collaborate closely with channel partners to enhance our audio-visual solutions portfolio and drive digital transformation initiatives. By leveraging our partners' expertise in various AV technologies, we can offer comprehensive solutions tailored to our clients' needs. Our collaborative approach allows us to combine resources, share knowledge, and innovate together, ensuring that we remain at the forefront of the digital transformation landscape in the Middle East. 🔴

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INNOVATION FIRST

Fissal Oubida, General Manager and Global Marketing Director – Middle East, Africa, and India at Lexar, tells Reseller ME about the growth of the company in the region, its participation at GITEX 2024 and strategic plans for the future.

Lexar has experienced a remarkable revenue growth in the GCC region over the past two years. What key factors do you believe contributed to this significant increase in market share and retail expansion?

Lexar achieved a 200 per cent revenue growth in the GCC region over the past two years, which has translated into a significant increase in market share and unprecedented retail expansion in the region.

It's a combination of factors that have contributed to this growth, including our in-depth understanding of the market dynamics and our genuine commitment to address the needs of this market through our range of products that are innovative, reliable, combine the best in aesthetics and practical value and offer unmatched performance.

With Lexar products now available in over 400 leading stores across the GCC, how have your partnerships with major retailers impacted your brand's visibility and accessibility in the region?

Lexar's footprint across the UAE, Saudi Arabia, Qatar, Oman, and Bahrain has grown exponentially. Our presence is now solidified in over 400 stores, accounting for nearly 20% of the region's sales. Esteemed retail giants such as Carrefour, Lulu, Nesto, Sharaf DG, Virgin Megastore, Grand Store, Emax, Jumbo, and iStyle are among the many carrying Lexar's high-performance, innovative products.

The strategic collaboration with our distribution partners is key to Lexar's growing market share in our focus markets. We effectively leverage our partners' extensive network, market knowledge, and strong distribution capabilities to accelerate our market penetration and enhance our brand presence.

The Middle East is one of Lexar's top-performing markets. Can you elaborate on what makes this region particularly attractive for Lexar's advanced memory solutions, and how do you plan to further capitalize on this potential?

The Middle East and Africa region is central to Lexar's ambitious growth

THE STRATEGIC COLLABORATION WITH OUR DISTRIBUTION PARTNERS IS KEY TO LEXAR'S GROWING MARKET SHARE IN OUR FOCUS MARKETS.

strategy, driven by favourable market dynamics. According to a recent report published by Future Market Insights, the Middle East and Africa data storage market is forecast to surpass a valuation of USD 8.43 Bn by 2025, and Lexar is well-positioned to capitalize on the growing demand for memory and storage solutions through our wide range of award-winning products.

Lexar will continue to pursue its aggressive growth strategy for the Middle East. We are well positioned to extend our legacy of delivering superior performance in this vibrant market with our range of innovative products for all segments including gamers, photographers, videographers and content creators.

Additionally, we are continually strengthening our distribution channel with key distribution partnership agreements across the region, with a focus on improving customer service at all touch points.

At GITEX Global 2024, Lexar will showcase its latest innovations. Can you provide us with a sneak peek of the new products you'll be introducing, and how they address the ever changing needs of content creators?

Lexar's lineup of products at GITEX Global come with massive capacities and blazing speeds, and are targeted at the Middle East region's growing base of professional photographers, videographers, gamers and content creators. Our product showcase includes portable SSDs, memory cards, DRAM and other memory products.

Overview of Lexar's product lineup at GITEX Global:
Memory cards: The CFexpress 4.0, ARMOR series and SD 8.0

Lexar is showcasing four new CFexpress 4.0 memory cards leveraging the next-gen PCIe 4.0 performance. The lineup includes the TYPE-B DIAMOND, GOLD, SILVER, and the TYPE-A GOLD card, all enabling seamless 8K RAW video shooting, with massive capacities ranging from a minimum of 1TB to a maximum of 4TB boosted capacities.

In particular, the Lexar Professional DIAMOND CFexpress 4.0 Type B Card won the 'TIPA WORLD AWARD 2024' and boasts industry-leading speeds of up to 3700MB/s read and 3400MB/s write.

The Lexar ARMOR series include GOLD SD UHS-II and SILVER PRO SD UHS-II cards, the world's first memory cards made of 316 stainless steel. They offer IP68 waterproofing, dustproofing, and bend-resistance—ideal for outdoor filming.

For the SD8.0 card, Lexar Professional GOLD PRO SDXC Express Card delivers up to 1700MB/s read speeds—over 5x faster than SD4.0 cards.

Portable SSDs: Lexar Professional Go Portable SSD with Hub is a revolutionary 1-2TB portable SSD for seamless mobile video shooting. It offers unmatched freedom and portability, working alone or with a hub to add lights, mics, and power. The USB 3.2 Gen 2 SSD delivers blistering 1050MB/s read and 1000MB/s write speeds, enabling 4K 60fps ProRes video capture directly on iPhone 15 Pro/Max and beyond.

Gaming Memory: Lexar ARES RGB 2nd Gen DDR5 Desktop Memory is an exclusive series featuring premium SK hynix DRAM chips and blazing-fast speeds of up to 8000MT/s. The upgraded exterior design blends classic and fashionable elements.

Lexar is also introducing the new 'pexar' brand and its product—the pexar digital picture frame. Featuring an excellent 2K and anti-glare display, it is a smart WiFi frame that serves as a shared photo album for the whole family, making it a perfect gift for loved ones.

As Lexar continues to grow in the GCC region, what are your strategic priorities for the next few years, and how do you envision the brand evolving to meet the increasing demand for high-performance storage solutions?
For more than 25 years, Lexar has been trusted as a leading global brand of memory solutions – so we know first-hand just how quickly data is transforming our world. In the GCC region, our focus will be to continue serving the needs of the market with our innovative, reliable and high-performance memory solutions. We will also focus on strategically building our brand and retail presence in association with our ever-growing partner network. 🔴

BRINGING INNOVATIONS TO LIFE

Jilesh Kumaran, General Manager at Oxford Integration, tells Reseller ME how constant innovation and a focus on market needs and customer requirements has positioned the company at the forefront of digital transformation.

How does Oxford Integration LLC tailor its Audio-visual, Immersive and ELV solutions for different project sizes, from small to large-scale implementations, in the UAE market?

Oxford Integration's approach is straightforward and tailored to our client's needs. Here is how we make it work:

Consultation:
First, we sit down with our clients, listen to them closely, and understand exactly what they are looking for, whether it's Audio Visual, Immersive or ELV. Then, we visit the client site, check out the space, and figure out any potential challenges. If the site is not constructed or a ready site, we use drawings for our reference. Once we have a clear understanding of the entire situation, we come up with solutions that fit both their needs and budget.

Design and Integration:
Once we've got that sorted, our team of expert designers creates a custom plan using the latest tools to ensure everything works just as the client imagined. We provide BOQ for the client which breaks down the technical details in the simplest ways and for easy understanding. Additionally, we provide presentations whenever required. At certain times, we also provide demos for our clients to experience what we have specified at their premises. If that's not possible we try to take the client to the product experience centers from one of the suppliers so that the client can see and feel the technology in action first-hand and help them envision how the solution would transform their spaces.

What unique challenges does Oxford Integration face when delivering AV, Immersive and ELV solutions in the UAE, and how do you overcome these obstacles to ensure project success?
With over 15 years in the market,

we've encountered a lot of problems but, I would like to showcase only two major challenges we are facing: The rapid change in technology and the timelines.

Rapid Change in Technology:
When I say the rapid change in technology, I mean the products that are not completely ready for the market, but are launched, with the promise of firmware updates in the future.

The other scenario is that the products are tie-ups with brands and after a certain time they may face discontinuity. These software upgrades which are launched with no prior information to integrators cause issues for our clients.

Timelines:
The battle with tight timelines is a global issue, The challenge is when we are committing based on the vendor. On the other side, the vendor makes unexpected changes in the production timelines and the other due to logistics.

Transparency with clients is key and that is why we keep them informed every step of the way to manage expectations.

How do you ensure seamless collaboration between different technologies (AV, Immersive and ELV) in your projects, and what strategies do you use to facilitate this integration?

Our biggest strength lies in our team. With nearly two decades of experience in the AV industry, our design and implementation team has seen it all.

I'm not saying that we never face any challenges on-site, but our focus is always on finding solutions.

We follow two simple strategies i.e. Monitoring and Communication.

As you already know about our design process, once a project is approved, our project team and technical manager review the design and drawings thoroughly. They comment if it needs any changes.

A project engineer is assigned, and the project is discussed and is responsible for on-site visits to ensure everything is running smoothly. If any issues are found it is raised immediately.

From here on the project matters are discussed within the circle to keep it aligned. If we face any major challenges, we look for a solution and discuss it with the client and make them understand the reason behind it.

Over the years this simple strategy has helped us successfully integrate various technologies for various AV, Immersive and ELV projects.

With the rapid advancement of technology, what trends do you anticipate will shape the future of audio-visual and ICT solutions in the UAE, and how is Oxford Integration preparing to meet these trends?

Basic Audio-Visual solutions will always remain a core part of what we do, but as the industry moves forward, we are also evolving with it.

What was once traditional Audio-Visual is now an integral part of the broader "Immersive Experience Technology" and Oxford Integration is already at the forefront of this shift.

Gone are the days when clients simply chose from a list of available solutions. Today, the only limit is the client's imagination. We're seeing the rise of holograms, virtual avatars for customer support, and AI-driven advertisements powered by analytics. Oxford Integration is fully engaged in bringing these technologies to our customers.

As an early adopter of these trends and combining UAE's progressive market, Oxford Integration is committed to staying cutting edge and ahead. Oxford Integration is the partner you can trust to bring these innovations to life.

Tell us about your partnerships and collaboration with the channel ecosystem to enhance the reach and resonance of your products and solutions.

At Oxford Integration, our success is built on strong partnerships with leading brands. As certified and premium partners with select brands, we have the advantage of direct procurement and provide support to our clients.

In most cases, we collaborate with channel partners to handle procurement and ensure local support. What truly sets Oxford Integration apart is that we have an in-house design team and programmers who can independently design, customize and deliver solutions. In rare instances where clients need more detailed visualizations, we work closely with brand representatives and channel partners to meet their needs. These partners have excellent resources, giving us access to training and demo units, which helps us secure deals with end-users by offering the best possible experience. Many of these partnerships have been with us since the early days, and we deeply value their continued support.

HUAWEI UNVEILS NEXT-GEN WEARABLES AND TABLETS

On September 19, at the HUAWEI Innovative Product Launch event in Barcelona, Spain, Huawei introduced a range of highly anticipated products, highlighting its 'Fashion Forward' approach to wearables. The new lineup of wearables includes the HUAWEI WATCH GT 5 Series, HUAWEI WATCH D2, and the HUAWEI WATCH Ultimate Green. Additionally, Huawei unveiled the HUAWEI MatePad Pro 12.2-inch and HUAWEI MatePad 12 X—brand new tablets offering advanced technologies for enhanced productivity and seamless connectivity. To provide a worry-free experience, Huawei is offering the HUAWEI Care+ Service, which can be purchased alongside the new devices.

Alex Huang, Chief Marketing Officer of Huawei Consumer BG, emphasised the brand's global impact and commitment to innovation. "We aim to bring innovative products that offer consumers a unique blend of fashion and creativity," said Alex. "By inspiring our users, Huawei strives to create a more connected and heartwarming world where technology enhances daily living and brings people closer together."

The HUAWEI WATCH GT 5 Series elevates smartwatch fashion with sharp, geometric designs and premium materials. Boasting IP69K certification for water and corrosion resistance, the series is built for durability. It's available in two editions—HUAWEI WATCH GT 5 Pro and HUAWEI WATCH GT 5—with three sizes and 12 colourways. The 46mm version features an iconic octagonal dial, a 1.43-inch AMOLED display, and durable materials like sapphire glass and titanium. The sleeker 42mm version offers a nano-ceramic build with gold accents and a 1.32-inch AMOLED screen. The HUAWEI WATCH GT 5 Series offers the sleek 41mm and a larger 46mm options. Unlike the Pros, these are constructed with durable stainless steel.

The HUAWEI WATCH GT 5 Series introduces a major leap in health and fitness tracking with the debut of the HUAWEI TruSense System. It now leads the industry in tracking vital signs such as heart rate, blood oxygen levels, and respiratory rate. The new Emotional Wellbeing Assistant allows the watch to infer the user's emotional state. The battery life remains impressive, boasting up to 14 days on the 46mm model and 7 days on the 41mm version. The watch is compatible with Android and iOS smartphones.

HUAWEI WATCH GT 5 Series will be available in UAE on September 26thwith pre-orders starting on September 19th price from 899 AED from Huawei's online platforms as well as certified retailers.

RIVERBED EVENT HIGHLIGHTS GROWING ADOPTION OF UNIFIED OBSERVABILITY AMONG META 'DIGITAL-FIRST' ENTERPRISES

With over three-quarters of organisations in the META region having adopted 'digital-first' strategies, establishing proactive and autonomous IT operations has become central to advancing digitalisation and innovation. This was highlighted at an exclusive event hosted by Riverbed recently for C-suite executives from some of its largest enterprise customers in the META region.

Speaking at the event, Eren Eser, Associate Research Director at IDC META, highlighted findings from the firm's recent CIO DX Survey, which found that over half (51%) of META enterprises say digitising operations is their utmost priority in the next 12-18 months. He was, however, quick to point out that an almost equal percentage (50%) are finding it challenging to balance digital innovations while managing daily operational issues.

"In today's digital-first world, customers have zero tolerance for subpar experiences and service disruptions. IT operations must proactively identify and address potential issues with user experience and possible disruptions, resolving them before they affect the business," said Eser. "This ensures the continuous online presence that is expected of digital-first companies. Such an approach guarantees operational agility, enabling businesses to swiftly adapt to market trends and consumer demands without service interruption."

Among the Riverbed customers who shared their testimonies at the event was Namık Kemal Uçkan, Head of IT Operations at Halkbank. The bank – one of Türkiye's largest, with 20 million customers, 7.6 million digital customers, 27,000 employees, and over 1,000 branches – uses Riverbed's Unified Observability solutions to address digital performance issues long before there is any impact on end-users. Uçkan explained, "Riverbed's Network Observability solution really helps us find the root cause of our IT issues. With automated alerts, mean-time-to-resolution is almost zero. We can see an anomaly as soon as it happens and resolve it before it impacts service. Thanks to Riverbed, they have helped to increase our availability dramatically on our mobile platform over the past two years, despite more than double the volume of traffic."

Executives from other large regional enterprises in attendance echoed this sentiment, and the IDC research highlighted that 60% of organisations it recognises as digital leaders currently use full-stack observability platforms, with reducing operational costs, strengthening cybersecurity, and moving from reactive to proactive operations being the top three driving factors for this group. ●

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