

# Enterprise

## CHANNELS MEA

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ENTERPRISE SOLUTIONS ADVISORY FOR CHANNEL PARTNERS

## INNOVATION MEETS INSIGHT

ComGuard have always tried to be in the vanguard as far as IT is concerned and in 2015, they decided to foray into the Big data journey since this definitely is a game changer/32

**BOBY JOSEPH,**  
LEAD CONSULTANT AT  
SPECTRUM GROUP

**AJAY SINGH CHAUHAN,**  
CEO OF COMGUARD



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Pure Storage is a leader again in the Gartner Magic Quadrant for Solid-State Arrays.  
Find out why, visit: [purestorage.com/gartner](http://purestorage.com/gartner)



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Malware



Intrusion



Insider Abuse

Trojan Horse



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# Awaiting for two Mega Shows to Happen



SANJAY MOHAPATRA  
SANJAY@ACCENTINFOMEDIA.COM

I would like to greet everyone in the MEA ICT ecosystem for the upcoming events Gitex 2015 and GEC Open-cum-Awards 2015. This edition of Gitex2015 is going to be very interesting and important from the context of disruptive technologies. Today, the organizations including Government, BFSI, Oil & Gas, Retail, hospitality and health care are jumping the technologies to evaluate disruptive technologies to make them competitive and relevant.

If we look at the government sectors only, there are a lot many cities becoming smart therefore implementing all the new technologies including wireless using 3G,4G and WiFi or other forms of connectivity technologies to make the utility services available to the residents. They are also evaluating and implementing Big Data and IoT in order to understand needs of the citizens and connect with them.

But there are possible security vulnerabilities all across. So along with showcasing a lot of applications around Big Data, IoT, Cloud Computing, etc, there will be emphasis on security solutions specialized for cloud environment, big data and IoT.

Along with these core technologies, revolutionary technologies like 3D printing, robotics and UAV's shall be showcased as well. Therefore this year's showcasing is actually disruptive and is evident of the fact that the region does not want to carry the baggage of the legacy solutions. So there will be a lot of emphasis and showcasing on the modernisation of core infrastructure. It is expected that 143,000+ visitors from nearly 150 countries will visit and exhibit their solutions.

As far as GEC 2015 is concerned. We are kick starting and organizing the biggest and most talked about event series from 15th of October, where we will have 60 players comprising multiple nationalities toiling hard to play out each other on the golf course and in the evening time there will be Enterprise Channels MEA annual IT awards to award more than 40 vendors and partners. The evening would be a fun-filled gala evening for the entire ICT industry.

So we are waiting for the occasion with bated breath; what about you? Stay informed and stay connected

## Enterprise CHANNELS MEA

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ENTERPRISE ADVISER

## FUTURE PUT ON A ROUNDTABLE

Enterprise Channels MEA put a crystal ball on its recently organized roundtable and read the future of the Converged Infrastructure in the MEA region. /50

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ARCHITECTS OF THE  
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LEADER FOR GULF &  
LEVANT.



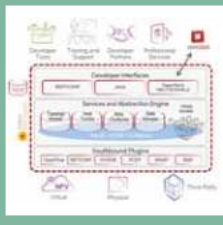
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DIRECTOR, CISCO



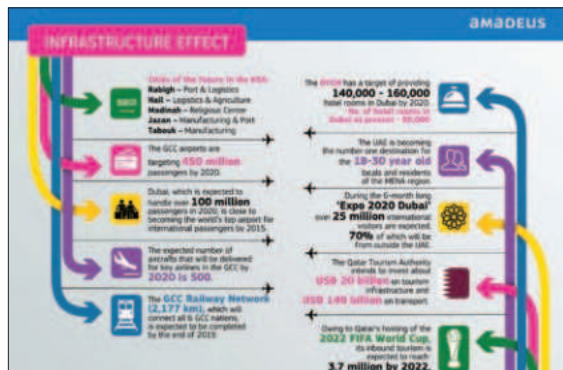
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risk,



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## Recover more than just your data

This Gitex, under the theme, 'Recover more than just your data', Unitrends plans to showcase how it can help IT organizations not only recover data and systems, but also precious time to focus on other priorities. Unitrends will use the GITEX platform to preview the beta-version of Release 9.0 that reconciles simplicity with sophistication. With this new software, Unitrends also becomes first in the industry to extend recovery assurance technology to physical systems.



MIKE DALTON, SENIOR VICE PRESIDENT OF WORLDWIDE CHANNELS AND INTERNATIONAL FIELD OPERATIONS, UNITRENDS

Vice President of Worldwide Channels and International Field Operations, Unitrends and Michael Orange, Michael Orange, Regional Manager – Middle-East & Africa, Unitrends along with other executives will be attending the event.

"By participating in GITEX, we are looking forward to increasing our brand visibility, strengthening our channel network, meeting new custom-

ers and sharing our value proposition with them" said Mike Dalton, SVP, Worldwide Channels and International Field Operations, Unitrends.

## BOOST TO ALL-ROUND SECURITY

"Our approach this year has been driven based on a strong demand in the security distribution market," says Mr. Jose Thomas Menacherry, MD of Bulwark. Adding that this year, the company will be offering latest technologies spanning privilege identity management, Data Classification, IAM, vulnerability management and two-factor authentication, in addition to their other security technologies at the event. Mr. Menacherry added that what sets the company apart from peers is its strong technical support capabilities. "At Bulwark, we cater to our customers' needs & introduce not just products but solutions that make the users' life easier, faster & more secure," he said.



JOSE THOMAS MENACHERRY, MD, BULWARK

## SPOTLIGHT ON NEW IP CAPABILITIES

Mr Yarob Sakhnini, Regional Director, MEMA at Brocade explains, "The New IP is a state-of-the-art, virtualised IP underlying network platform that provides a more dynamic, automated capability based on leveraging software and virtualisation, allowing customers to exploit best-of-breed technologies, based on open architectures and open ecosystems."

At Gitex Brocade will demonstrate the first commercial edition of the OpenDaylight, the recently launched Brocade SDN Controller 2.0, and two new software-defined networking (SDN) applications—Brocade Topology Manager and Brocade Flow Manager. Demos will take place on the Aptec and Westcon Middle East stands, located in Hall 4, stand number A4 – 3 and Sublime Café at Ibis Hotel respectively (Aptec and Westcon Middle East are Brocade distribution partners in the region)



YAROB SAKHNINI, REGIONAL DIRECTOR, MEMA, BROCADE

## PAVING WAY FOR DIGI WORKPLACE



AMMAR ENAYA, GM MIDDLE EAST, ARUBA NETWORKS

Aruba Networks is set to help Middle East organizations tackle the challenges of establishing and maintaining a secure, digital workplace through its participation at the upcoming GITEX Technology Week. The company will demonstrate its industry leading wireless and switching portfolio. It will also showcase its ClearPass Access Management System and Meridian mobile app platform that enables venues to quickly and easily create mobile apps or improve existing apps

## RE-ENGINEERED PRO-ACTIVE SECURITY



PRADEESH VS, GENERAL MANAGER AT ESET MIDDLE EAST

ESET will unveil the latest versions of ESET Smart Security and ESET NOD32 Antivirus at GITEX 2015. The vendor will also officially announce their partnership with StorageCraft at the exhibition. "The launch of version 9 of our flagship solutions for the consumer segment follows the re-engineering of our entire range of business security solutions earlier this year", said Pradeesh VS, General Manager at ESET Middle East. With Version 9, ESET has introduced Banking & Payment Protection.



## Breaking the Kill Chain

At GITEX 2015, Fortinet will demonstrate its Advanced Threat Protection (ATP) solutions that enables businesses to know the unknown, and avoid falling prey to new threats. The company will also demonstrate the crucial role that intelligent security solutions and policies play in enabling businesses to win the battle against IoT threats. Fortinet will also showcase its latest Software-Defined Network Security (SDNS) framework.



ALAIN PENEL, REGIONAL VICE PRESIDENT - MIDDLE EAST, FORTINET

"The need for vigilance, intelligent security solutions and comprehensive policies is growing in the Middle East – this is obvious considering the number of regional incidents that have been recorded in recent times. We will be showcasing our latest products and solutions that will help regional businesses 'break the kill chain' and take preemptive action against cyber threats."

said Alain Penel, Regional Vice President – Middle East, Fortinet.

## SCAN EVERYTHING, SCAN EVERYWHERE

Fujitsu, under the theme "Scan everything, Scan everywhere" will exhibit document capturing solutions for a wide range of industries and applications. The spotlight will be on the new SP Series family of document scanners, the economical scanner of choice for first time enterprise use, complementing the existing fi Series and ScanSnap product lines. Also debuting in the Middle East markets will be the new fi-7140/fi-7240 models that are designed to help companies implement professional capture processes. The "Imaging Village" will offer ISV partners a platform to present integrated imaging solutions for vertical markets such as finance, insurance, education or healthcare.



MIKE NELSON, VICE PRESIDENT AT PFU (EMEA)

## SPOTLIGHT ON GIGASECURE

Gigamon will place the spotlight of the industry's first Security Delivery Platform. Gigamon is exhibiting along with its distributor Redington. "At the exhibition, we plan to highlight the importance of visibility in the security strategy of regional Enterprises and showcase our innovative 'Visibility Fabric' solutions and our new Security Delivery Platform – GigaSECURE, which is fast becoming a foundational building block of any cyber security strategy," said Trevor Dearing, EMEA Marketing Director at Gigamon.



TREVOR DEARING, EMEA MARKETING DIRECTOR, GIGAMON

## CISCO TO BRING DIGITIZATION TO LIFE AT GITEX

Cisco is gearing up to participate in the 35th anniversary edition of GITEX Technology Week 2015 with an expanded and focused presence this year. As part of its GITEX plans Cisco will showcase how implementing a digitization strategy will enable Middle East countries and organizations to reap the full benefits of the Internet of Things

(IoT) today and the new era of Internet of Everything (IoE) in the future. Cisco will demo 'real life' Smart City scenarios including a full demo of an augmented reality city as well as a government transportation demo. Another major focus for Cisco during GITEX 2015 will be cyber security. Cisco will also launch 'Network as a Sensor and



RABIH DABBOUSSI, GM, CISCO, UAE

Enforcer."

## NO FRILLS PHILOSOPHY TO IT MANAGEMENT AND SECURITY



NIRMAL MANOHARAN, REGIONAL DIRECTOR (SALES-MIDDLE EAST), MANAGEENGINE

"ManageEngine's no-frills philosophy driven by R&D, and 100% focus on the technology needs and business imperatives of customers have been our driving factors in developing state-of-the-art products that are affordable and easy to use. As the IT industry in the region is fast growing, we have aggressive plans and we are also looking for more channel partners to reach out new avenues in the region," said Nirmal Manoharan, Regional Director (Sales-Middle East) at ManageEngine.

## EHDF GEARS UP FOR GITEX



YASSER ZEINELDIN CEO - EHOSTING DATAFORT

Yasser Zeineldin, CEO, eHostingDataFort said "Our market research and understanding guides us into expanding our portfolio to ensure that we are able to service UAE's unique IT requirements as a one-stop-shop hosting services provider. Simultaneously, we work hard to collaborate with best-of-breed technology partners who provide us with the latest products which enable us to tackle unique customer demands. GITEX Technology Week also gives us the opportunity to spend quality time with our partners to discuss market demands." Zeineldin added.

## 2016 - 'Springboard' year for next-gen retail technology



Global retail sales could reach USD 23 trillion by 2025, with online retail sales at USD 4.3 trillion - nearly 20 per cent of the global total - according to a report by Frost & Sullivan.

In the Middle East, 2016 will be the "springboard" year for widespread regional adoption of next generation, Internet of Things-era retail technology. Four of the most prominent technology initiatives set to change Middle East retail

over the next five years are virtual stores that enable customers to shop from the convenience of their homes; augmented reality shopping for customers to virtually try on clothes, share on social media, and see add-on purchases; smart shelves that can determine product placement, promotions, or sales; and robotic assistants, according to Frost & Sullivan.

"Shoppers across the Middle East are among the world's most connected, influential and tech-savvy purchasers. Regional retailers are increasingly under pressure to captivate customers and drive sales, and Internet of Things-related technology solutions will be integral in converging brick and mortar and online stores," said Trixie LohMirmand, SVP, Exhibitions & Events Management, DWTC.

## KSA IS OFFICIAL COUNTRY PARTNER FOR GITEX 2015



Kingdom of Saudi Arabia will serve as the Official Country Partner for GITEX Technology Week 2015. Demonstrating investment opportunities, the Kingdom's ICT sector has expanded significantly over the past ten years and remains on a strong growth trajectory. Over the next five years, the Kingdom's ICT market is expected to expand at a compound annual growth rate (CAGR) of 8.1% to exceed SAR 138 billion in 2017.

Public sector investment in ICT will play a key role in the Kingdom's nationwide digital transformation, with the Kingdom's public sector IT spending set to grow by 44% from 2014-2017, according to a report by IDC and Mobily. "As the Official Country Partner for GITEX Technology Week 2015, the Kingdom will use this global platform to demonstrate best practices in government-led innovation to boost economic diversification, while encouraging foreign direct investment in the Kingdom's ICT sector," said Mohammed bin Abdullah Al Asiri, Official Spokesperson, National Information Centre, Ministry of Interior, Kingdom of Saudi Arabia.

"For the 35th anniversary of GITEX Technology Week, the Kingdom is our ideal partner - a regional powerhouse for economic growth and technology innovation, and the region's largest market for ICT investment," said Ahmed Al Khaja, Senior Vice President, Dubai World Trade Centre, organisers of GITEX Technology Week 2015.

## 6 VERTICALS TO GET CENTRE STAGE AT GITEX 2015

GITEX Technology Week 2015 will target ICT professionals from six key regional industry verticals expected to lead sector-specific contributions to Internet of Everything investment over the next 10 years. GITEX Technology Week's new, industry-focused GTX Communities initiative will extend the mega fair's appeal to ICT professionals working in oil & gas, education, healthcare, retail, banking and construction, according to event organisers.

GTX Communities initiative includes dedicated TechVertical Conferences, Industry Roundtables for C-suite executives, the Smart Sessions Innovation Series, as well as a series of thought-leading white papers, articles, surveys and interviews with pioneering tech leaders on the event's website.

## DRONES TO FLY HIGH AT GITEX 2015

The UAE Drones for Good Award and Dubai World Trade Centre (DWTC) have partnered to host the Middle East's largest-ever live drone activation zone at GITEX Technology Week 2015.

Demonstrating the growing demand for drones, the UAE Drones for Good Award predicts that the global drone industry will create up to USD 10 billion in economic impact and more than 100,000 jobs by 2025.

A selection of the Drones for Good winners and leading drone manufacturers will showcase their pioneering drones at GITEX Technology Week's new GTX Horizons zone in The Plaza. Alongside the drones cluster will be a state-of-the-art Robotics display featuring global launches from Robotics Zone Partner DigiRobotics, and a Future of Transport area. "The inaugural winners of the Drones for Good competition demonstrated how drone technology can improve people's lives and solve issues through technology," said Saif Al Aleeli, Award Coordinator, UAE Drones for Good Award, the event's official Drones Zones Partner.



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*"The IoT era is a fourth industrial revolution that is redefining how new technologies are transforming organisations and their consumer experiences,"*

TRIXIE LOHMIRMAND, SENIOR VICE PRESIDENT,  
DUBAI WORLD TRADE CENTRE



## Good Business is not a Strict CFOs Cup of Tea

How and why Chief Financial Officers advocate technology investments to support business operations can vary according to their own personal leadership style. That's one of the key findings stemming from new global survey research released by Epicor Software.

The study found that CFOs who were characterized as Revolutionaries were tied to companies that had the greatest profit growth (profit increases experienced by 72% of Revolutionaries vs. 64% sample average) whereas those CFOs characterized as Traditionalists were tied to companies that had the least profit growth (profit

increases experienced by 56% of Traditionalists vs. 64% sample average).

Traditionalists -- traditional, strict CFOs prefer to work within existing systems and prefer not to be influenced by reputation and personalities when making decisions -- were the least likely of all the personas to acknowledge any need for change when it comes to technology systems.

Alternatively, Revolutionaries are happy to consider changing corporate culture and structures if the need arises and they like to set tough and challenging goals.

## Dubai to become the smartest city in the world

5th Smart Grids and Smart Meters Summit, being held between 28-29 October 2015 at the Madinat Jumeirah in Dubai, is a conference-led exhibition that will turn its attention towards implementation of smart grids to enhance the use of energy efficient and renewable technologies, M2M technology, renewable sources and sustainable technology-led solutions.

"With smart grids expected to play such an important role in unlocking both demand side response and options for energy management, it is encouraging to see Dubai leading the way

in terms of their actual roll-out," said Dr. Nawal Al-Hosany, Director of Sustainability in Masdar, a keynote speaker of the Smart Grids and Smart Meters conference. DEWA has introduced three initiatives for Dubai to become the smartest city in the world. The confex, fully supported by the UAE Minister of Energy - H.E. Eng. Suhail Mohamed Faraj Al Mazrouei, will gather the key decision makers involved in major utility infrastructure projects not only in the UAE but Saudi Arabia, Jordan, Qatar, Bahrain, Oman, Kuwait, Lebanon and Egypt as well.

## SAP STARTUP FOCUS PROGRAM FOR ME INNOVATORS

SAPHANA cloud platform, the SAP Training and Development Institute (SAPTDI) has launched the first-ever SAP Startup Focus event in the MENA region, at the Dubai Technology Entrepreneur Center (DTEC). As part of the 12-month SAP Startup Focus Program, startups in the region can now develop new applications on the SAP HANA real-time analytics platform. Selected startups can gain access to free tools, support, and expert training, and access to more than 250,000 SAP customers worldwide.

Globally, the SAP Startup Focus Program counts more than 2,000 startups in 57 countries that have produced more than 175 production-ready solutions across 22 industries and nine lines of business.

"We are enabling the region's technology innovators to enhance their skills on one of the industry's leading Big and Smart Data analytics platforms, and fuel the region's entrepreneurial spirit," said Marita Mitschein, Senior Vice President and Managing Director, SAP Training and Development Institute.

## 60 SECONDS

### PURE STORAGE REINVENTS STORAGE EXPERIENCE

Pure Storage has released its FlashArray//m, the company's new flagship all-flash storage array. In conjunction with Pure1, a new cloud-based management and support offering, and Evergreen Storage, a new model for storage procurement and upgrades, FlashArray//m provides storage that is dramatically simple and more efficient, and eliminates forklift upgrades and data migration burden from storage ownership.

### HP UNVEILS MEGA PORTFOLIO OF 'FIRSTS'

"Customers told us that they love our highest-end Elite notebooks and asked us to bring innovation from the C-suite to their broader employees across both notebook and desktop products," said Alex Cho, VP & GM, Commercial PCs, Printing and Personal Systems Group, HP.

The new Elite PCs are beautifully styled with today's workforce in mind with a focus on reliability and durability, designed to undergo MIL-SPEC 810G testing and more than 120,000 hours of HP's Total Testing Process.

### GIGAMON AT RSA CONFERENCE 2015

"The RSA Conference Abu Dhabi will be an ideal platform for us to showcase our security solutions, highlight our leadership in Visibility solutions, meet customers and partners and demonstrate how Gigamon's Visibility Fabric supports a scalable multi-tiered security strategy while improving resiliency and simplifying management," says Andy Zollo, EMEA Vice President, Gigamon. Gigamon will showcase its Visibility Fabric, which provides a security delivery platform for end-to-end visibility coupled with network traffic intelligence

### RITTAL AIMS FOR NEW HORIZONS

Aiming to usurp new horizons in its IT infrastructure, Rittal has signed a partnership agreement with IBM that should considerably increase IT-business in a couple of countries in EMEA. Rittal is working closely together with IBM and LMD (Lefdal Mine Datacentre - Europe's largest data centre) to deliver a data centre that is intended to save operation costs of up to 40% and a PUE of 1.1. All three intend to industrialize IT.





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# Xerox Launches New Tool for Carbon Footprint Reduction

Sustainability initiatives are on the rise. To help meet this demand, Xerox is responding with a new tool to help businesses across the globe reduce their environmental impact, without compromising the speed or quality of print documents. During the printing process, square computer pixels are converted into circles that can be read by the printing device, creating an overlap in ink and toner coverage but using an intelligent software, the Toner Optimizer tool from Xerox can detect and eliminate overlapping

pixels, as well as the unnecessary use and overuse of ink and toner. The new optimizing tool is designed to help clients, gain visibility into their print infrastructure, including directly connected USB devices, support sustainability initiatives and reduce toner consumption and waste, which subsequently results in less toner transportation and packaging. The new solution is part of Xerox's three-phased approach to MPS – assess and optimize, secure and integrate, and automate and simplify.

## 3i INFOTECH CONTINUES DRIVING GROWTH IN EMEA

After over two decades of significant growth in the IT Software space, 3i Infotech is expanding its arms across EMEA. The company is set to benchmark its software ecosystem across all industries via its recent OEM partner development program and participation in multiple exhibitions across Europe, Middle East & Africa.

3i-Infotech recently showcased its Insurance offerings at the Indo-Africa ICT Expo 2015 on the 28th & 29th September. To reiterate its strong presence in the Insurance domain, the company also participated in the 19th Association of Insurers and Reinsurers of Developing Countries (AIRDC) as Bronze sponsor. The AIRDC was held in Victoria, Seychelles from 28th to 30th September 2015.

At the backdrop of the AIRDC, 3i-Infotech signed a significant value deal with NicosDiamond, the largest short term insurance company in Zimbabwe. When reviewing the viability of the existing general insurance platform, NicosDiamond recognized the need for an upgrade to meet future growth plans. 3i - Infotech proposed to empower this organizational change with an upgrade from PREMIA 9 to PREMIA 11.

"We have successfully managed to retain one of our oldest & largest Insurance customers in Zimbabwe. The market has several untapped domain specific opportunities and 3i-Infotech has been successful in catering to these dynamic trends over the last 20 years with proven expertise. Our team has fulfilled a simplified yet modernized insurance management upgrade at Nicos Diamond, which will definitely prove to be a catalyst in achieving their business objectives." Affirms Ashish Dass, President, 3i-Infotech EMEA.

"3i-Infotech EMEA has witnessed exponential growth year on year. 60% of our revenue is generated from repeat customers which is a clear indicator of the trust we have instilled across our client base and the fact that our sales is also aggressively knocking new doors. We are now all set to embark on the new OEM partner program journey which will further facilitate a better reach for our customers" he further added.

## FORTINET'S NEW GUARDIANS OF SECURITY



JOHN MADDISON,  
VP OF MARKETING AT FORTINET.

Fortinet has launched its new FortiWeb 4000E and 3000E Web Application Firewalls (WAFs), designed to help customers prevent identity theft, financial fraud and denial of service through specialized, layered application threat protection. FortiWeb appliances now offer advanced security services backed by FortiGuard Labs' advanced threat intelligence. These new FortiWeb solutions are also integrated with Fortinet's FortiSandbox and offer support for new enhancements in partnership with Acunetix's advanced vulnerability scanning solutions. These new additions bolster Fortinet's broad end-to-end cybersecurity platform that protects customer data at every possible entry point to the network.

"Fortinet is well known for the best combination of performance and security, with its Network Security products, and is now bringing that knowledge to bear for the benefit of customers with its FortiWeb Application Firewalls," said John Maddison, VP of marketing at Fortinet.

## SIMPLIFYING WI-FI FOR SMALL BUSINESS

Ruckus Wireless has unveiled the Ruckus Unleashed access points, based on a new controller-less Wi-Fi architecture that reduces ownership costs and delivers up to 50 percent higher Wi-Fi performance for small business environments. Separate controllers and access point licenses are no longer needed, significantly reducing

upfront costs. Set-up is also easy, thanks to a simplified web interface that helps businesses configure Wi-Fi in just 60 seconds. Ruckus Unleashed is custom-designed to help small business owners grow their business, deliver an excellent customer experience and manage costs while supporting a variety of mobile devices with

minimal IT staff. "Ruckus Unleashed access points level the playing field for local retailers, coffee shops, and restaurants, helping them to deliver a high-quality Wi-Fi experience for customers and employees with much lower total cost of ownership," said Dan Rabinovitsj, Ruckus' COO. "We're excited to help small business

owners make high-performance Wi-Fi affordable and simple to install and maintain." Ruckus Unleashed is immediately available with two models of Ruckus access points. Unleashed access points feature the Smart Wi-Fi technology including patented breakthroughs.





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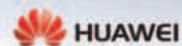


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# Dell Creates New Waves in SDN Ready Technologies

Dell has expanded its networking portfolio to address growing complexities in campus networking and skyrocketing bandwidth demands in the data centre. For the campus, Dell introduced a new unified-campus architecture powered by the new Dell Networking C9010 Network Director switch and companion C1048P Rapid Access Node. In the data centre, Dell debuted the Dell Networking S6100-ON, combining multi-rate connectivity, modularity, and open networking to deliver unparalleled in-rack networking flexibility.

"At Dell, we're taking a holistic, end-to-end approach to networking from connecting server storage and workloads together in the data centre

to connecting desktops and mobile devices in the campus," said Tom Burns, VP and GM, Dell Networking and Enterprise Infrastructure. "We're excited about these new products and capabilities and the new levels of simplicity and flexibility to help our customers become future ready. Available from October 2015, the new Dell Networking C9010 Network Director is a next-generation multi-rate capable modular switch and is the first platform based on the new Dell campus network architecture.

For enhanced investment protection, Dell N-series switches within current customer environments can also become access nodes via a software download shortly after launch.

## EMBRACING END-USER COMPUTING

Large organizations are immature when it comes to planning end-user computing initiatives, preferring to measure feedback instead of acting strategically. This was highlighted in the 2015 Mobile Workforce Report published today by Dimension Data. According to the report, of those organisations polled, 44% have incorporated enterprise mobility into a broader end-user computing strategy and have budget for end-user computing on multiple devices, while 13% have no end-user computing strategy in place.

The research indicates that almost two thirds (61%) of participants indicated that they are seeing ROI from end-user computing initiatives, with a further (65%) of organisations are seeing competitive advantage from their approach to end-user computing.

## MOVEMENTS



F5 Networks has taken [JOHN DILULLO](#) on board to lead its global sales organization.



NetApp has appointed [MARK BREGMAN](#) as chief technology officer (CTO)



Palo Alto Networks has appointed [GREG DAY](#) as Vice President and Regional Chief Security Officer for Europe, Middle East and Africa



Epicor has appointed [SABY GILL](#) as Executive Vice President.

## NUMBER GAME

# 11.4

## percent

Governments in the MENA will spend US \$11.4 billion on IT products and services in 2015



## WEB CLIPS

### EHDF ACHIEVES CSA STAR CERTIFICATION

eHDF has become the first company in the Middle East to achieve Cloud Security Alliance's Security, Trust & Assurance Registry (CSA STAR) certification. After undergoing a rigorous audit process conducted by British Standards Institution (BSI) to measure the company's security capability levels, eHDF was awarded the Gold rating, which is the highest rating that can be awarded to any cloud services provider (CSP).

### TECHACCESS AND FUJITSU JOIN FORCES

TechAccess and Fujitsu start a strategic partnership to distribute storage, servers & integrated systems across MENA region. Fujitsu will allow TechAccess to further cement its place in the enterprise technology space and offer its channel partners world class infrastructure and business solutions.

### ANDROID DEVICES FACE EXTREME RISK—SAYS FIREEYE

FireEye has recently discovered a rapidly spreading malicious adware family that allows for complete takeover of an Android user's device. This attack is created by a mobile app promotion company called NGE Mobi/Xinyinhe that claims to be valued at more than USD 100 million, with offices in China and Singapore. This malicious adware uses novel techniques to maintain persistence and obfuscate its activity, including installing system-level services, modifying the recovery script executed on boot, and even tricking the user into enabling automatic app installation

### KEEPING ABREAST OF BANKING INNOVATION

Finesse has been a consistent participant at the MEBIS every year and this year Finesse had the opportunity to showcase at the MEBIS on 14th & 15th September 2015 at Sofitel Dubai - The Palm Resort & Spa. Considered as the foremost banking technology event in the GCC, the summit attracts over 400 Senior Executives, IT experts, retail banking specialists and senior finance professionals. Finesse was very well received by all those who were interested in keeping themselves abreast of innovation.

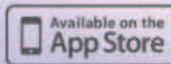




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# Honeywell Brings Economical Thermal Printing to ME

Honeywell has introduced PC42t, a thermal transfer desktop printer that meets the needs of a wide range of industries across the Middle East.

Designed for use in environments where affordability is key, the PC42t is a light-duty printer ready for retail shelf price labeling, general office packing and shipping labeling, and distribution center barcode labeling applications. Well-suited for companies and small-business owners who are looking to upgrade to thermal printing from inkjet or laser printers for the first time, the PC42t is easy to setup and inexpensive to own.

Commenting on the new PC42t thermal printer, Tony Nasr, Business Leader, Middle East, Africa & India, Honeywell Sensing and Productivity Solutions said: "Companies and small business owners across the Middle East are always looking for ways to streamline their operations in a way which saves time and money, while safeguarding operational efficiency. By providing this high-quality, reliable and accessible printing solution, Honeywell enables its customers to become more competitive without compromising on quality."

## SECURITY SPENDING TO HEAT UP IN 2015



Worldwide spending on information security will reach \$75.4 billion in 2015, an increase of 4.7 percent over 2014, according to the latest forecast from Gartner. The increase in spending is being driven by government initiatives, increased legislation and high-profile data breaches. Security testing, IT outsourcing, and identity and access management present the biggest growth opportunities for technology providers.

"Interest in security technologies is increasingly driven by elements of digital business, particularly cloud, mobile computing and now also the Internet of Things, as well as by the sophisticated and high-impact nature of advanced targeted attacks," said Elizabeth Kim, research analyst at Gartner.

Increased legislation continues to be a driver for security spending in some countries, including Poland, the Czech Republic, Hungary, Romania and South Africa. Other trends in the information security market behind Gartner's latest forecast include: Price increases of as much as 20 percent will drive organizations to forgo security purchasing in 2015, especially in Europe. Growth in the enterprise content-aware data loss prevention (DLP) market will see constriction of growth of 4 percent to 5 percent through to the end of 2019. Through to the end of 2020, fewer than five percent of network security vendors will gain traction in the endpoint protection platform (EPP) market etc.

## DIMENSION DATA & EMC FORM THE CATALYST ALLIANCE

Dimension Data and EMC are all set to push some boxes with their Catalyst Alliance, a strategic market development initiative designed to speed the adoption of hybrid cloud as a platform for transformation for the mid-size enterprise. Through the Catalyst Alliance both organizations will make investments to develop and jointly market and sell solutions that allow clients to realize value from business strategies based on hybrid cloud and enable them to adopt new technology while managing risk. Catalyst Alliance solutions feature flexible consumption based pricing models on storage, cloud and managed services. Steve Nola, Dimension Data's Group Executive for IT-as-a-Service, said, "By combining EMC's technology leadership with Dimension Data's extensive services portfolio and global reach, clients are able to accelerate their growth, creating value for their customers and financial returns for their shareholders."

## XEROX'S ARABIC 'CONNECT'

Xerox is all set to launch a new Arabic user interface for its ConnectKey technology-enabled multifunction printers (MFPs). The new language functionality will answer the user's need to work and collaborate in Arabic.

ConnectKey gives users a critical advantage with its simple-to-implement and secure technology to streamline how they communicate, process and share important information, simplify complex paper-driven tasks and drive down costs.

Its combination of hardware and software gives a range of users — from single users to larger groups in places like universities or governmental departments — the ability to streamline the way work gets done. "Xerox places a great deal of importance on its presence in the Middle East and the Arabic user interface feature is an innovation that comes naturally."





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Hall **1**, Stand **A1-13**



## FUJITSU PERFECTS SDS FOR ENTERPRISE NEEDS

Fujitsu has unveiled the second-generation FUJITSU Storage ETERNUS CD10000, its hyperscale software-defined storage system. Already the world's most scalable and capable storage system, the ETERNUS CD10000 S2 now provides even more powerful tools to meet the data handling challenges of the petabyte age.

Based on the open source unified, distributed storage system Ceph, Fujitsu's ETERNUS CD10000 provides unlimited and cost-efficient modular scalability for both storage capacity and performance, at zero downtime. It is delivered with end-to-end system management for soft- and hardware and includes maintenance and quality assurance for the whole system – including third-party components – enabling customers to enjoy the cost benefits of using open source based technology while also assuring enterprise-class support.

Bernhard Brandwite, Vice President, Global Storage Business at Fujitsu says: "The ETERNUS CD10000 revolutionizes the way that organizations deal with ever-increasing online data. Fujitsu was the first global storage technology provider to enable organizations to regain control over spiraling storage costs, by removing system bottlenecks with a hyperscale, open source-based storage optimization platform for online storage. We can now store 10 times more data at the same data center space while reducing costs per terabyte by as much as a factor of ten compared to the previous generation."

## High-tech Education in GCC

A recent GCC education industry report by Alpen Capital reveals the region has an annual spend of USD 150 billion towards the education sector, with technology-driven education a priority for boosting innovation, meeting students' demands and tackling unemployment.

With the region digitizing and seeing strong broadband connectivity, key educational technologies include free Massive Online Open Courses (MOOCs), 3D printing for in-classroom prototypes; virtual and augmented reality classroom laboratories; and wearables, according to a new Frost & Sullivan report. On the back end, institutions are deploying complex learning analytics for individualized learning strategies, and utilizing cloud campuses to host electronic

resources and mobile-enabled projects.

"From smart content sharing to real-time evaluation, educators and training providers attending GITEX Technology Week 2015 can discover technologies that allow for greater personalization, more affordable learning and training the next generation of leaders in the Smart tech and Internet of Things-based workforce," said Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, Dubai World Trade Centre (DWTC).

"3D printing technology is at the forefront of providing students with a competitive advantage by fueling creative ideas, developing their design skills, and bringing concepts to life," said Ashish Panjabi, COO, Jacky's Business Solutions.

## FORTINET & SPLUNK- TOGETHER FOR SECURITY, VISIBILITY & PROTECTION

Fortinet and Splunk unite forces to significantly increase the ability for enterprises and service providers to protect themselves from cyber-attacks that threaten their networks. As part of the alliance, Fortinet will provide customers around the globe, like Swisscom and others, a method for facilitating better response times and mitigation capabilities, as part of their Splunk software deployments, designed to thwart fast-acting cyber threats.

"Through our partnership with Splunk, we provide customers with the means to surface and respond to the most critical, time-sensitive threats to significantly reduce the associated risks," said Mary Yang, vice president of corporate development & strategic alliances for Fortinet.

Fortinet's FortiGate App for Splunk Enterprise delivers real time multivariate threat querying, visualization and anomalous behaviour detection within the context of all of the organization's security data. "The ability to more seamlessly bring security logs and threat intelligence from Fortinet into Splunk Enterprise and Enterprise Security represents a leap forward for our joint customers," said Haiyan Song senior vice president of Security Markets, Splunk. "

"Swisscom is always looking to deploy the most innovative and effective technologies, both internally and for our customers alike," said Christof Jungo, head of security architecture and engineering at Swisscom.

## DRIVING BUSINESS GROWTH WITH 'INNOVATION'

Over the past three decades, STME has been helping regional businesses adapt to ever-evolving technology enabling change within their organisations.

"Innovation," said Ayman Al Bayaa, CEO of STME, "is the key to maximising the processes and applications that drive business

growth within the region or anywhere else in the world."

"Because of our extensive history in the IT industry, we have witnessed how the technological evolution dramatically transformed the way organisations in the Middle East operate their businesses irrespective of

their size," Mr Al Bayaa said.

"At STME, our goal has always been to help businesses achieve operational excellence by ensuring process efficiencies, so they can respond to market changes," he noted.

With offices in the UAE (Dubai and Abu Dhabi), Saudi Arabia,

Qatar, Bahrain, Kuwait and Egypt, as well as over 120 technically qualified staff, STME is in prime position to respond to the needs of businesses region-wide. It has an existing partnership with more than 10 world-class technology vendors.

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## THE DE-FACTO STANDARD FOR CLOUD DATA PROTECTION

Acronis and ID Quantique have collaborated to help protect companies from future security threats related to advances in decryption techniques and the arrival of quantum computing. Acronis will work with ID Quantique to bring quantum-safe encryption capabilities to Acronis cloud solutions – making Acronis the first cloud data protection solution provider in the industry to do so.

“Organizations face a vexing situation where they must improve cybersecurity defenses and oversight while simultaneously adopting new IT initiatives that often involve the cloud,” said Jon Oltsik, Senior Principal Analyst at Enterprise Strategy Group. “To ensure data privacy and security are never compromised, CIOs and IT Administrators will only work with vendors and cloud service providers who make security a big part of their technologies and service offerings.”

Acronis and ID Quantique will leverage quantum-safe encryption to provide Quantum-resistant encryption, Quantum key distribution, and Quantum random number generators to Acronis cloud data protection solutions. “Quantum computing opens up a new world of cyber security threats that companies cannot ignore – especially those moving more IT operations like data protection to the cloud,” said Serguei Belousov, Co-Founder and CEO at Acronis.

“Quantum-safe approaches are essential to guarantee long-term confidentiality of data,” said Gregoire Ribordy, CEO at ID Quantique.

## GE Accelerates Transformation

With its total portfolio of software and solutions set to deliver more than US\$5 billion in revenue this year, GE has introduced new products and partnerships. By 2020, it expects more than US\$15 billion in software and solutions, driven by Predix scale and internal productivity. Among these are, Launch of Predix.io – a dedicated cloud environment for app developers; Launch of Brilliant Factory offers GE’s proven



JEFF IMMELT,  
CHAIRMAN AND CEO OF GE

digital manufacturing capabilities to other companies; Launch of the Digital Power Plant; Predix Accelerator program expands ecosystem; new or expanded partnerships with Accenture, Boeing, Cisco, Genpact, Infosys, Intel and PTC continue to grow Industrial Internet etc.

“GE is leading the transformation as it merges the physical and digital worlds of machines and software,” said Jeff Immelt,

Chairman and CEO of GE

## WIPRO TO EXPAND PRESENCE IN QATAR

Speaking at the inauguration ceremony of the new office in Doha, Hariprasad Sasidharan, Country Head, Qatar & Kuwait, Wipro Limited said, “We are seeing demand for propositions like digital, analytics and mobility and it is encouraging to see Qatar leading the investments in some of these areas.”

Wipro has added customers across various sectors and has a strong base in banking, telecom as well as oil & gas verticals. Today, the company serves more than thirty customers in Qatar.

“Despite the fluctuating oil prices, the IT demand across the region is holding steady and Qatar is in an enviable position due to prolonged budget surplus in the last few years along with adequate reserves to see them through the current market situation,” said Jack Smies, Vice President and Business Head Middle East, Wipro Limited.

## R&M REENGINEERS FO FIELD CONNECTOR SOLUTION

R&M has refined the FO Field field-installable fiber optic connector, with FO Field version 1.1 being compatible with all cable types available on the market. The upgrade enables installers to connect the FO Field connector to a fiber on a construction site in under a minute.

Application tests conducted by R&M customers in Central Europe revealed that the time needed to install a fiber optic outlet in residences is reduced by 30% compared to splice cabling and connection costs per subscriber can fall by up to 20%. “This innovation allows the costly and time-consuming step of fusion splicing to be skipped, while pigtailed, patch cables, and installation cables can be directly connected,” said ShibuVahid, Head of Technical Operations, R&M Middle East, Turkey and Africa.”

## GLOBAL DISTRIBUTION'S PARTNER EVENT RIDES HIGH ON SUCCESS

Global Distribution conducted a Reseller Partner Event at The Palace Hotel in Dubai. Both, Overland's and Mobotix' sales and technical team joined the event from their respective local and overseas offices. More than fifty value added resellers from the UAE, Oman and Qatar attended the Reseller

Partner Event. Key partners such as VisionTech, L&T Infotech, Scientech, Samra International, Magnus Technologies, TED Computer Systems, MDS/PACC and many other key VARs joined the morning event followed by a Networking Lunch. Attendees had the chance to discuss the latest

product updates from Overland and Mobotix, which work together as a perfect solution to cater to the growing Surveillance Market in the Region. “We have partnered for this Event with 2 Vendors that form a CCTV Solution, which is providing its Customers the best ROI and lowest TCO (Total Cost

of Ownership)” said Mario M. Veljovic, VP Solutions MEA at Global Distribution FZE – Global Solutions Network. Ashok Kumar, Sales Director, APAC and Middle East of Sphere 3D Corp said, “Partnering with Global Distribution for such events allows us to reach more channel partners”.

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**GHASSAN DARRI,**

DIRECTOR-CHANNEL AND ALLIANCE MIDDLE EAST AND TURKEY, SOFTWARE AG

## “Setting the Stage for Digital Business”

AS SOFTWARE AG GEARS UP TO REV UP THE DIGITAL BUSINESS PLATFORM IN THE REGION, GHASSAN DARRI TAKES CHARGE AS THE ORGANIZATION'S NEW CHANNEL AND ALLIANCE DIRECTOR FOR MIDDLE EAST AND TURKEY. IN A CANDID CONVERSATION WITH ANUSHREE DIXIT OF EC MEA, GHASSAN ELABORATES ON THE BIG PLANS THAT SOFTWARE AG HAS UP ITS SLEEVE.

### **New role, new responsibilities- what are the trump cards you plan to play in your current role?**

**Ghassan:** Software AG has always been a key player in, what we call the 'Digital Business' today and what I aim is to align and enable the channel and alliance ecosystem of Software AG to achieve brand recognition and market leadership recognition which is already bestowed to us by researchers like Gartner and Forrester. Along with

that I would also aim to build a sustainable and profitable model that is able to grow along with the positive indicators in the region. We have lot of challenges on the political and business side as well. Key researches have asserted this fact that we are heading with a 9 to 10% growth in our software solutions and services. So there is a lot of market potential out there and as a market leader, we plan to go and tap that market with our channel ecosystem and my role is to enable that vision.

### **How do you define a digital business?**

We help the enterprises achieve their strategic goals by providing them the digital transformation techniques and tools.

### **Is there any untapped market you wish to approach?**

**Ghassan:** The beauty and the challenge in the Middle East and Turkey market is that there are always fragmented opportunities here -whether you look at the region from a geographical perspective or an industry perspective there are different opportunities that always surface. The oil price slackening has surely caused some turmoil in the ME market but the government spending has been either same or grown, so the focus would be in the most cash rich and market leaders in banking, telcos, and the government organizations -where there is a strong demand for our solutions and services and those sectors are maturing and can easily see the value that Software AG brings to the table. We are not oblivious to the other sectors. We are also working with the Top 100 Fortune companies, they are our customers.

We also have a very impressive list of customers lined up for our IoT and digital business platform. Saudi, Turkey, UAE and Qatar happen to be the most promising markets when it comes to growth potential and we are investing a lot of focus there.

### **How does your present Channel portfolio look like? Do you have any new programs in the pipeline?**

**Ghassan:** Our channel portfolio is quite diversified and it addresses the diversity of our solutions. One of the benefits of being an enterprise digital platform provider is that your solutions tap a large number of competencies and functionalities. Our channel partners are channelled per the competencies and the services that they offer like business documentation, business process and excellence, reengineering etc.... Right now the channel chooses to be where the customer preferences are.

We are taking the partner enablement as a journey. So our journey with the customer can only be realized if our partner enablement goes hand in hand.

We have launched a complete partner revamp plan in the last few years and it is called the Power up partner program. It is the realignment of our role as a digital business platform provider. We have services partner, reseller partners, and we have solution build partner. ➡





## Advanced Threat Protection: Secure Against Both the Known and the Unknown

The stakes for protecting your business assets are higher than ever. Advanced targeted attacks increasingly bypass perimeter security to steal sensitive corporate data and intellectual property. And traditional network defenses have neither the ability to detect them nor the mitigation capabilities to let the organization's network recover from the damage they may cause.

Fortinet offers a comprehensive and multi-layer protection against these sophisticated Internet attacks. Built on three steps - Prevent, Detect and

Mitigate – Fortinet's Advanced Threat Protection (ATP) framework allows the network to react properly to threats during the different stages of their lifecycle. Fortinet's framework effectively combats the most sophisticated threats by uniquely combining advanced security technologies with the human intelligence of the FortiGuard Labs' experts.

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# Infrastructure Propelling the 'Spine' of IT

Gartner says Middle East and Africa IT Infrastructure spending will reach \$3.4 billion in 2015. The magnanimous infrastructure of the Middle East and Africa region has been the propelling factor for thriving technologies to penetrate and work wonders for this region. Experts say, now it is the turn of the CIOs to continue on digital transformation with an eye on cost optimization. As next-gen technologies are all set to redefine the data centres and its existence, leading industry players are fuelling their technologies to revamp the infrastructure of the region and throwing aces on the table. Buckle Up! The region is on a ride.

■ BY: ANUSHREE <ANUSHREE@ACCENTINFOMEDIA.COM>

**A**s mega projects on smart city, critical infrastructure and utility are all set to gain pace with Expo 2020 on the threshold, it is time to revamp the grassroots for putting up a great show. IT has been taking the podium since a few years now and once again it is time for the IT infrastructure to go through the catalyst of time. CIOs have been given the greatest responsibility to take the reins. According to Gartner—Cloud, infrastructure and data centre, and business intelligence/analytics appear as the Top 3 CIO priorities in Gulf Countries, and these technologies, along with mobility, are emerging as the core foundational technologies for creating digital business in this region.

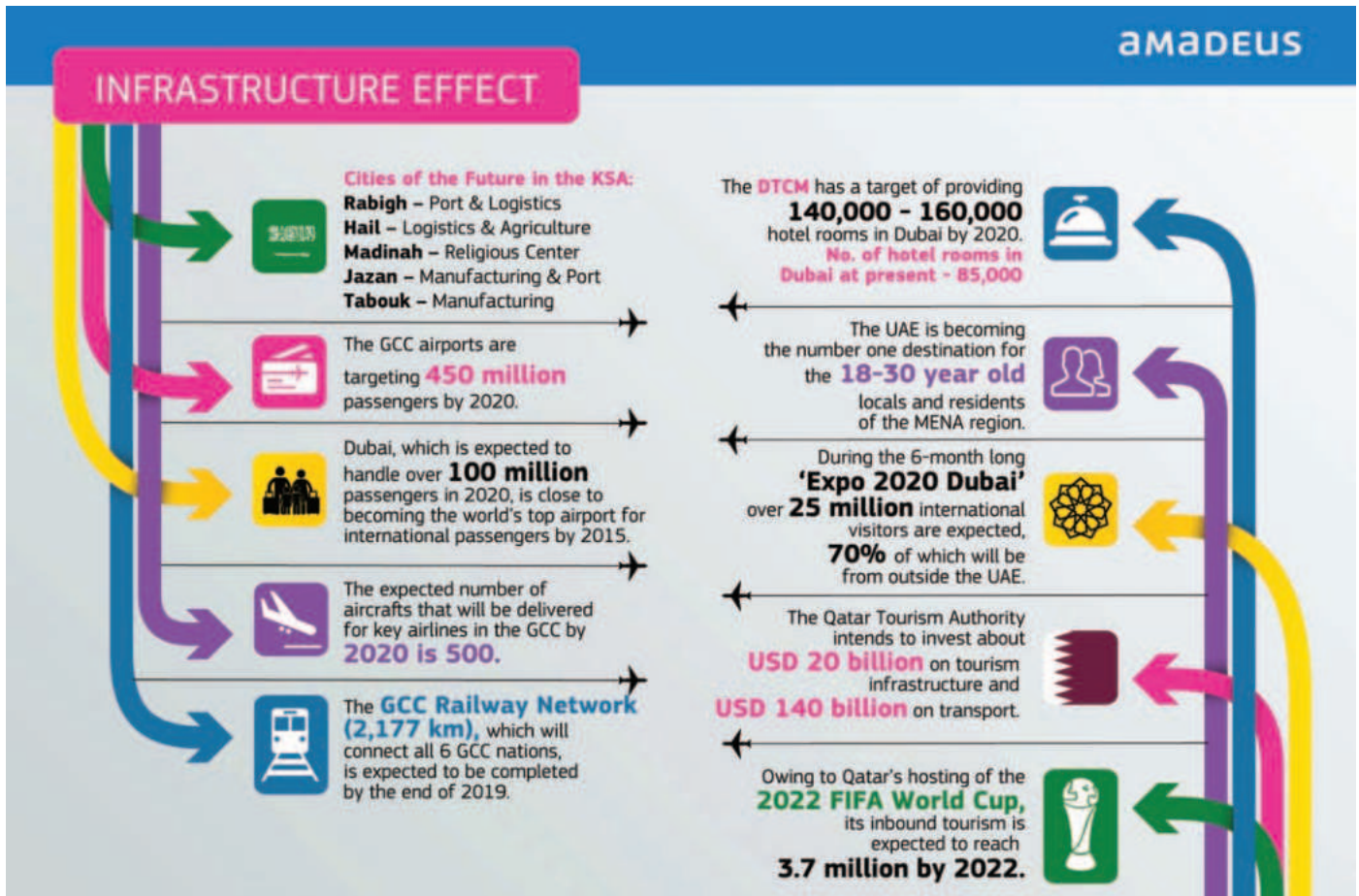
## THE INFRASTRUCTURE PROPELLERS

Middle East is a melting pot for many things, including technology. There is challenge, there is opportunity and there is fragmentation. Said Akar, Regional Director for Turkey, Eastern Europe, Africa, and Middle East at VCE says, "Technology is the key differentiator for all businesses and with the rapid adoption of mobile applications not just for personal but business communications and services, investments in infrastructure are becoming top priority." "There is a huge push throughout the region on Virtualization. Operators will start looking at technologies like Network Functions Virtualization (NFV) and Software Defined Networking (SDN)" says Glen

Ogden, Regional Sales Director Middle East, A10 Networks. Success now depends on the ability to offer more than just triple play services, cloud services, mobile services, colocation and hosting services, peering points, or data centre connectivity services. "Providers must be open to delivering new services based on market demands. That will require new business models and a cost-effective, scalable and programmable network that combines physical and virtual elements and delivers innovative services in an automated fashion" says Samer Ismail, MENA – Network Consultant at Brocade.

## THE HYPE AROUND HYPERCONVERGENCE





Customers are trying to move away from stand-alone, single-computing platforms to converged or hyperconverged computing platforms to enable them to be more virtualized and to help them meet their computing needs for the future. "The benefits are clear and evident - Virtualized and converged infrastructures enhance network performance, and provide better resilience, high availability as well as mobility, agility and flexibility to the computing platforms. We work with Huawei in this space. And then coupled with our software platform vendors and security vendors, we provide a consolidated offering to our partners," says Nehul Goradia, VP of Channel Alliances, Optimus.

VCE pioneered converged infrastructure that fully integrates state-of-the-art compute, network and storage technologies, as well as virtualization software from Cisco, EMC and VMware. "Our key advantage is the capability to deliver a converged infrastructure solution that is easily and quickly deployed, helping enterprises do more with less resources and budget. We enable enterprises to focus on their core offerings to customers by eliminating the pain points found in the IT department" says Said. "Linksys, as a leading provider of networking solutions, understands the entire proposition, and hence

we offer a wide range of innovative networking solutions that fit into the overall IT strategy for any enterprise" says Amanulla Khan – MD India, MEA of Linksys. Converged infrastructure stacks such as FlexPod, developed by NetApp and Cisco, have been around for some time and have been widely adopted by Enterprises and Service Providers alike. "Hyper-converged infrastructure, such as the cloud scalable NetApp Integrated VMware EVO:RAIL Solution is a newer concept that is targeted more at workgroups or branch offices," asserts Chris Burnet - Cloud Services and Software Solutions Manager – MEEER, NetApp.

StorIT believes that the trend towards converged infrastructure is primarily driven by TCO and performance objectives demands of emerging technology solutions. Sizing key components of the IT system infrastructure gets highly complex and challenging to meet the objective through the traditional way. "Currently converged infrastructure is the most matured approach to address these challenges and backbone/infrastructure backbone of web 3.0" says Kartik Shankar, Senior Sales Manager, StorIT Distribution.

## VIRTUALIZING THE INFRASTRUCTURE:

According to Glen, Virtualization is no longer a new trend, but in the Middle East a big trend that operators are talking about now is something called Network Functions Virtualization (NFV). Operators are looking to virtualize the functions inside of the big router switching infrastructures from Brocade, Cisco, Ericsson, Juniper etc. that are currently installed. NFV is currently in its early stages since no real work has been done on throughput and clearly these large carriers need to execute huge volumes of traffic with no data loss, so there are still some issues that need to be worked out before NFV is fully embraced, but there will be a big push towards this in the coming year. Amanulla says that the early adopters of infrastructure virtualization might have had to first move from physical to virtual processes and then to the cloud. "However, enterprises today can entirely skip the middle step and move straight from physical infrastructure to the cloud." He adds.

For some time now, there has been a market shift towards scalable solutions that offer cost efficiencies and can easily be integrated with 3rd Platform technologies like mobility and big data and cloud. It is this need for flexibility and agility that is driving the adoption of virtualized infrastructures. The MEA region has lagged a





**GLEN OGDEN,**  
REGIONAL SALES DIRECTOR  
MIDDLE EAST, A10 NETWORKS

*"The primary purpose of A10 Networks in this type of environment is to offer the highest possible performance in the smallest possible footprint."*

little behind other regions in the adoption of virtualisation technology. "However, with proven benefits now well established it is to be expected that the region will soon reach similar levels of infrastructure virtualisation than those seen elsewhere around the globe." Says Chris Burnett. Karthik believes that virtualization has pretty much become a standard for enterprise infrastructure except for a few legacy business critical applications as you have rightly highlighted. "We can find enterprise setups managing both virtual and physical environment in many cases. This is majorly due to the limitations in the traditional infrastructure approach and support/compatibility challenges from the application vendor, etc. This is where converged infrastructure plays

In May, VCE announced the industry's first hyper-converged RackScale Systems that enable enterprises and service providers to dramatically simplify the deployment of next generation scale out mobile, cloud and distributed Tier 2 applications.



**CHRIS BURNETT,**  
CLOUD SERVICES AND SOFTWARE SOLUTIONS MANAGER  
MEEAR, NETAPP

*"Companies such as Cisco and Technicolor. rely on the NetApp storage performance, resilience and unique data management tools to differentiate themselves from other IoT providers."*

a major game changing role by providing custom engineered system components fine-tuned to run even legacy applications" he adds. This approach helps to balance and align the right system components to meet the business requirement, with improved performance and ease of infrastructure management.

## RIDING HIGH ON THE CLOUD

Cloud can be defined as the past, present and future—A topic that never seems to die down regardless of the domain or space in IT one dwells focus. If we take a close look at the region, the transition is slow, yet not stagnant. "The transition to cloud-oriented infrastructure and data platform architectures within enterprises' datacentres continues to accelerate, yet the expansion of public cloud infrastructure in service providers' datacentres around the world is an even larger driver of IT spending" says Samer of Brocade. A key driver of this acceleration is organisations' development and use of new internet of things services that require levels of agility

and scale that only cloud services can deliver. Said believes that Cloud will always continue to be an important aspect of IT infrastructure but whether it is on premise or off with service providers depends on the organisation and its needs.

"Cloud now offers the security that government agencies have been demanding. It has the technology that dramatically reduces bandwidth needs/usage (as is seen with NetApp AltaVault when backing up data to the cloud) and has cost models that are based on usage and/or consumption" says Chris.

## FORTIFYING THE IT INFRASTRUCTURE WITH IOT

Investment in Technology is directly proportional to Internet of things. Both are the need of the hour and are redefining the infrastructural landscape like never before. As Samer puts it across, "It's called the New IP. The supporting products are here, and we're building IoT-capable enterprise and service provider networks today. We can do that because we understand the network requirements for the categories of applications that will eventually drive the IoT". "However, we also need to understand that the very basis of any technology is the underlying infrastructure and in that sense, networking technologies such as those offered by Linksys becomes even more important" says Amanulla.

According to Said of VCE, as IoT continues to develop, IT infrastructure will grow and change to support digitisation of all services. "VCE's portfolio is built for growth and will help our customers manage the transformation and growth necessary through highly scalable and reliable systems" he adds.

## CONSOLIDATING THE NEXT GEN DATA CENTRE

According to a Data centre Knowledge report, the key aspects that would rule the next gen data centres are multi layered data control, SDDC, infrastructure agnosticism, DCOS etc. "A10 is very well positioned in this space. Thunder ADC is our premium ADC product line, delivering up to 153 Gbps of throughput in a single appliance or 1.2 Tbps of throughput in a cluster, the broadest range of form factors (physical, virtual and hybrid), and with expanded system resources designed to support future feature needs", says Glen.

NetApp designed industry leading data management tools and employs a storage operating system, clustered Data ONTAP, which promises to make future consolidations straightforward by enabling true non-disruptive upgrades (and

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**RONEN SHPIRER,**  
MANAGER, SOLUTIONS MARKET-  
ING, EMEA AND APAC, FORTINET

*“The entire security infrastructure must be all managed by a single management platform to ensure consistency in end-to-end security policies, meet compliancy regulation and provide end-to-end visibility.”*



**KARTIK SHANKAR,**  
SENIOR SALES MANAGER,  
STORIT DISTRIBUTION

*“As data centres and storage solutions continue to evolve, converged infrastructure is also taking the centre stage in modernization.”*

migrations). Nehul says that the key challenge for data centre consolidation is typically capacity planning. Another challenge is how to optimize, utilize or repurpose the existing infrastructure, networking and computing platforms. “Through our Data Centre Consulting Practice we provide customers with knowledge and training and help them map out what makes more sense for their business when planning their data centre operations. Whether its consolidating the existing one, or virtualizing it, or creating a private cloud environment within it to ensure they are better able to cater to their internal and external needs of doing business” says Nehul.

According to Said of VCE, “Most companies have already started moving away from legacy systems and consolidation will be part of this transformation, as organisations require agile infrastructures in order to remain competitive. One of the major challenges being faced by CIOs and the wider IT department is this transformation. Security is also a major concern since virtualisation and cloud technologies offer the most viable, scalable solutions for some of the

current needs of the businesses” To address this VCE works with businesses across the Middle East and Africa to offer advanced, agile converged and hyper converged solutions that dovetail with their existing infrastructure. “The key challenges lie on things that need to be taken into consideration while planning and strategizing the futuristic needs of the data centre, which could be impacted by economy, business model etc. We guide our customer organisations to consider Datacentre Consolidation and modernization as a continuous improvement program and help them strategize in advance and help them handle such complex projects at ease” says Karthik.

According to Dev Anand, Director - Product Management, ManageEngine “Data centre admins are very much concerned about floor space and power because they are costly. They constantly find ways and embrace technologies such as virtualization and converged systems to reduce their IT footprint. Though these technologies help them reduce space and power consumption, a lot of management challenges are involved to ensure their performance. As an IT

management software vendor, ManageEngine, with its data centre and network management software OpManager, helps overcoming these challenges by monitoring and managing such technologies, in real-time. OpManager also helps them reduce their power and space consumption with its power monitoring and data centre visual modelling features.”

## INTEGRATED INFRASTRUCTURE

Ronen Shpirer, Manager, Solutions Marketing, EMEA and APAC, Fortinet says, “In a public cloud service consumption environment, a shared responsibility model exists where by it is the responsibility of the enterprise to secure its assets (data and applications) that will reside in the public cloud. Therefore, based on the specific public cloud services consumed and the data and applications implemented in the public cloud, it is of a crucial importance that the choice of cloud provider allows for the implementations of the same virtual security infrastructure implemented at the data center virtual plane/private cloud. This will ensure that a single management platform can be used for the security infrastructure throughout the organization to avoid any potential policy gaps, ensure the enterprise security posture and meet overall security compliancy.”

Chris says that, much like a build versus buy decision, each has its attractions, some simple some more complex, but each requiring a well thought out plan that takes into account the capabilities of staff, the business goal and the on-going development and management such that the service fits the need and is fit for purpose. “Our role is to provide solutions that enable businesses to do things better, faster and at a lower cost which in turn will enable them to offer these services efficient and cost effectively to their customers” says Said of VCE.

## FINALLY...

The slackening oil prices and the economic turmoil in the Middle East have been forcing decision makers to have an eagle's eye on the overriding cost of infrastructure. As cloud and mobility take over, the pressure is high to protect the valuable data whilst supporting the penetration of new technologies. To rise with the rising tide, one needs a strong ship. Smart Cities initiatives by governments, Dubai Expo 2020, Qatar FIFA World Cup 2022 etc. are some of the economic visionary events and projects all set to change the face of the Middle East. Are we ready for this? Do our data centres have the right 'technology' to take the pressure? Is our 'Spine'-our 'Infrastructure' ready for the tide?

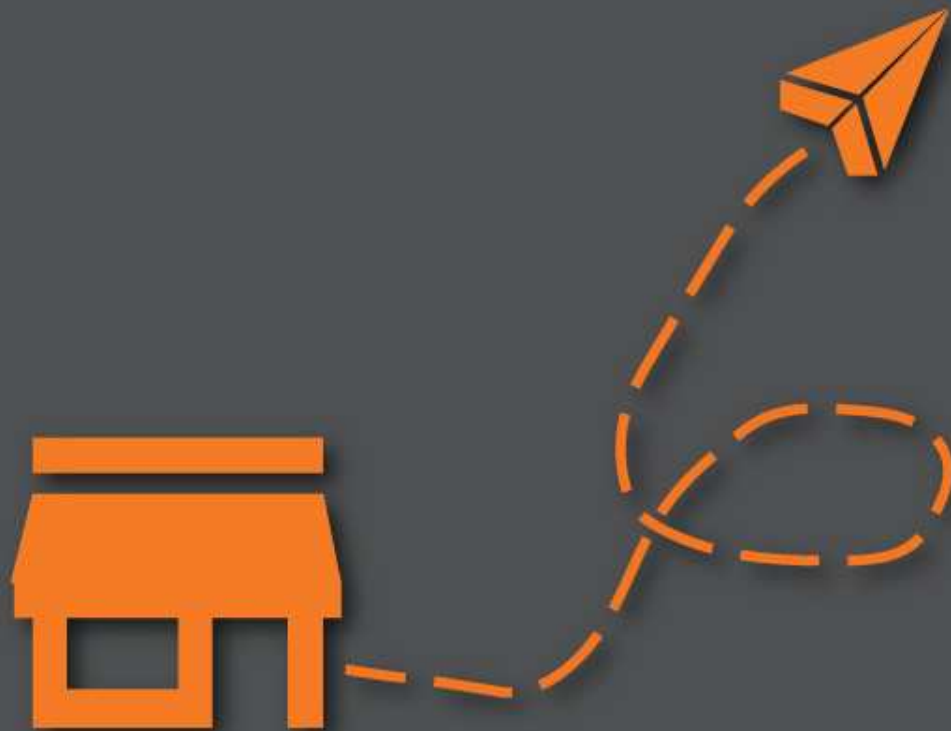


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COMGUARD-ET

# Innovation Meets Insight

Over the past year, ComGuard has been in the midst of a major streamlining initiative involving the work force and the technology solutions they are focused on. They have always tried to be in the vanguard as far as IT is concerned and in 2015, they decided to foray into the Big data journey since this definitely is a game changer. They wished to expand limits and what better than enter into a cutting-edge and thriving market. An interesting interview with Bobby Joseph, Lead Consultant at Spectrum Group and Ajay Singh Chauhan, CEO, ComGuard ; trying to see the future of technology and smart cities with the passion they do.

■ WORDS: SOUMYA <SOUMYA@ACCENTINFOMEDIA.COM>

*“The Internet of Things, sometimes referred to as the Internet of Objects, will change everything—including ourselves,”*

—DAVE EVANS, CISCO'S CHIEF FUTURIST.

**T**he term IoT – the phrase was coined by Kevin Ashton, an innovator and consumer sensor expert, to describe the network connecting objects in the physical world to the Internet.

Primarily, IoT is about the control systems; making everything smarter and IT is percolating

into that space at light speed. With more and more things being connected, one is hardly left with any alternative other than securing the data, deriving insights from the same, and using it later for valuable purposes. This brings with it a huge opportunity for SIs, Product vendors, developers, etc. IT is slowly transforming into a consumable service. The consumption is beyond what's presently available in talent. So, that surely signals more opportunities and more business.

ComGuard ET is a new spin-off from the Spectrum Group and is being led by Bobby Joseph, Lead Consultant. Its focus shall be around solutions in emerging technologies which include Big Data, Analytics, Data Centre & Consulting practice. Ajay Singh Chauhan, CEO, ComGuard comments- “Bobby is a seasoned veteran in this domain, with almost two decades of experience in the turfs of IoE, storage, big data analytics, cloud computing, and the like. It didn't take him much time to convince me that this is the way forward,

since these are technologies that will undoubtedly change living the way we know it! It gives me complete confidence in entrusting him with the helm of ComGuard ET (Emerging Technologies), and we are looking forward to tie ups with major technology players to seal our footprint in this space.”

## OPPORTUNITIES AWAIT TO BE TAPPED

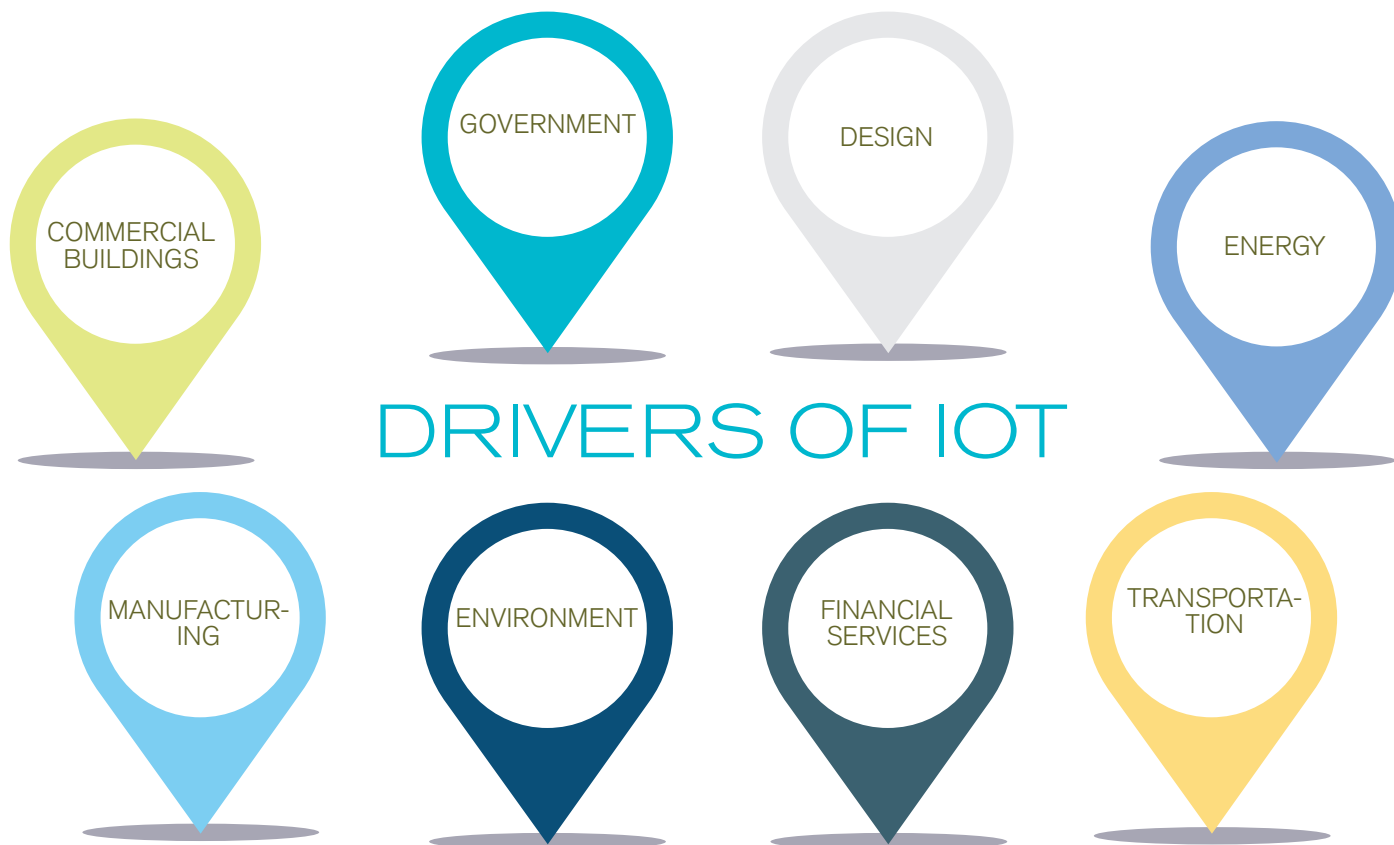
Bobby tells us that the total business till 2020 is going to be approx. \$8 trillion only in the IoT space itself. Asia is leading the party. And there is potential for a good chunk of the business in the Middle East.

Smart city is about bringing smartness not to the technology; rather it's all about servicing citizens. With two-thirds of the world population residing in Asia and nearby areas, no wonder that all the new opportunities are in this space in plenty.



BOBY JOSEPH,  
LEAD CONSULTANT AT  
SPECTRUM GROUP





## CHALLENGE- VALUE THAT DOESN'T DETERIORATE WITH TIME

Most smart cities are big –budget ones with long timelines. So, the real challenge is to build something that won't lose value over time. It's required to concentrate on services and not on items. Once there's data, analytics can be applied to derive useful insights from the same and thereafter, that can be used for business. Hence, the

age of consuming IT as a service has dawned. The whole industry is on a transformation spree, e.g. IBM shifted focus from server business to IBM Watson. No longer it's about competing vendors; rather now it's about competing complementing vendors.

## COMGUARD ET- TOWARDS SMARTER CITIES

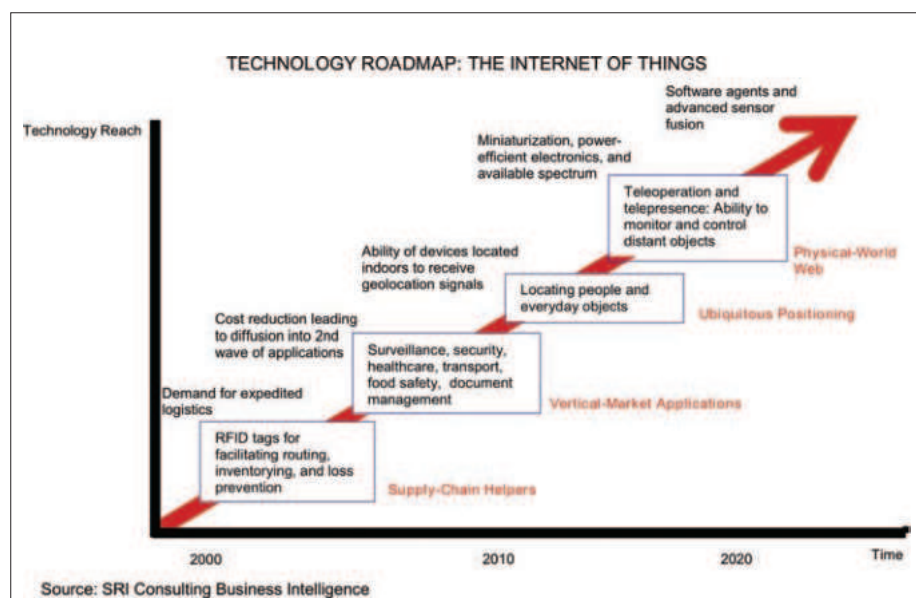
In facilitating the journey towards smarter cities, ComGuardET as a consulting firm is focussed on the data part. They collect, and make sense of it using analytics and intelligence. They make use of big data, commodity compute, and development-all the while working on open source.

Cities in future are going to be almost fully operated from NOCs (network operations centre). Dubai already has NOCs for some operations like fire extinguishing systems, and the technology will gradually permeate other areas as well. ComGuard ET isn't involved in building up the NOCs; however, a sister concern of ComGuard ET, Reconix manages NOCs.

Primarily they have built up their ecosystem with partners like Intel, HP, etc. But all the solutions they do are through their partners, one doesn't see them on the front. They still go through their partners. The reason is they don't provide every part of the ingredients to that sauce to make transition between IT and control systems.

## IOT – FACT OR FICTION?

IoT being a hype was probably true until last year. But no more. Gartner's Hype Cycle for the year 2015 has IoT on the top of the curve. Unless a technological innovation has substance, it will easily fall off from the top. IoT is now done with all the hype; its translation to action has started

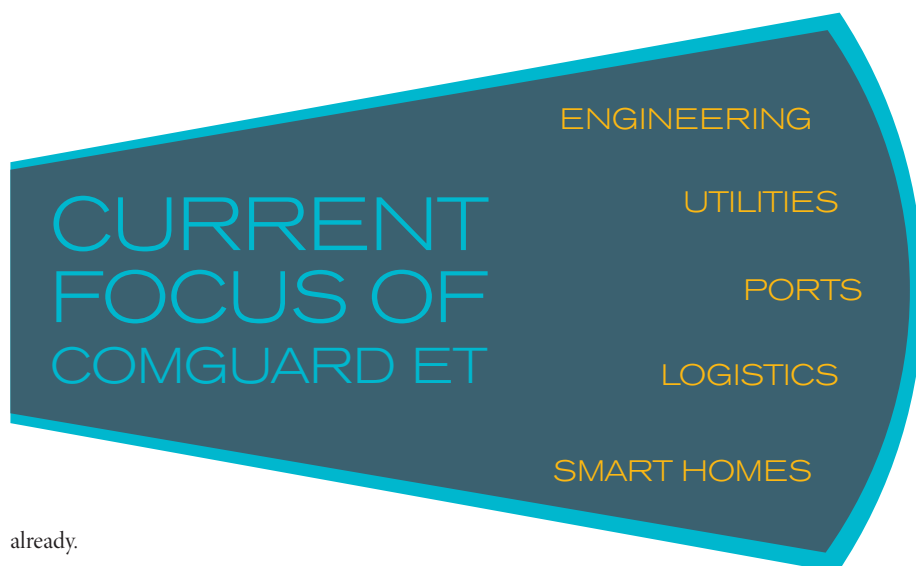


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## A JOURNEY THAT'S TOUGH YET BEAUTIFUL

Given the massive amounts of devices and data, several challenges arise in big IoT projects. Many-a-times, it's possible that the one who started the project might not be there when the project ends given the extremely long durations of such projects. Inter-operability is a big issue. That's where, open source systems come to the rescue. Internet of Things- integration of huge systems isn't going to be easy, hurdles are bound to come on the way- still, smart usage of technology can suggest antidotes to all problems. With that strong conviction, ComGuard ET has begun its journey on happy and confident notes. After having taken up several futuristic projects in the UAE, Bobby says they will be focusing here for the moment; however, he adds that the opportunities

in KSA and Qatar are tremendous as well.

The move by ComGuard to create a new division dedicated to emerging technologies is quite a praiseworthy move and is surely indicative of the commitment of the VAD to constantly innovate and evolve according to the changing market conditions. But then wasn't it too much of a risk to be taken by a brand that's way too well-established in the market for its security solutions?

## NOTHING VENTURED, NOTHING GAINED

Ajay tells us, "I have been a risk taker all the way. Like they say, if you don't try you will never know. I would say it is a combination of both, although to be honest the risk element here seems minimal considering the sheer potential these technolo-

gies have in our markets."

Bobby believes no one but ComGuard would have been the best VAD to take this kind of a plunge. Security is the top most concern while considering big data or IoT or most of other technologies. And who better than ComGuard to bring in the best-of-breed security solutions in the region. Moreover, Spectrum as a group has the right mix of various competencies required to make the entire plan a success; there are people who integrate the edge devices, the things; people who configure the things; people who develop the layer for communicating to these things; people who secure that and then there are people in different industry verticals. They additionally have a managed services provider company as well as people who are in members of the Board of Directors of Standards Issuing organizations.

Seeing a leader VAD take a not-so-common step, one wonders is a big change in the partner landscape likely over the coming years? "As service providers add more value, existence of smaller SIs may become questionable. Moreover, many partners might go out of business or transform what they're doing. ComGuard is clearly an example. 2-3 years down the lane, the revenues from new space will surpass the others. Already the projects are much bigger in size", remarks Bobby. In addition, new entrants may be witnessed in the SI space, e.g. MEP contractors might start learning tricks of the IT trade and enter as SIs.

Talking of innovation in sync with the market, one wonders if the workforce is that prepared to initiate and sustain advanced technologies?

## NO PLACE FOR IGNORANCE IN AN ERA OF INNOVATION

It would be futile to expect the current work force to have had expert knowledge about emerging technologies. But then, Spectrum got a solution to that. Spectrum Training has recently signed up for IoT academy- a place to impart knowledge irrespective of where the person is coming from. There are certified courses on IoT ;that's also a way to evangelize the knowledge of IoT. Training is being done all the way from Egypt to India.

## FINALLY...

It's clear that IoT is no more a hype; the ambitious projects have begun. The results surely will take time to be evident; however, it's a thrill to be living in an era where the leaders don't shy away from taking bold decisions. IoT has always been there- but today it can be connected to cloud or Watson. It won't be long before all-new fiction series have to be freshly written because all the rest have become reality by then



AJAY SINGH CHAUHAN,

CEO OF COMGUARD

*"IoT & Big Data Analytics represents a seismic shift for businesses, paving the way for a business model transformation within ComGuard, alongside opening the doors to endless possibilities and refreshing ideas."*





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LANCOPE

# Network visibility and cyber threat detection with Lancope's StealthWatch

StealthWatch is able to monitor the entire network, regardless of complexity, and its advanced behavioral analytics can detect known and unknown threats.



■ WORDS: KERRY SINGLETON,  
DIRECTOR, MEAR & APAC AT LANCOPE

Cyber threats have been growing in sophistication and prevalence for years, and organizations worldwide are struggling to defend against advanced attackers. The wealth, strategic resources and international business that passes through the Middle East make it a tempting target for advanced cyber criminals and state-sponsored attackers. To cope with these sophisticated adversaries, organizations need to adopt comprehensive network visibility and advanced threat detection capabilities.

The Middle East is a key area of growth for Lancope, and we are striving more than ever to provide network visibility and advanced threat detection. Our product, the StealthWatch System, is an enterprise-proven visibility and security analytics tool that can protect against even the most sophisticated cyber threats. Currently 35 of Fortune 100 organizations are Lancope customers.

Lancope first began operations in the ME in 2013 with a few representatives. Since then, we opened an office in Dubai, drastically increased the size of our team and have doubled our growth in the region year-over-year. Our key sectors in the region are oil and gas,

service providers, financial services, public sector and federal.

The StealthWatch System is a robust visibility and threat detection solution that leverages network data right from the source – network infrastructure devices such as routers, switches, firewalls, etc. Each of these devices can produce NetFlow, a context-rich source of traffic metadata, to provide end-to-end visibility. By relying directly on the network, StealthWatch is far more cost-efficient than deploying expensive probes and is naturally scalable to even the largest enterprise networks.

Because of its visibility and advanced threat detection capabilities, the StealthWatch System is a key component of the Cisco Cyber Threat Defense (CTD) and Network as a Sensor solution. StealthWatch has built-in integration with many Cisco products including the Cisco Identity Services Engine (ISE) and TrustSec. As more organizations adopt cloud environments and specialized Internet of Things devices, the network is becoming more complex every day. This expanded threat surface makes visibility difficult and traditional threat detection onerous and ineffective. StealthWatch is able to monitor the

entire network, regardless of complexity, and its advanced behavioral analytics can detect known and unknown threats, malware, insider threats, advanced persistent threats and more.

The heart of the StealthWatch System is its proprietary analytics. While most security solutions are signature-based and can only detect previously known threats, StealthWatch monitors patterns of activity. By detecting suspicious or anomalous traffic, StealthWatch can identify a threat whether it has been seen before or not.

For example, most attacks today utilize compromised access credentials of legitimate organization insiders. Traditionally, this activity is difficult to detect because the attacker appears to be a normal user. However, attackers often behave in very distinct ways while operating in the victim's network. Though that user may appear legitimate, if they suddenly begin collecting abnormally large amounts of information or repeatedly attempt to access restricted documents, they should be investigated. StealthWatch identifies threats and helps mitigate them before data is lost.

Beyond its threat detection capabilities, StealthWatch also

accelerates incident response time, reducing investigation time from days to minutes. As it collects NetFlow and other metadata, StealthWatch streamlines the data and combines it with contextual information such as user or machine identity. This creates a robust audit trail that investigators can use to identify the source of a security event, how it happened and what machines have been compromised, and all of this can be accomplished in minutes from a single window.

In a world where attackers have the backing of governments or lucrative criminal ventures and all of the resources that come with it, organizations cannot afford to leave any area of the network unmonitored. Lancope's StealthWatch System provides the visibility and response capabilities necessary to keep the next security event from becoming a high-profile and expensive data breach.

Come visit Lancope's COO David Cocchiara and myself, Regional Director, at the GITEX conference on October 18-22 at booth C1-11 in Hall 1 at the DWTC. There will be booth presentations, giveaways and a reception from 16:00-18:00, October 21. ➔



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**DIMA KANDALAFT,**  
IBM'S SMARTER CITIES LEADER  
FOR GULF & LEVANT.

## Architects of the Smarter' Cities

WITH A PALETTE FULL OF CLOUD, COMMUNICATION, BIG DATA AND ANALYTICS SOLUTIONS, IBM HAS BEEN SPEARHEADING THE SMARTER CITIES JOURNEY WITH ITS ACTIONABLE BUSINESS ARCHITECTURE— A BLUEPRINT THAT CUSTOMIZES YOUR SMART CITY THE WAY YOU WANT. AS IBM TOUCHES NEW HORIZONS IN THE SMART CITY SPACE WITH ITS INTELLIGENCE OPERATIONS CENTRE AND IOT UNIT, ANUSHREE DIXIT OF ENTERPRISE CHANNELS MEA HAS AN EXCLUSIVE CONVERSATION WITH DIMA KANDALAFT, IBM'S SMARTER CITIES LEADER FOR GULF & LEVANT AS SHE DIVULGES THE ROADMAP FOR THE FUTURE CITIES.

### **What is the IBM definition of a Smart City?**

According to me, Smart city is a transformational journey that a city needs to embark on. It is the

advent of various tools and technologies that enables a city to transform into the future. One cannot say that, we will be a smart city by 2016 or 2017, it is a journey. Many path breaking tech-

nologies are being implemented and imbibed in the city— the whole purpose of which is to attract more citizens to the city and provide them with a better standard of living. The world has changed; today the citizens are no longer tied or committed to their own city- they can move. Hence it is very important to create strategies in our city that will attract new talent and citizens.

So the definition of a smart city is, how a city can leverage all its assets, technology and information available across its multiple dimension of transportation, healthcare and all aspects of the city and how we can leverage them to provide better standards to the citizens and predict challenges and issues that would enable me to better optimize the available resources.

### **How has the journey been for IBM?**

We have been engaging with major cities around

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the world for smart city projects. IBM had laid the roots for smart city in 2009. We started in some cities where there were some challenges across specific verticals—related to transportation or traffic issues, asset management, building management, water management... so we started looking at all those kind of requirement across vertical pillars but we understood that it will be realized only when all of them are integrated together. So we started formulating the vision that in order to build the maximum capacity of your individual systems you need to make sure your city is enforced across 3 levels which we call the Triple 'I' model. The first I is Implementation—you have to have some kind of implementation in your city for a basic infrastructure, say for example, sensors, to build on the capabilities. The second I is Interconnectedness—you need to have some kind of networking in your city that would make the correct use of data and leverage the data. The third I is Intelligence. So we initially worked with cities where they had existing systems but didn't know how to use these systems. So we used the third I there, we captured the information, put big data analytics there to help them understand what the real situation is. And in some cases, we identified the gap and reinforced the implementation. If we see in the Middle East, Asia and India, new cities are being built from the scratch. So the bottom up principle would not work to design a smart city from the beginning. So we are helping the greenfield cities to build what they have envisioned from day 1 by understanding the kind of citizens they are attracting, the infrastructure they have planned and the competitive advantages the city plans to provide.

#### What is the important role played by big data in smart city?

Today, everybody wants personalized services. The young generation wants the service provider to know them and they want access to only that information that deems meaning to them or is useful to them. So smart city is all about leveraging that big data and redefining the way in which you impart information or interact with the government or on social media or any other platform.

#### How closely are you working with the government for building the smart city?

The government here has been very influential in building the smart city since big time, starting from the eGovernment and moving on to mGovernment and now sGovernment. The Smart Dubai initiative is not just a plan or announcement but it has a full-fledged committee and the

whole government is actively working towards achieving its strategic goals. Our interaction is with the individual committee. For example, in Qatar, the focus is on smart infrastructure and they are not going to the second level yet as the basic infrastructure needed hasn't been still realized unlike Dubai, which is very mature in terms of infrastructure. We are engaging in various platforms and across various verticals by utilizing our blueprint. We have a unique blueprint called the Actionable Business Architecture for smart city that helps to design and customize smart cities as per the requirement. The benefit of the blueprint is that it covers all the aspects of the city and across all dimensions like safety, security, education, healthcare, communication. We have around 3000 engagements worldwide around smart cities and we have consolidated all our assets into it and it advises on what a smart city needs to incorporate into its model. It is a comprehensive and it needs to be adapted as per the need. While working with a customer, we study the needs and customize the blueprint as per the requirement. We give them a transformational roadmap with

third party. So from a core capability point of view our value proposition of smart cities is in the Intelligence part. We utilize the cloud and big data platform to provide the right insights from the intelligence and IBM has been gradually shifting to this space since a few years.

Intelligence is key to smart city. For example, if there is a major accident on road, the ambulance should be guided to the 'right' hospital rather than the 'closest' hospital. So the intelligence is all about aligning and optimizing your city resources for effective management and this is a great lesson that we have learnt from various disasters.

#### What is your take on the smart city 'cloud'?

The government in this region is very reluctant to go with the cloud for a number of security reasons; hence the adoption is slow, but not stagnant. It is the age of services and it is the best way to stay competitive. For me, cloud is a vehicle and the most feasible way for the whole value proposition of the smart city and we are urging our leaders to embark on the cloud journey as it is preferred by

"TO BUILD THE MAXIMUM CAPABILITIES OF A SMART CITY WE HAVE THE TRIPLE 'I' MODEL—IMPLEMENTATION, INTERCONNECTEDNESS AND INTELLIGENCE "

implementation milestones to achieve the goals of the smart city.

#### What is the important role played by big data in smart city?

The leadership and the vision, the infrastructure, and the attractiveness of the city—These are the strengths that will help the city grow and create a sustainable economic model. The weakness—which I would rather call as an opportunity—The government has to invest more in the infrastructure which is its biggest strength and it has to collaborate more with the private sectors.

#### Can you elaborate on the IBM Intelligence Operations centre?

Going back to the triple I model that we talked about, we are not really into the first 2 levels. As IBM, we can implement smart infrastructure solutions and we have been into it big time with our smart metering solutions and transportation solutions, but we are not a provider of infrastructure as a technology company, we go with the

the citizens as well.

#### Which sector has been the early adopter of the smart technologies?

Transportation has been the early adopter of the smart technology and it has to be that way. It is your day in and day out interaction with the city.

#### How does your partner portfolio look like?

Smart city is not a one stop shop; hence we have partners across all layers. We are driven by our global organizations. All our partnerships have been happening at headquarter level and then cascaded down. We have partners in water, transportation, energy efficiency because they are niche sectors. We have partners in telecommunications across the world and we have partnered with infrastructure solution providers. We believe smart city is built on ecosystem and we are well equipped in that ecosystem. Smart city is not about competition, it is about building an ecosystem. ↩





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## OPPORTUNITIES IN THE PUBLIC SECTOR

# PPP - A Blissful Alliance

Governments in the Middle East and North Africa will spend US \$11.97 billion on IT products and services in 2015, an increase of 0.4 percent over 2014 spending of US \$11.92 billion, according to Gartner. Public sector is undoubtedly the backbone of the region in empowering great strides. With Smart city, Expo 2020, and other visionary projects on the threshold of the region, a dire need has arisen to increase collaboration between public and private sector and eradicate legacy infrastructure.

■ WORDS: ANUSHREE <ANUSHREE@ACCENTINFOMEDIA.COM>

**A**ccording to Deloitte, five macro forces have combined to drive enormous transformation: digital, analytics, cloud, the renaissance of core systems, and the changing role of IT within the enterprise. 'Over the next 18-24 months, each of these trends could disrupt the ways public sector organizations engage with citizens, how work gets done, and how these agencies and IT organizations will interact and evolve.'

### THE LEGACY ROOTS

"From an A10 perspective, we have seen a huge investment from government in security and making sure that websites are safe, internal networks are clean and protected from SSL based attacks and undoubtedly this will continue," says Glen Ogden, Regional Sales Director Middle East, A10 Networks. "One of the major challenges being faced by IT departments is the upgrading of data centres especially in the public sector. Security is also a major concern since virtualisation and cloud technologies offer the most viable, scalable solutions," Said Akar, regional director for Turkey, Eastern Europe, Africa, and Middle

### TOP 10 PREDICTIONS BY IDC

- The Middle East will feature among the fastest-growing IT markets in the world, with spending exceeding \$32 billion in 2014.
- Dubai's Smart City rollout will lead to an acceleration of Smart City initiatives in other GCC countries.
- Multi-channel strategies will drive citizen/resident services penetration and usage in the GCC; mobile will be a game changer.
- Governments will focus on strengthening security for national information assets, expanding agencies that monitor and protect the national frontline against cyberattacks.
- CIOs will adopt a "mobile-first" approach to IT deployments.
- Small screen and low-cost options, as well as rapidly growing demand from commercial sectors, will shape tablet adoption.
- Predictive and operational intelligence will drive adoption of advanced analytics; Big Data deployments will progress from "pilot" to "production."
- Acceptance of cloud will accelerate, with private cloud and SaaS adoption dominating investment plans.

East at VCE

### EVOLVING INDUSTRIES

We are seeing a lot of evolution in the IT systems used by some of the organisations within the public sector, especially in the oil and gas and security and defence sectors. "Though this differs in varying degrees from country to country, we are seeing a lot of movement and direct action from these sectors. This comes as a result of strong directives from governments to make public sector services accessible to residents and its citizens, as well as visitors, across all platforms," says Said Akar. With 2020 and 2022 initiatives from UAE and Qatar (respectively), VCE is working with various ministries, especially in the GCC countries, to ensure that these directives are fulfilled in a timely, cost efficient manner.

Rohit Aggarwal, CEO and founder of Koenig says, "Free trade zones have played a key role in the move to develop a more customer centric outlook and in positioning their respective brands across potential and existing clients. Koenig, which is a part of the DCCA, has remained steadfast in its commitment towards nurturing excellent relations with all free trade

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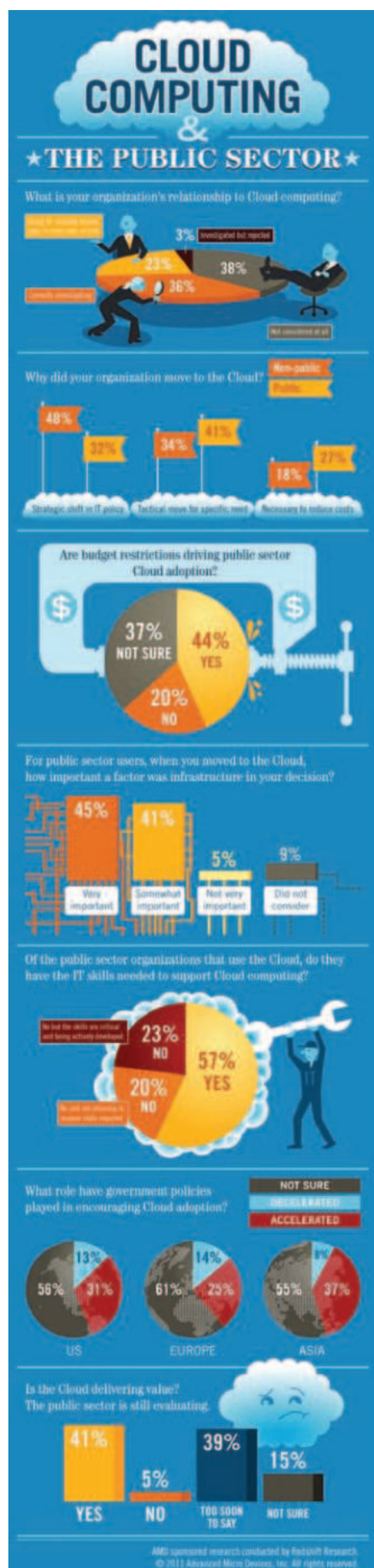
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**SAID AKAR,**  
REGIONAL DIRECTOR FOR  
TURKEY, EASTERN EUROPE,  
AFRICA, AND MIDDLE EAST AT  
VCE

*“Our portfolio is built for growth and helps to manage transformation through highly scalable and reliable systems”*



**GLEN OGDEN**  
REGIONAL SALES DIRECTOR MIDDLE  
EAST, A10 NETWORKS

*“We have seen a huge investment from government in security and undoubtedly this will continue.”*

zones by training employees and helping them enhance their IT skill sets and also investing time in participating in key discussions commissioned by the free trade ones. This complements the DCCA's aim of achieving overall creative development and the promotion of best practices.

### KEY SOLUTIONS AT A GLANCE

A10 has a solution called SSL Insight which is part of the A10 Networks Thunder Application Delivery Controller (ADC) product line. This is very targeted towards the public sector. Malicious users leverage SSL encryption to conceal their exploits.

A10 Networks' Thunder Threat Protection Systems (TPS) which provides high-performance (upto 2 Gb/sec), network-wide protection against distributed denial of service (DDoS) attacks, and enables service availability against a variety of volumetric, protocol, resource and more sophisticated application attacks.

VCE's proprietary software, Vision Intelligent Operations, ensures that the entire system can be managed as a single resource. VCE also helps its customers to keep their infrastructure up to date with the latest patches and security updates

through its Release Certification Matrix (RCM) which validates all the updates and patches from the technology vendors before releasing them to its customers.

### EXPLORING THE 'OILY' BUSINESS

According to reports, at 4.4 per cent, non-oil growth remains the driver of the UAE's economy, as the IMF projects oil sector growth of 0.4 per cent this year. Though the slackening oil prices are forecasted to have less impact on the overall growth, but it may affect the government budgets and spending— hence it would be very vital for the government organizations to adopt cost effective technologies. VCE is increasingly working with businesses to re-platform their applications from legacy and proprietary systems which are costly to manage and maintain to a more agile and scalable IT infrastructure. “VCE has been working with parent company, EMC, to provide consultancy to make it easier for businesses to transform and transition to the new systems” says Said.

In recent years, the Industrial Control Systems (ICS), upon which much of our critical infrastructure and manufacturing industry depends, have

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SOLUTIONS MARKETING, EMEA AND  
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*"Fortinet provides a complete security layer and rugged firewalls built to withstand extreme environmental conditions."*



**ROHIT AGGARWAL,**  
CEO AND FOUNDER OF KOENIG  
SOLUTIONS LIMITED

*"What is truly needed at the moment is to place strong focus on implementable learning and avoid going through the traditional system of training."*

come under increasingly frequent and sophisticated cyber-attack. "Fortinet provides a complete security layer for ICS/SCADA that includes ICS-/SCADA-aware protection for specific protocols and ICS manufacturers, application level security appliances and rugged firewalls built to withstand extreme environmental conditions," says Ronen Shpirer, Manager, Solutions Marketing, EMEA and APAC, Fortinet. Over the years, Koenig has had vast experience in providing key training solutions for the oil and gas sector. "In fact, we have worked with companies based in Dubai and Abu Dhabi, which also includes sister concern companies that are also part of the group," says Rohit.

### ADOPTING THE CLOUD

Glen says, "However it is very typical now that where public sector wishes to deploy cloud based solutions, they will go for a private cloud architecture as it guarantees the validity and security of their data and that data is not passing borders or is outside of a network that they don't fully trust."

"When it comes to the hybrid or private cloud adoption by public sector organisations it's a journey that will continue to progress as we see more and more organisations leverage the benefits of cloud infrastructure, to meet their wider business needs," adds Said.

The emergence of the cloud has brought about many opportunities and possibilities for today's global industries—driving in increased productivity and improved efficiencies across operations of businesses. With its rapid evolution in play, Koenig has seen an increased demand for trainings focused on cloud computing from public sector organizations.

### FINALLY...

The Middle East government is increasingly investing in technology. A leading example of this being, KSA joining as the official sponsor of GITEX 2015. Lately, the government has been opening up for managed services and opting for hybrid clouds, which would definitely go a long way. Public sector entities in these emirates have implemented best of breed technologies in every single area and we have been seeing many public private partnerships of late for boosting IoT, smart city initiatives and many more. Security, above all, would be the key aspect to look into for the government sectors, given the global strides that the region is about to undertake.

The public sector doors are open, the private sector opportunities are immense, the leading players are buckled-up! What is next? ➔

## VCE

Rapid deployment of critical industry applications, such as Geological and Geophysical (G&G), for upstream interpretation and pipeline operations to manage integrated operation centers in the midstream—shrinking what used to take months down to days

Applications deployed on VCE converged infrastructure are operational four times faster than the traditional component-based approach. This enables G&G application users to quickly begin performing interpretation and modelling project activities with the appropriate performance configuration right from the factory with 96% less downtime per year.

Vblock Systems also enable the execution of agile analytic solutions, which provide timely insights to help improve efficiencies in areas, such as drilling operations. The systems also dramatically reduce non-productive time (NPT) through advanced predictive maintenance, field logistics optimisation, and overall asset operation efficiency.



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OMA EMIRATES

# Loyalty Programs A Step Ahead

OMA Emirates Creates a Multi Redemption 'Bazaar' a Market Place Solution for Value Addition in Customer Loyalty Programs



■ WORDS: NIRANJ SANGAL,  
GROUP CEO, OMA EMIRATES - SOLUTION GULF

Businesses across globe strive to offer their customers loyalty programs to engage them for higher profit. To keep customers engaged with greater consumer experience and value, OMA Emirates has introduced a new Market Place Solution 'Bazaar' that increases the opportunities for loyalty programs and allows them to go beyond the standard models available. It enables businesses across a range of verticals to provide numerous benefits for customers as well as for themselves. The greatest advantage being that customers can avail of their points across multiple outlets including airlines, supermarkets, entertainment, etc, and are not restricted to redeeming points within the same store or chain of stores.

The solution is based on the strong OMA Retail Suite which represents an ecosystem of web portals and Windows, Android application, a fully automated ERP system and one that is highly scalable for future requirements. Combined with the company's experience in payment systems, the loyalty solution adds to the suite of solutions allows both merchants and consumers to benefit from this platform. By introducing a low cost loyalty solution for smaller merchants, they can allow their consumers to be a part of this ecosystem.

A common branded card, 'Benefits Beyond' can be branded by any store for their customers. A major advantage of this card is that it has an e-purse wallet (prepaid) that allows the consumers to add money to the wallet and use along with loyalty points on real time. OMA Emirates

today has a network of over 10000 POS terminals that will be a part of this ecosystem in phase one. This enables consumers to reap the benefits for redemption and accruals of point gained with every purchase done on this platform. In future the same loyalty cards are expected to also be used in other countries.

The loyalty program covers a 360-degree system where OMA Emirates begins with a researched program strategy, application development, CRM integration, database management and analytics, along with providing a skilled



program team. Beyond that, the company also creates customer communication platforms and campaign management solutions that will enable the loyalty programs to be more successful. Many of these components are also supported with modern mobile management systems to ensure deeper penetration and greater effectiveness.

The platform allows consumers to use accumulated points for paying fines, parking, utilities payments etc. It is also an open platform that allows any financial institution, government

or retail company to be associated with the program. This allows them to increase their portfolio over larger markets and points of acceptance. The solution has features like Partner management, Program management, etc. that not only allows merchants, but also offers these merchants the option to extend the platform to their partners who can benefit from the solution.

OMA Emirates already has a track record of card creation and is capable of supplying customized cards for loyalty programs. They are available with features that include, SmartCard, Magnetic Stripe, barcode as well Contactless cards with a special area that can be made available for businesses to brand their cards. Simultaneously OMA Emirates is capable of providing additional service of personalizing the cards for customers if required by the business or doing transaction processing for any merchant in case they want to take a step forward in up-scaling their programs for their consumers.

The Market Place Solution 'Bazaar' is built on the OMA Emirates network of terminals deployed in the market. This helps deeper penetration of the loyalty program where redemption of points can be done on any of these terminals. It also provides smaller outlets to start their own programs for future gain. Another highlight of the solution is that it can be made available to large customers who can then extend the inclusion and benefits to their channel partners as well. And lastly, the solution as a whole can be utilized to being a standalone loyalty program such as a bank loyalty initiative. ➔



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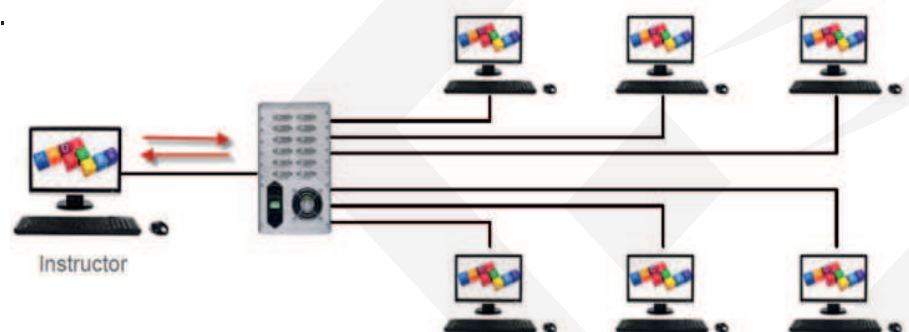
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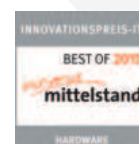
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20, September 2015, Armani Hotel, Burj Khalifa

# Future Put on a Roundtable

Enterprise Channels MEA put a crystal ball on its recently organized roundtable and read the future of the Converged Infrastructure in the MEA region. Setting up a roundtable of 'Future', EC MEA welcomed all the IT decision makers, CIOs, CTOs, CFOs from across the verticals to be a part of this and evaluate the penetration of CI in this market and the success that it has tasted so far.

■ WORDS: ANUSHREE DIXIT <ANUSHREE@ACCENTINFOMEDIA.COM>

**O**n very rare occasions future tip toes on a roundtable. On the Converged Infrastructure Redefined Roundtable.... It actually did! Held at the Armani Hotel, Burj Khalifa, the roundtable was attended by IT decision makers from Banking, finance, government, construction, retail and property groups. Mr. Sanjay Mohapatra, Editor of Enterprise Channels MEA welcomed the delegates and underlined the crucial roles played by the government organizations in revamping the infrastructural capabilities of the region. As the moderator of the event, he took the audience through a small journey into the infrastructure world in the MEA and prompted on the key factors of IoT, Big Data, Cloud etc that would be playing a pivotal role in the next gen data centers. The IT Heads explored the various challenges and opportunities that they see in their respective organizations and what they look forward to induce into their IT infrastructure- being the change makers in the organization. As an enabling platform for private and public cloud computing services, including IaaS, PaaS, SaaS etc, CI is here to stay!

Being the Numero uno in market share and

Gartner MQ positioning, with 96% customer support, more than 50% YoY growth in past 6 quarters, VCE addressed the various pivotal and pressing challenges faced by IT senior decision makers in creating organisational strategy and design of on-premise data centres; repercussions of IT and Network transformation on data centre design and architecture; how to manage the performance, efficiency and resilience of the critical environment; and how to make effective global IT infrastructure sourcing decisions.

Powered by VCE, the roundtable put forth the key roles and crucial contributions of Big data, IoT, and cloud computing, all leading to the deep impact that it has on the next generation data center. Key focus was given to interesting topics on board like, Digital business, Sensors, Robots, Enterprise automation etc.

"Every Business is digital business.

Today IT is no more a department that assists CFOs to cut cost. IT is at the centre of all business opportunity". According to Tom, a great number of business would be defined and redefined by Digital business and the result of the digital business is that competition is coming from all over.

Taking the course of conversation to big data, Tom said the sensors are a very vital part of big data.

To put across some interesting statistics on sensors from DATAFLOQ, The Wireless World Research organisation predicts 7 trillion sensors by 2017.

The Central Nervous System for the Earth (CeNSE), which is developed by HP and Shell, is predicted to reach 1 trillion sensors by 2020. IDC predicts that data usage will grow to 40 zettabytes in 2020. IBM predicts that the emergence of sensors for context-aware computing will grow to a trillion sensors by 2015. Cisco believes that by 2020, the Internet of Things will drive a \$ 14 trillion business

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## TOM O'REILLY CTO, AFRICA AND ME, VCE

*"Every Business is digital business. Today IT is no more a department that assists CFOs to cut cost. IT is at the centre of all business opportunity".*

worldwide. Sensors would be ruling our lives like none another in the coming future. "Sensor is the key to big data, because big data is all about finding something you want to measure and monitor that when you have that information in real time it will create a value for your organization,"

Moving on to the significance of cloud in the next gen data center, Tom said that "Cloud is the key.. for application transformation, infrastructure transformation, and operating model transformation. Align workloads with most suitable cloud model and empower them for mobile and big data solutions. Build a cost efficient, agile and infrastructure to enable private and hybrid cloud and package and orchestra services for agile IT operations and convenient consumption."

He explained how VCE VSCALE Architecture

enables an industry shift to converged infrastructure products. "Today enterprise automation doesn't really have a home and looking at the way the organizations are moving, the c level executives may or may not believe that it belongs to the IT". He stressed on the important role of CIOs in making the organization believe that enterprise automation is the right place to be, now. As the next gen organizations would be defined by apps and automations, The VCE Vscale architecture enables organizations to flexibly apply resources to changing application needs.

Marking an end to the event, Sanjay said that, the private sectors have to be the torchbearer in bringing this change and they need to invest on the infrastructure to be more vibrant and relevant to the market. ➤



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## Blending IT with Well Being

CSC IS A SAUDI COMPANY SPECIALIZED IN DESIGNING, DEVELOPING AND IMPLEMENTING E HEALTH, E COMMERCE, BUSINESS INTELLIGENCE, BIG DATA AND MOBILE APPLICATIONS. CSC HAS DEVELOPED SIX VERSIONS OF COMPREHENSIVE SOLUTIONS SINCE 1995 WITH ASSISTANCE OF EXPERIENCED CERTIFIED SAUDI ACADEMICIANS. COMPREHENSIVE CLOUD SOLUTION WAS DEVELOPED IN 2012. CSC SOLUTIONS ARE BEING WIDELY USED IN KSA, KOSOVO, SUDAN, AND YEMEN.

### What is your opinion of the Cloud? How would you rate the adoption of cloud services in KSA?

Cloud solution is the future of the services provided by government and businesses. The technology adoption is taking time in Saudi market as happens with the adoption of any new technology. However, the rate of cloud adoption by the government services is faster than in the

private sector.

### Which cloud do you vouch for -Public, Private or Hybrid and why?

We provide e-Health services and e-Commerce services and the business intelligence for in-premises, public cloud and hybrid cloud in which the customers provide some of their services to the public and the remaining to the private

organizations. The solutions are customizable according to the business needs.

### How have you been catering to the overriding demands of the public and private health sectors in the region?

Healthcare services are costly, complex and demanding. On top of that, there's the issue associated with the big loss accounted by expired drugs, chemical reagents and insurance rejections, especially if those not managed properly and precisely. Big organizations with huge budgets manage to acquire advanced American solutions, which take time to customize and localize. On the other hand, Comprehensive Cloud solutions come with complete functionality and features, are bug free, low priced and reduce costs of running operating and maintaining. As the solutions are developed locally, so the need for the localization is not required. The development of 6 versions of healthcare solution over 20 years have enriched the features and the user experience and users' acceptance. The solutions support Arabic, English and French languages.

The cost of the development and the implementation of the comprehensive cloud solution is far less than the implementation of the American Healthcare solutions.

### What new services do you have in the pipeline?

Smart solution for the smart devices; business intelligence and the decision support solutions; big data analysis and mobile solutions

### What is your take on the BI market in KSA? How far has BI been implemented in your organization?

Unfortunately, the public and the private health sector has not been utilizing the Business Intelligence to the maximum. Some hospitals have been using e health solutions since 1999; however, up to date they are not using BI. I think the management at the helm is unaware of the importance of BI.

### Who are the key partners that you are working with in the region?

We are partnering with Microsoft Arabia Company here in Saudi Arabia. As one of the main solution and technology leaders, they provide us with the tools we need for our development. We have partnered with Hardware distributors too.

**CSC Headquarter is located in Riyadh Tel: 920000865. sale@csc.net.sa www.csc.net.sa.**









**SAMEH  
SABRY,**

ASSOCIATE VICE PRESIDENT AT  
SPIRE SOLUTIONS

## Setting New Standards in Complex Market

SPIRE SOLUTIONS' FAST GROWTH IS DIRECTLY RELATED TO THEIR DEDICATED TEAM OF EXPERTS AND STATE OF THE ART CUSTOMER SERVICE. TODAY, AS A WELL-ESTABLISHED INFORMATION SECURITY FIRM, THEY PRIDE THEMSELVES FOR THEIR IMPRESSIVE PORTFOLIO OF LOYAL CLIENTS WHO DEPEND ON THEM TO WORK IN A SECURE IT ENVIRONMENT. THEIR VALUED CLIENTS KNOW THAT THEY CAN RELY ON THEM TO INCREASE THEIR PRODUCTIVITY AND DELIVER HIGHER PERFORMANCE FASTER, MORE EFFICIENTLY AND AT LOWER COSTS.

### How have Q1 and Q2 been for Spire Solutions?

Q1, Q2 and Q3 have been very busy; we have acquired a lot of new clients, while also participating across a number of roadshows and events, and won a number of coveted accolades.

### Where do you see the region trending towards in the security

### domain? What are the top 3 key challenges that still need to be addressed?

We believe that some of the top line challenges in this region include the following:

1. Increase of number of threats and incidents at an unprecedented rate.
2. Lack of adequate number of skilled talent. Demand is much higher than supply

3. Alert fatigue, a lot of technologies, alerts and noise – same number of engineers and analysts.

### How can companies effectively plan and mitigate risks, threats and attacks?

Companies can plan around their risks and attacks through the Orchestration and Automation methodologies.

Companies need to automate and orchestrate their manual process when it comes to their incident response methodology. They can start by, at the very minimum, automating the response to the high frequency – low impact threats so that their Security Experts can focus on solving actual problems.

### Do you have any training programs for your partners that create awareness for advanced threats detection?

One of the greatest threats to information security could actually come from within an organization. Inside 'attacks' have been noted to be some of the most dangerous since these people are already quite familiar with the security infrastructure.

It is not always disgruntled workers and corporate spies who are a threat, often, it is the non-malicious, uninformed employee who poses a large threat.

### The market has moved on from being product centric to solutions, and now it is inclining more to the services domain. How do you define your services space?

Products and solutions will always be part of the security framework. However, apart from services related to products and solutions there is a big demand for high quality service providers that can tie all these products and solutions to work as well-tuned orchestra. This is one of our biggest strengths.

### Are you planning any new additions to your portfolio?

Yes, in fact, we are known to be very selective when it comes to what we add to our portfolio and what we represent from technologies in our region. Our focus has been always to bring ground-breaking technologies that aim at solving customer challenges and not add to it.

We are currently in the phase of signing up with a few new, cutting-edge technology companies in few months.

These will address the way security challenges are being managed today. ↩



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HELP AG

# Global Quality Requires Local Support

In Help AG, our Security Assistance Center, is the go-to department for the best talent and experienced security experts in the market. This truly makes the difference because it puts us in the driver seat to deliver what we promise.

Innovation and differentiation are fast becoming the top two business objectives for channel organizations in the Middle East. By and large, the community has managed to shed its image of being a collection of 'box pushers'. So much so that it is in fact hard to find a systems integrator or reseller that isn't dabbling in some sort of value addition service. The need for the supply of technology products has long since been replaced by a more pressing need for specialization and technical expertise!

While this has resulted in a welcome transition to value addition and the introduction of a host of professional services relating to the pre-sales, POC, design and implementation phases, there remains a critical area that a large portion of channel players tend to overlook. Support remains a key function for the channel to address.

## Benefits of Offering World Class Support

Since its establishment in the Middle East in 2004, Help AG has consistently posted double digit revenue growth. Any organization that hopes to build similar long term business relationships must adopt a 'cradle to the grave' solution selling model that includes a good deal of emphasis on post-implementation support.

A strong set of support capabilities also stands as worthy credentials to both customers as well as vendors. In a region where few vendors have sufficient locally-based technical resources, partners capable of stepping in and offering Level 1 and Level 2 support services on their behalf are far more likely to rise rapidly through the

vendor's partner ecosystem. As an example, Help AG is an authorized support partner to a number of vendors including Blue Coat Systems, Palo Alto Networks, Infoblox and F5 Networks. This has strengthened our partnerships with these vendors, and also enabled us to provide world class L1 and L2 support with quickest response times in the region on their behalf. Our proximity to customers means faster time to resolution and highly satisfied clients.

## Achieving Support Excellence

Channel players should strive to provide 24/7 in-region support services delivered by expertly enabled technical professionals who are certified

## WHY TRUST HELP AG ON SUPPORT?

The Help AG Security Assistance Centre has seen remarkable results through the years and its services are now rated by customers as being of a higher or equal quality as that of the principal vendors.

The team handles 95% of all cases directly within the organization without support from vendors-meaning faster resolution times for customers.

All members of the team are hands-on security experts fully certified on all the major vendor platforms offered and the Centre is one of the few in the region authorized to deliver Level 1 and Level 2 support on behalf of F5 Networks, Palo Alto Networks, Blue Coat, Infoblox, and Splunk.

The support centre saw the number of support tickets grow from 900 tickets in 2013 to 2,700 tickets in 2014.



■ WORDS: STEPHAN BERNER,  
MANAGING DIRECTOR AT HELP AG

on all the platforms that they are to support. The first hurdle to overcome is finding the necessary resources. While it might mean having to provide higher salaries, it is worth the investment to ensure you employ the right people. After all, the saying, 'If you pay peanuts, you get monkeys' holds true!

Once the right resources are in place, you must make them as readily and easily accessible to your customers as possible. The customer MUST receive a consistently high quality of service across each channel.

## Going the Extra Mile

We have found that one of the most convincing demonstrations of our support capabilities has been inviting customers to visit our locally based support center. Not just this, at Help AG, we have invested in a fully equipped lab environment with solutions from all our vendor partners. Besides serving as a demonstration area, the lab enables us to recreate the specific challenges that any of our customers may face.

In Help AG, our Security Assistance Center, is the go-to department for the best talent and experienced security experts in the market. This truly makes the difference because it puts us in the driver seat to deliver what we promise. It doesn't matter if the technical cases are considered to be basic or the most advanced, our support team by all means following professional policies and workflow procedures, will respond, recommend, and mitigate within the agreed SLAs. Happy customers mean happy Help AG. 🏠



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D-LINK

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■ WORDS: MR. SAKKEER HUSSAIN, SALES & MARKETING DIRECTOR AT D-LINK MEA.

For 29 years, D-Link has been creating complete, end-to-end networking solutions that deliver just that, and more. With a track record of product innovation and industry-beating growth, D-Link is today a billion-dollar company with the scale, the resources, the experience and the expertise that the world's most demanding businesses look for.

How has this been achieved? We make sure we stay really close to our customer's businesses and then, because our R&D resources are geared to fast-track product development, we provide them with early access to the most advanced solutions possible.

It all adds up to state-of-the-art solutions that will really work for your business – D-Link's switching, wireless, security, surveillance, storage and management solutions deliver best-in-class performance. We offer standardized technology with industry leading functionality integrated into highly flexible, highly reliable and highly secure solutions that are easy to implement, at a price you can afford. Who could ask for more?

## KEY SOLUTIONS

D-Link is a global leader in providing network connectivity solutions for a range of businesses. From the beginning D-Link engineers have


researched, designed and manufactured innovative, standards-based networking solutions that provide our customers with secure, reliable, easy to manage high-performance networks. We sell our state-of-the-art hardware at the best prices and even though price may be deciding factor for many new customers, D-Link's innovation, reliability and service keep them loyal year after year.

## VIDEO SURVEILLANCE

The security of your business is at risk if there is no surveillance or monitoring system in place to protect your assets. Choosing to implement video surveillance brings many advantages, not least of which is that in most cases you can utilize your existing data network infrastructure to

maximize investment. Digital video surveillance not only provides all of the superior functionality of an effective analogue CCTV offering, but adds several key benefits, such as increased accessibility, real-time alerts, unlimited video storage, secure image distribution and superior cost benefits, not to mention, of course, the peace of mind that comes with knowing your business premises are being monitored 24/7. Products under this category include IP cameras, network video recorders and video encoders. Many of D-Link's IP cameras are PoE-equipped, making installation simpler and more cost-effective when used in conjunction with PoE-capable switches, and there are plenty in the range that are wireless, again simplifying location positioning.

## WHAT IS MYDLINK?

mydlink is a cloud-based platform that maintains a live link between your router via the Internet and your mydlink smartphone/tablet app, so that you can always be in control, wherever you are and whenever you want. Whether you want to access, control, monitor or automate, there is a mydlink product, and supporting smartphone or tablet app, to help you. Just look for the mydlink logo... 



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PURE STORAGE

# Transform Your Storage In A 'Flash'

In the decade ahead, flash memory will push hard drives out of the latency path of performance intensive applications.

Solid-state flash has arguably been the biggest disruption to hit storage since the original advent of shared storage arrays. Today's storage is collectively carrying the baggage of decades of specialization to spinning hard drives. Flash storage is a lot more affordable and plug-and-play compatible, making it an excellent solution for companies of any size. In the decade ahead, flash memory will push hard drives out of the latency path of performance intensive applications. In fact, according to Gartner's June 2015 Magic Quadrant for Solid-State Arrays report, by 2019, the solid state array (SSA) market is expected to grow approximately five times in revenue from the \$1.43 billion in 2014. Moreover, by 2020, the percentage of data centers that will use only SSAs for primary data, instead of hybrid arrays, will increase from approximately 0% today to 25%.

By unshackling your applications and data from mechanical disk, you can achieve realtime analytics, richer OLTP, virtualization of performance-intensive applications, greater consolidation or any combination thereof. Here are some of the key reasons to make the switch to flash storage:

## Improved application performance

One of the greatest benefits of all-flash storage is performance. Flash easily delivers 10X the performance of hard disk drives, allowing you to accelerate your applications whether that is processing more data transactions per second or dramatically reducing the time required to run batch processes. This in turn leads to increased performance and a competitive advantage for the business. For example, all-flash storage is:

- Helping hospitals improve healthcare services, enabling doctors to focus on patient care;
- Making manufacturers more productive, enabling advanced yield analytics and real-time supplier integration;

- Driving disruption of traditional education, offering more immersive and responsive online learning experiences to students;

- Helping e-commerce companies improve conversion rates and reduce abandoned shopping carts;

- Enabling financial services providers to build complex analytical models in minutes instead of days or hours;

## More Affordable

One of the biggest roadblocks to widespread adoption of flash was the cost – traditionally, the price of flash was about \$30-100/GB as opposed to the \$5/GB for disk based storage. As a result, it was only the large companies that could afford flash. However, thanks to the use of consumer grade MLC flash in combination with advanced software to process enterprise workloads, today, flash storage costs about the same if not less than traditional disk storage, making it a viable option for SMEs too.

## Responsiveness for a digital economy

The real advantage of flash storage is consistent sub-millisecond latency, making every application more responsive. So although most IT environments and applications will benefit from an all-flash storage array, it will be those that require high performance and low latency that will see the biggest improvement in their operations. Virtualised servers and virtual desktop environments require high performance despite very randomised workloads, which an all-flash environment is the perfect solution for.

## Operational simplicity

Flash can greatly simplify application administration and storage operations by significantly reducing, and in many cases eliminating, configuration tuning and tweaking. Adopters of flash



■ WORDS: **MOHAMMAD DUALEH**,  
REGIONAL SALES MANAGER - MENA

reclaim hours of staff time that can be reinvested and applied to strategic initiatives that advance the business.

## Accelerate next-gen initiatives

CIOs seek to gain a competitive advantage with initiatives that often include security, mobile, big data analytics, and the Internet of Things. Flash provides the foundation that ensures next-gen initiatives will run as well in production as they do during the pilot and testing phases.

## Data center efficiency

Flash consumes a fraction of the power and rack space compared to disk storage. By adopting flash, data centers achieve resource efficiencies that allow them to host more IT services and store more data well into the future. Moreover, today's storage arrays are a 5-year investment including commissioning, use and migration at end of life. Moore's Law is driving exponential increases in workloads so the storage being deployed today needs to be able to sustain workloads from servers and applications in 2020. Existing disk-based technology will not be able to meet that future requirement for capacity, power consumption or performance. Flash is the only existing technology that can do this.

All-flash storage is a next generation infrastructure technology that can provide a competitive advantage for your entire company – it has the potential to unlock a new level of employee productivity and accelerate your business by reducing the amount of time spent waiting for databases and applications. The performance and efficiency of flash storage makes it ideal for simplifying today's IT challenges and provides the highest level of assurance with IT modernization initiatives - including cloud, mobile, big data analytics or the Internet of Things. ➤

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LEENNA JAYA CHAANDRAN,

CONSULTING PARTNER, GENOME CONSULTANTS - A MIDDLE EAST PARTNER (MHI GLOBAL)

## Genome- Everything begins with the customer

MHI GLOBAL HELPS COMPANIES AND THEIR BUSINESS LEADERS AROUND THE WORLD TO BUILD AND SUSTAIN CUSTOMER-FOCUSED, HIGH-PERFORMANCE ORGANIZATIONS TO DRIVE PROFITABLE REVENUE AND PREDICTABLE TOP-LINE GROWTH DRAWING FROM OUR PROVEN METHODOLOGIES THAT DELIVER MEASURABLE RESULTS. GENOME CONSULTANTS, ME PARTNER WITH MHI GLOBAL BRINGS TO THE TABLE A HOLISTIC FRAMEWORK FOR CUSTOMER-MANAGEMENT EXCELLENCE. LEENNA JAYACHAANDRAN - CONSULTING PARTNER, GENOME CONSULTANTS - A ME PARTNER (MHI GLOBAL) TALKS TO EC MEA ABOUT HOW THEY BRING TO THE TABLE GAME-CHANGING INSIGHTS TO SALES PERFORMANCE, CUSTOMER EXPERIENCE, LEADERSHIP & MANAGEMENT.

### Why MHI Global & Genome?

We have a synergy in our approach and thoughts with MHI global. Genome also believes that 'Everything begins with the customer.' MHI applies proven methodologies processes, and tools that solve real-world challenges. When everything begins with the customer, this means that in order for our strategies to be successful, they have to be based on the customer's perspec-

tive. No exceptions. The programs are customized keeping in mind to identify the challenges/issues the customers' face during their regular course of business

### Are these programs industry specific?

No, these programs are not industry specific. We know that collaboration and relationships –

whether internally or with the customer – make or break the success of a business, this scenario applies to all industry vertical. These programs are global, consistent, scalable, end-to-end customer solutions across industries. The buying behavior is different in different industry and we also understand that this buying behavior does not change overnight. It shifts in a series of iterations that evolve over time and are unique to each customer. MHI Global programs allows the sales person irrespective of whichever industry he/she is from, in providing a perspective o

### How is MHI Global program different from many of the sales trainings we see in the market?

For over 30 years, Miller Heiman has trained over 1,500,000 Sales Professionals in over 30,000 client engagements. This emphasis the effectiveness of the programs MHI Global offers. The programs alter your thinking and help you learn the techniques which can be applied in the real world scenario. The workshops hosted help sales leaders and sales professionals stay ahead of the curve on important issues and trends that affect sales performance and productivity. The workshops brings together groups of professionals to help develop sales strategies, process and skills to win complex opportunities, protect and manage strategic accounts, sell compelling solutions, and influence customers to win more business.

### We have heard of MHI Research. How does this help your clients and what is the take away for them?

MHI Research institute a division of MHI Global, is a research organization dedicated to improving the performance and productivity of complex B2B sales organizations. MHI has gone through extensive research into the best practices, strategies and decision frameworks that drive world-class sales performance. MHI helps sales leaders develop and hone sales strategies to improve sales performances. To provide strategic support to the clients, they publish thought –leading research, conduct World –Class sales Performance studies and offer members customized insight into their strategic issues

We as Genome Consultants (A MHI Global Middle East Partner) help clients to access information from the best practices of MHI Global because we believe that 'everything starts with the customer'. If you don't change, your competition will and sales is not about professional order taking, it is all about bringing that value to the customer and to provide value, you need to understand what your client is trying to accomplish.





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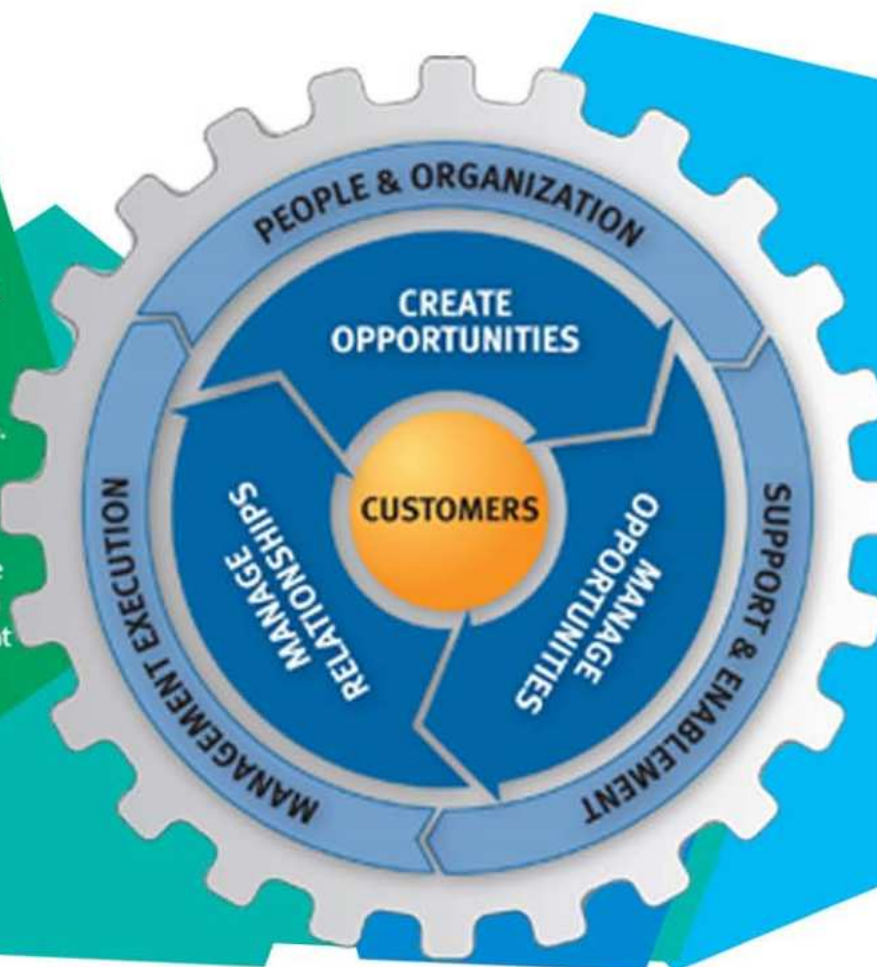
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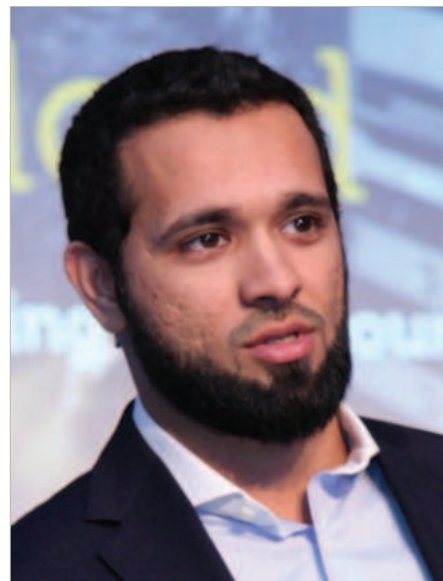


Leenna Jayachaandran -  
Consulting Partner

DELL

# Is Your Business Future Ready?

Complexity is antithetical to the objectives of information technology, it inhibits your ability to make changes, to introduce new capabilities and to pursue business opportunities. It actually reduces productivity. Organizations with this level of complexity are literally unable to evolve. They cannot adopt new technologies, like cloud, mobile, or big data. They stagnate.



■ WORDS: SHAMS HASAN,  
ENTERPRISE PRODUCT MANAGER, DELL

Today, more than ever, technology is critical to driving business results, finding and capturing scarce resources, optimizing operations, and innovating for a better tomorrow. Business and technology leaders look to make responsible technology investments whilst ensuring their businesses are Future-Ready. The very purpose of information technology is to enable enterprises to achieve their business goals, by increasing productivity and enabling innovation. Yet for decades, organizations big and small have been forced to adopt technology solutions that limit their flexibility, lock them into proprietary technology, and burden them with enormous ongoing maintenance costs.

## How did we come to accept so little of our enterprise technology?

The lost opportunities are quantifiable: The Dell 2014 Global Technology Adoption Index, a survey of more than 2,000 global organizations, shows a direct relationship between growth and the use of cloud and big data. More than 70 percent of those organizations using cloud experienced 6 percent growth or more in the last three years. This is in sharp contrast

with companies not using cloud, where just 24 percent have growth rates of 6 percent or more, and 37 percent experienced either zero or negative growth.

The average three-year growth rate (14 percent) for those organizations most effective in leveraging big data is almost twice as high as that of organizations least effective in using big data (8 percent). Yet many companies hesitate to introduce these new capabilities into their operations, for fear of compounding their cost and complexity, or due to security concerns.

## There is a better way.

The future-ready enterprise is committed to long-term thinking and takes a disciplined approach to IT decision-making. All of the tools we need to accomplish this vision exist today. The real challenge is for organizations to change their perspectives a bit and remove the shackles of inflexible, proprietary systems, and start on the path to becoming future-ready.

## And we've seen successes right here close to home.

As businesses mature in their digital journeys they are trying to mine and analyze big data to gener-

ate greater business insights – in the fields, with the workforce, and with customers.

## Anyone can kick-start their journey to Future-Ready!

There are many cultural and operational changes that make up this approach, and that's why it's relevant not only for IT leaders but for all leaders who are responsible for delivering business results.

### 1: Invest in simplicity

Simplifying means actively, aggressively understanding the value of existing systems. Ultimately, it also means transitioning off of rigid, aging, proprietary systems that require expensive specialists to manage and maintain.

### 2: Embrace open standards

We believe that technology vendors should differentiate themselves by the innovation they build on top of standards. That way, customers are assured compatibility between the solutions they buy today and tomorrow.

### 3: Think software first

It is software – more than any other aspect of IT – that allows for flexibility and agility in IT systems.

### 4: Build end-to-end security

Business leaders should partner with vendors who can provide solutions that protect the entire IT

landscape not just address a specific security concern – in the long-term this complicates and fragments the security environment. .

## 5: Modernize and automate

Migrating onto more modern systems reduces cost, improves agility and lays the foundation for the future.

## Better technology, better business.

More than ever, technology is critical to driving business results. Dell solutions are designed from the beginning to be future-ready. They're based on open standards, and they're modular and easily scalable to give your organization the flexibility and agility it needs to capitalize on every opportunity – even the ones that don't exist yet. And we've done it all without locking our customers into proprietary technology. We want our customers to be successful. That means delivering open solutions that can change along with their needs and create new opportunities to help them meet their business goals.

This is what we mean by building a future-ready enterprise, and we believe it is the only sustainable approach to enterprise IT. So ... is your business future-ready?! ➔



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CISCO

# Security is a People Problem, Training is the Solution

Enterprises in the Middle East must be committed to keeping their IT security staff highly trained on the current threat landscape and advanced approaches to security.



■ WORDS: **ANTHONY PERRIDGE**,  
SECURITY SALES DIRECTOR, CISCO

Nearly 200 years ago Horace Mann stated what has become a commonly held belief: education is the great equalizer. Yet education tends to get put on the back burner relative to security. There is no denying that security is just as much, if not more so, a people problem.

There are multiple aspects to the people problem. First, end users in the Middle East are easy targets; attackers are compromising their systems and gaining access to corporate networks and digital assets using techniques like:

- “Watering hole” attacks targeting specific industry-related websites to deliver malware
- Malvertising attacks which infect victims in the course of their normal Internet browsing, without even clicking on the advertisement
- Spam emails incorporating social-engineering techniques so that they appear to be sent by well-known companies or other ‘trusted’ sources but contain links to malicious sites
- Third-party applications laced with malware and downloaded from popular online marketplaces

Second, users often see security is an inhibitor to getting their job

done.

Third, there’s an aspect to the people problem that’s associated with defenders. According to the Cisco 2014 Annual Security Report, there will be a shortage of more than a million security professionals across the globe. The sophistication of the technology and tactics used by online criminals have outpaced the ability of IT and security professionals to address these threats and most organizations do not have the people or the systems to continuously monitor extended networks and detect infiltrations, and then apply protections, in a timely and effective manner.

To address these weak links we, in the Middle East, need to consider training at all levels and across the organization.

First, we need to continuously educate users on safe habits to ensure they know how to recognize and cease to click on potential malware. According to the Cisco Middle East ICT Security Study, 65 percent of employees do not understand the security risks of using personal devices to the workplace. Raising awareness and offering simple suggestions such as hovering over a link without clicking to view the intended URL,

or not opening attachments you didn’t request, as well as empowering them with access to channels and processes designed to ensure timely assistance when something is wrong can go a long way in the fight against cyber-attacks.

Second, security leaders and business leaders in the Middle East must learn how to work together to operationalize security. Security assessments reveal that the root cause of many security problems is a lack of operational maturity or capabilities. As security becomes more of a strategic risk there is a growing need to achieve security operations maturity by making security a highly standardized and measured business process, or set of processes, reviewed regularly to make sure strategic objectives are being met. This requires security and business leaders in the region understand how to engage in productive dialog to continuously assess and take action so that IT security resources are deployed in ways that avoid unacceptable risk and translate into business value.

Third, organizations in the Middle East must also be committed to keeping their IT security staff highly trained on the current threat landscape and advanced approaches

to security. Not only does this help increase security effectiveness, but it also helps engage and retain cyber security talent. On-going professional development with a specific focus on being able to identify an incident, know how to classify it, and how to contain and eliminate it will help keep security teams apprised of the latest techniques used by attackers. At the same time, training on evolving security technologies, like dynamic controls to see more, learn more, and adapt quickly, drive security operations maturity. Supplementing these controls with regular training and certifications gives security staff the opportunity to keep their credentials up to date, but also ensures that you are maximizing your security investments with a team that knows how to optimize these technologies

There are many different types of weak links in the systems and processes we use in the Middle East. Fortunately, there are also many different things we can do to reduce their number and effects. Rather than instinctively turning to technology first and foremost as the great equalizer, we must remember that security is a people problem and look to education as well. ➔



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HID

# Improved Security and the User Experience with Tap Authentication

Besides improving convenience, the tap authentication model takes advantage of the existing access control system to ensure a seamless user experience that can extend throughout the physical and IT access control infrastructure



■ WORDS: **TIM PHIPPS**,  
VP, PRODUCT MARKETING, IDENTITY ASSURANCE, HID  
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With the move to a mobile- and cloud-first world, corporate data has become increasingly difficult to protect. Employees' expectations have changed, too – the want to be able to access corporate cloud applications, data and services anywhere, at any time, using the device of their choice. This can potentially make networks significantly more vulnerable to security breaches. Reliance on passwords, alone, is not enough. Now, with the advent of a security model called “tap” authentication, it is possible to ensure control access to data with a much more convenient process, using the same ID card that controls access to a company's facilities.

With tap authentication, users simply tap their smart cards to laptops, tablets, phones and other NFC-enabled devices for easy and convenient access to network resources, cloud apps and web-based services. This quick tap of the card to a device is much easier and secure than passwords. It is faster and more seamless and convenient than dedicated hardware one-time passwords (OTPs), display cards or other physical devices. Perhaps most important for users, it offers

the convenience of being able to access data and cloud-based applications with the same card that opens doors.

## How Tap Authentication Works

Tap authentication enables authentication to multiple apps and services on multiple endpoint devices without having to recall and re-type additional codes and passwords. The process requires only three simple steps. First, users open a browser on their NFC-enabled device and then type the application URL they wish to access. Next, they enter their corporate username and password. Finally, they tap their access control card to the back of their NFC-enabled mobile device or tablet to provide the second authentication factor. The card can be “read” without needing to be physically inserted into a reader device.

Besides improving convenience, the tap authentication model takes advantage of the existing access control system to ensure a seamless user experience that can extend throughout the physical and IT access control infrastructure. By

centralizing identity and access management in this way, organizations can consolidate tasks and reduce ongoing operational costs, and also have the ability to very flexibly scale and adapt capabilities while realizing growing value for the organization.

## Deploying Tap Authentication

With a solid PACS foundation, organizations can also support many different access control applications on the same smart card – from access control for the parking lot, main door, or individual offices, to the new capability of tapping in and out of computer applications.

Today's tap authentication solutions are cloud-based and don't require any on-premises hardware to install or service contracts to maintain. IT deployment is a simple process of installing authentication system software and device apps, synchronizing users with the authentication cloud service, and notifying them when they can begin using the system. Organizations also have the option of deploying conventional card readers in areas where endpoints do

not have built-in NFC readers.

User authentication is one of five security layers that every organization should consider. The other layers include authenticating the device, protecting the browser, protecting the application, and finally authenticating the transaction with pattern-based intelligence for sensitive transactions. Implementing these layers requires an integrated, versatile authentication platform with real-time threat detection capabilities. This platform, combined with an anti-virus solution, provides the highest possible security against today's threats.

## Tapping in to the Future

Organizations are moving toward converged solutions. Tap authentication provides a key ingredient for achieving this objective, while at the same time delivering the convenience and simplicity of the tap experience. The system investments that are made today can be preserved over time as organizations grow, evolve, and continually improve their security capabilities to combat ever-changing threats to their facilities, information security, and information privacy. ➤



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# Effective Antidote to Information Explosion

Information archiving & management-  
Reducing Costs, Helping Compliance,  
Enhancing Data Availability



■ WORDS: VENKAT, BUSINESS HEAD - EIM PRACTICE, FINESSE

Most public sector organizations as well as other enterprises follow processes that involve documentation and information gathering as a part of their business. In the public sector, one of the biggest areas of concern is the information explosion with physical documents, emails, soft documents, information, forms, records and others. These data cannot be deleted or disposed of. This puts an additional responsibility on organizations and their agencies, not only for physical maintenance of these information, but with storage and accessibility at any point of time, security and ultimately the proper method of disposals at the end of the life cycle of that information. Similarly, enterprises and public sector organizations retain software applications beyond their life cycle since information, transactions, documents, voice recording, xml data, print streams and other types of structured and unstructured data and content would still be in usage currently and in years to come. Such accumulation of information often stretches the infrastructure capacity and costs towards servers, storage, application maintenance, database software, and operations. Regulatory mandates and internal

policies very often dictate how information is retained and remain accessible owing to privacy, security and legal preservation requirements. So what do enterprises do with such multitude of non active, but required information? Retaining this information in its source application is not an option as systems. Backing up data is only a temporary measure as it difficult to manage, access and often is not compliant. And deleting everything is definitely not an option. Organization spends millions of dollars to maintain legacy applications solely for their data. If a strategic approach is applied, solutions can be implemented which address specific data types or specific application; thus removing complexity. Furthermore, costs can be reduced if organizations optimize their IT environment by rationalizing application portfolios and decommissioning legacy systems. The savings enabled through such an approach will go a long way in transforming business. Archiving allows an organization to retain and preserve information for a specific period of time. It allows for proper management of information which cannot be deleted or changed. Thus privacy

is maintained by encrypting or masking sensitive information. All such information is easily available at any point of time for tracking, auditing or simple access. Information archiving should ideally work irrespective of any application and should ensure that the information that is archived is easily available, accessible and functional without a dependency on or need to refer to the source application which generated that information. It not only preserves and maintains valuable enterprise information; it allows a comprehensive view and long-term access to this information to authorized users within and outside the enterprise (customers and auditors are examples of authorized users outside the enterprise who are people other than those who created that information). Decommissioning applications and archiving go hand in hand. All information from the about to be decommissioned applications is moved to an unified Archive, it is verified to see what is actually needed, and that leaves for only removing the source system from service. These are achieved through a single system and integrated interface that allows enterprises to secure and

manage massive information in compliance with industry policies. All this helps the organization in reducing capital spend and operating expenses; strengthening the information management of an enterprise by optimizing structured and unstructured data and by enabling long term accessibility of archived data and from decommissioned applications; satisfies compliance and regulatory mandates. Globally, enterprises are evaluating a flexible approach to information archiving with a single efficient, versatile and scalable software solution which takes care of regulatory compliances and that works well with storage and security products, thus providing for a unified information management solution. Finesse provides a Unified IMS that include information archiving and decommissioning of applications as an integral part of their ECM portfolio. To explore how ECM can enhance the operations of an organization, connect with Venkat – Business Head – EIM Practice at Finesse or Megha Shastri, Senior ECM Pre-sales Consultant at Finesse or write to [info@finesseme.com](mailto:info@finesseme.com) 



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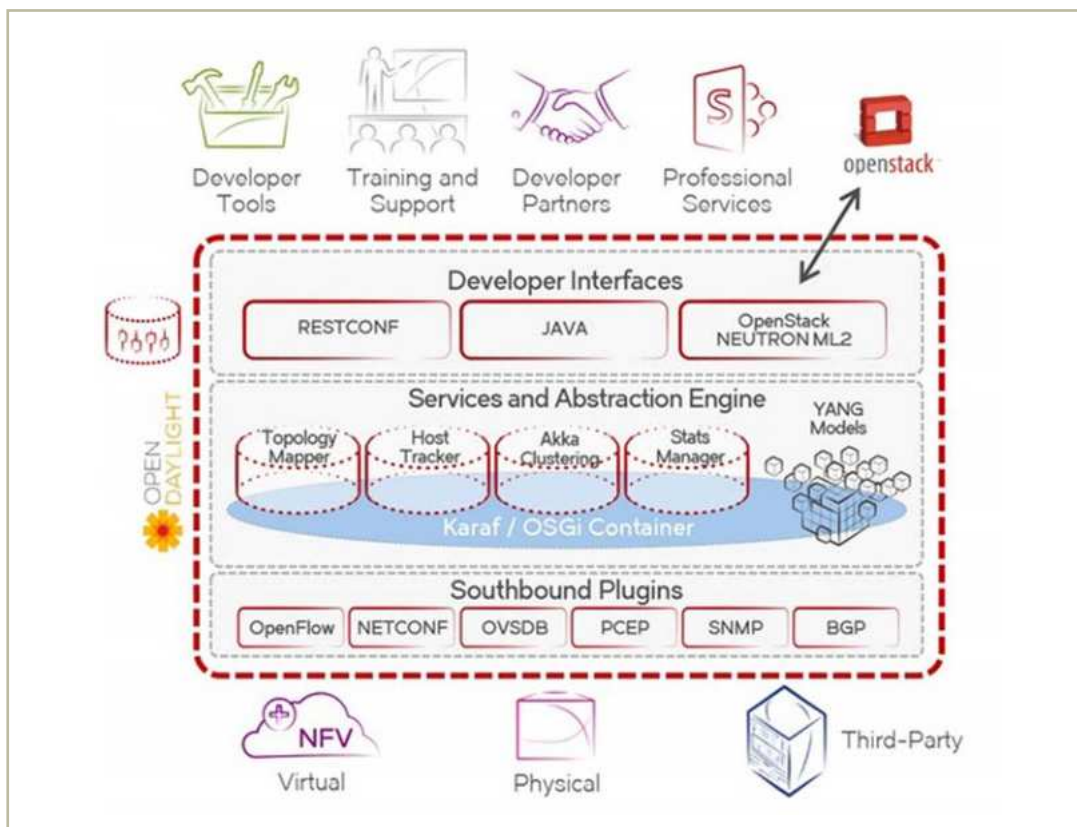
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