30 CHANNEL STARS
TO MEET AT GITEX 2015

The 2015 line-up of 'Channel Stars' praiseworthy of visiting during GITEX Technology Week features companies from the region's vendor, distributor and solution provider community. As any seasoned GITEX participant will know, planning is everything. Without a proper plan that helps you to recognise which channel organisations will be of interest to your business, the whole essence of participating at the region's biggest information and communication technology (ICT) exhibition can be an exercise in futility.

Channel Middle East has selected a few channel players it believes you should make a point of meeting when the Middle East's largest ICT trade fair kicks off later this month.

ORACLE

Business applications behemoth Oracle will participate at GITEX Technology Week 2015 with 'Journey to the Cloud' as its theme this year.

The Oracle Cloud Zone, Oracle VIP Hospitality Majlis, Ask the Oracle Expert Zone and Consulting meeting rooms will host discussion forums, product demonstrations and expert sessions to give visitors an insight into the latest Oracle public and private cloud offerings. Forty Oracle partners will also be actively involved at Oracle's exhibition area in Hall 5.

"Most businesspeople we speak to in the Middle East acknowledges that some part of their business has already been committed or will be committed to the cloud," said Dana Murugan, Oracle's senior director, marketing, Middle East and Africa. "We will use GITEX this year to take visitors on a journey, to help them identify the cloud solutions and opportunities that exist for their own business."

Organisations, he confirmed, are challenged by the shift in mindset that is often required when consuming SaaS, PaaS or IaaS. "Services and software delivered on the cloud have a transformational impact on business itself," added Murugan.
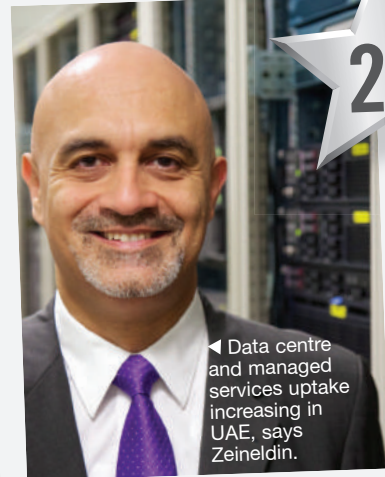
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▶ Murugan says Oracle will use GITEX this year to take visitors on a cloud journey.

Where to find them: **HALL 5**

EHDF

eHosting DataFort (eHDF) will be looking to capitalise on an expected 19.8% CAGR growth in the UAE's managed and data centre services market, through sharing its range of managed hosting, cloud infrastructure and disaster recovery services at GITEX Technology Week.

Yasser Zeineldin, CEO, eHosting DataFort said: "GITEX is a great networking platform to meet existing customers and build new relations. It draws many SMEs and large enterprises from around the region seeking IT solutions and our participation in the event allows us to share our latest service innovations with the market. The event also allows us to gain deeper insights into regional requirements, and we are definitely looking forward to yet another successful week at GITEX 2015."

The company will highlight the latest enhancements to its key services, including data centre upgrades, technology refresh and new network, security and storage technologies that augment and support existing services. Demonstrations and presentations on the stand will provide deeper understanding into these robust and reliable IT solutions.

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◀ Data centre and managed services uptake increasing in UAE, says Zeineldin.

Where to find them: **HALL 6**

SAP

SAP intends to highlight the role of the 'chief digital officer' at GITEX Technology Week.

The enterprise software giant said that the eigital economy and Internet of Things (IoT) era offers a potential $14.4trn in economic value by 2020, and the resulting shift in technology is creating a growing need for chief digital officers to drive transformation.

"We've reached the tipping point for digital transformation across the Middle East and North Africa, where both public and private sector organisations need to partner now to succeed in the Internet of Things era, or become obsolete over the next five years," said George Riding, CFO, SAP Middle East and North Africa (MENA).

"GITEX will be a key platform for us to promote the role of chief digital officers, who can take on a wider reach than current chief information officers. Chief digital officers will be key for guiding Middle East organisations in their digital transformations, especially in the high-growth sectors of smart cities, sports, healthcare and education," added Riding.

SAP will demonstrate new solutions in Smart Cities with a tourism app for Barcelona, Spain; sports analytics with the German National Football Team and City Football Group; and the boardroom of the future.

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▶Tipping point reached in MENA IT, says Riding.

Where to find them: **HALL 6**