

PARTNER
STREET

Opportunities and evolution for partners 2015

META region is growing at a very rapid pace with regards to ICT and is using technology to foster innovation and efficiency. Enterprise Channels MEA team talked to few leading partners of the region in an attempt to understand the progressive change in the role of partners and their plans for 2015.

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There are various innovations that are transforming the IT landscape today and they will continue to play an important role in shaping the ICT market in the coming years. Some examples include cloud computing, data centres, BYOD, personal clouds, and cloud integration mechanisms. What we see is traditional ICT budget is now being shifted towards business users, whereas it would normally have sat solely within the IT department of an organization. We get an increased number of requests directly from businesses rather from their IT departments. This means that the partners must know the businesses in which they work. This is no longer about providing a one-fits-all product, but a solution that meets a real business need. Customers are more interested in solutions not products, so teams need to work together to bring that solution to them and highlight our knowledge and expertise in their industry.

EVOLUTION OF THE ROLE OF PARTNERS -

Role of SIs, Distributors, and resellers is changing with evolution of technological understanding of the end Customers. The entire supply chain business has moulded itself to providing service based on technical complexity, requirement and move towards providing value to its customers.

The role has become more solution – oriented. SIs would require hand-holding by the vendors and distributors for leading-edge technologies.



Many SIs have now become vertically focused, and invest in domain expertise like Telecom, Banking. SIs need to deal with the rising levels of complexity due to quickly evolving & sophisticated technologies and the shift in the industries towards lower cost models. The increasing tendency to keep the CAPEX costs low but add-on to the OPEX costs is also something SIs

have to deal with.

Distributors have evolved into VADs. Resellers have understood that mere sale or box-moving of solutions/products is not enough to survive in the competitive market. Hence we see more of Value Added Resellers who have adopted modern marketing techniques to attract new clients while retaining the existing ones. ➤

HELP AG- TRUSTED SECURITY ADVISOR



STEPHAN BERNER,
MANAGING DIRECTOR, HELP AG

TARGET GROWTH –

We expect another fantastic and increasing business in 2015. This is due to our specialization and focus on information and cyber security services and solutions. The growth and success is not driven by opportunities, it is based on the clear business objectives we have outlined for the coming years. This goes hand-in-hand with Help AG commitment to invest in local resources in the markets. Our clients view us as their trusted advisor and rely on our expertise and professionalism to design, implement, certify and support their complex IT security infrastructures. Our aim is to maintain this high level of technical competence.

KEY FOCUS –

- Focus on existing markets, UAE and Qatar, driven and measured against quality delivery and customer excitement.
- Geographical expansion into KSA in 2015
- Launching local Managed Security Services

GO-TO-MARKET STRATEGY-

As part of our go-to-market strategy we focus on less number of vendor partners. This further strengthens our leading position in providing first-class post-sales support services and achieves highest quality delivery combined with customer excitement.

NEW MARKETS-

We expect to see continued growth in the UAE and Qatar but are excited to rapidly grow our footprint in KSA in 2015. Oil & Gas is the key vertical in KSA making it a prime target for cyber attacks. We believe that Help AG is ideally positioned to address the challenges faced by enterprises in KSA. We have extensive experience in working with large public sector organizations and since this segment is the driving force behind much of the investment in the country, we are confident that we will be able to win some key customer accounts.

VISION 2015-

To be the number one trusted partner for information and cyber security services and solutions in Middle East and Africa.

COMGUARD-PARTNER FOCUSED VALUE CREATION



AJAY SINGH CHAUHAN,
CHIEF EXECUTIVE OFFICER

TARGET GROWTH

Our primary growth driver should be completeness of solutions, addressing new challenges in security and providing more support to our SI's in designing more complete solutions. We intend to grow by at least 40 – 50%

KEY FOCUS

The focus for 2015 will be on building of Big Data, Mobile Solutions, Cloud technology and Virtualization.

We are among the TOP 10 Value Added Distributors in the region. Our focus would be to continue to be close to the partner and be a true value-add distributor.

NEW MARKETS

We already have our direct presence in North Africa and Egypt. We would be expanding into West and East African regions.

FOCAL DOMAIN OF OPERATION

- Security
- Networking
- Storage

VISION 2015

To consolidate on our existing strengths in the security domain, empower strategic partners with our new technology products, and create market awareness with end-users.

GLOBAL – BEST TAILOR MADE SOLUTIONS



MARIO M. VELJOVIC,
VP SOLUTIONS MENA , GLOBAL DISTRIBUTION

TARGET GROWTH –

Global Distribution is among the Top 5 Distributors in the MEA Region and will continue to rank high.

The Group will grow its (1) Mobility, (2) Private Label and (3) Solutions Business accelerated by geographical expansion with many new territories to be entered. While our Group Company continues to grow at a rate of 15-20% year on year, the

Solutions Distribution is expected to grow next year by 10 fold. Our Solutions Distribution Business comes from a relative low level, hence we expect very strong growth next year.

KEY FOCUS –

The investment into our Solutions Distribution business has been made for exactly that reason. It's about building strong Intellectual Properties and Expertise in key growth areas and promote

Solutions Selling rather than "Box Moving".

GO-TO-MARKET STRATEGY-

We feel we are in the pole position to drive Solutions Selling and defined this new term in the Region. As such we are focusing on executing our strategy in the next year.

NEW MARKETS-

Global Distribution operates in more than 20 Countries across the Globe with Offices in the UAE, India, Europe, Africa and the Americas. While we started the Solutions Distribution in the UAE, we are now aggressively rolling it out across the GCC and North Africa. We have already started deploying staff in the local markets and the Central Team has started to travel extensively to those new markets.

VISION 2015-

Our Vision is to enable the Reseller Community to embrace Solution Selling and we are committed to support our Partners with all necessary tools and tailor-made solutions for the vertical the Partner is focused on. We are in full swing to execute our Vision, as we continue to believe that this is the future of ICT Distribution.



RAM PRAVEEN P T,
DIRECTOR - PROVALUE DIVISION

FDC PRO VALUE – EVOLVING WITH COLLABORATION

TARGET GROWTH –

2015 is going to double our growth. 2014 had double digit business increment month over month.

KEY FOCUS –

This year will be focused on service oriented investments in technologies and resources.

GO-TO-MARKET STRATEGY-

Newer vendors with newer and better technologies are emerging into Middle East and we are on the right track to have teamed with all the major to-be trend setters.

PARTNER STRATEGY-

We will be aggressively working towards partner involvement and enablement. This has developed

a deep sense of togetherness with our partners. Being in the same industry, we have to dedicate our time and effort to develop all levels of the industry and we are on track in these efforts.

NEW MARKETS-

As ProValue, we will be expanding beyond Middle East this year.

VISION 2015-

To be the most Relevant Value Added Distributor to Vendors and Partners' Business growth

FOCAL DOMAIN OF OPERATION-

- Storage
- Networking
- Infrastructure

PROLOGIX – SEASONED SI WITH DYNAMIC VITALITY



SARWAN SINGH,
MANAGING DIRECTOR PROLOGIX

TARGET GROWTH –

We expect steady growth in the sectors of manufacturing, transport, telecommunication, wholesale and retail trade, education, hospitality and construction. Prologix is extremely well equipped to take on the New Year and the new challenges it will bring. We are also confident of lapping up the opportunities that the changing economy of the oncoming will bring.

Prologix LLC registered a financial growth of over \$153 million USD in the year 2013-14. Our target for the next year is to reach over \$200 million USD.

KEY FOCUS –

Prologix has aligned itself to be a key provider of Managed Services, Cloud-based solutions and Network & Application Security. The company will pursue the verticals of Government, large and small enterprises, education, manufacturing, BFSI, hospitality & healthcare with renewed vigor.

GO-TO-MARKET STRATEGY-

Our go-to-market strategy will be more customer centric. Our services and offerings would be aimed towards identifying customer pain areas and eliminating them in total. The SLAs we enter into with our customers will not contain the clauses on just server downtime but on business continuity. We want to take away the IT Managers' headache of watching monitors to assess network performance and vulnerabilities off their list of tasks and help them focus on their business.

In early 2015, we plan to establish a Customer Excellence Center which will be dedicated to showcase the business availability solution, business continuity solution and excellence in customer service.

NEW MARKETS-

We have branch offices in UAE, Qatar, Nigeria & Kenya. In 2015, we will aggressively pursue KSA markets and the Western & Eastern Africa.

VISION 2015-

Our Vision for 2015 is to become the #1 company in the UAE when it comes to implementation of complete and end-to-end ICT, including Infrastructure, Connectivity, Business Applications, Managed Services and ELV solutions.

STOR IT - SOLUTIONS WITH COMPETITIVE EDGE



KARTIK SHANKAR,
SENIOR SALES MANAGER, STORIT

TARGET GROWTH –

We are targeting at least a 30% growth in 2015 over the previous year. We foresee a strong demand in cloud related technologies and managed services. We will be majorly targeting cloud storage solutions and cloud based backup solutions while we enable our end customers to manage information on the move.

KEY FOCUS –

- Data storage domain with All-Flash Arrays, Hybrid Arrays and Converged Infrastructure
- VDI and Software Defined Storage
- Backup, Recovery and Archiving solutions

GO-TO-MARKET STRATEGY-

We are going to gear up and enable our channel to face all disruptive technologies that have already been in the market and those that are yet to come. We will be focusing on enabling our partners for these emerging technologies which will create new avenues for revenue while simultaneously move our channel partners higher up in the value chain.

NEW MARKETS-

UAE and Saudi Arabia will continue to lead in 2015. We also expect to see a rise in business from Qatar and Kuwait too.

VISION 2015-

StorIT remains committed to significant investments in the areas of value added services to provide the very best of breed technology solutions that can give its reseller partners, as well as them, a competitive edge.

FINESSE – RAPID STRIDES ACROSS VERTICALS



SUNIL PAUL,
CHIEF OPERATING OFFICER |
FINESSE

TARGET GROWTH –

We are growing at more than 60% year after year since inception. We expect the same growth to continue for us in the next few years as well.

KEY FOCUS –

- Big Data & Analytics Solutions, Corporate Performance Management Solutions and Customer Experience Solutions.
- Regional KPO / BPO to offer OPEX benefits to our clients in the region.
- BFSI, Telco and the hospitality sector
- Finesse will also start focusing into the SME segment.

GO-TO-MARKET STRATEGY-

We are moving from a direct customer approach towards a channel oriented customer approach. We will also be organizing several road shows / seminars to create awareness of our innovative offerings.

NEW MARKETS-

We are planning to enter Kuwait and Saudi markets in 2015.

VISION 2015-

As we have clearly secured our position in the BFSI segment as the lead player, we are looking at other segments also to replicate the success model.

GBM - CONSUMER FOCUSED SOLUTIONS



PHILIPPE JARRE,
CEO

TARGET GROWTH –

Our three main areas of focus where we see key growth in 2015 will be the cloud, already being driven forward with the Dutch Cloud partnership; the enhancement of our services team; and a growth in our data centre business, where we provide 360 solutions that really make a difference to a client's bottom line.

KEY FOCUS –

- Services – ensuring that our team is equipped with the knowledge to provide customers with full-service solutions to their IT requirements
- Cloud – we have recently entered into a partnership with a European company, Dutch Cloud, which will bring a completely new cloud operating system to the GBM portfolio and provide clients with access to state-of-the-art cloud offerings.

PARTNER STRATEGY-

We have long-term, well established partnerships with international experts, such as IBM and Cisco, which remain strong and will continue into 2015 and beyond. In 2014, we have also begun working with other partners that work well within the GBM portfolio, Dutch Cloud being an example of this, and we will continue to do this in 2015.

VISION 2015-

We operate in one of the most fast moving industries in the world and that is a constant challenge and an opportunity for GBM. IN 2015, I expect to see GBM further enhance its service offerings, bringing even greater added value to clients.

FOCAL DOMAIN OF OPERATION-

- Services
- Agility
- Customers

EMT -FLEXIBLY DELIVERING ROBUST SOLUTIONS



**MOHAMMAD
MOBASSERI**
CEO, EMT

TARGET GROWTH –

We are an ambitious company and have been expanding both product wise and geography wise over past years but on conservative levels we expect to grow by 30% this year.

KEY FOCUS-

This year the focus would be educate and transfer knowledge to our channel partners. Last year, we had also launched emt Academy to drive this initiative in much more focused way. This year we are going to be more active and are in process of announcing new initiatives for educating our partners. The academy will also work towards educating end-users about new technologies and solutions that can address their challenges.

GO-TO-MARKET STRATEGY-

Our go-to-market strategy has helped us achieve a fast balanced growth which has been instrumental in achieving a healthy and profitable channel for us. This strategy has also helped us in forging stronger ties with our vendors that has resulted in close cooperation with them to get

the best results out of our partnership with vendors.

PARTNER STRATEGY-

Channel is always evolving and we are continuously in touch with our channel for their requirements to update and improvise our channel programs to serve our partners better and more effectively. As we grow our channel base we keep on revamping our partner strategy to suits the needs of channel. The key component for our partner strategy is healthy margins for our channel.

VISION 2015-

This year we envision being the technology channel service provider and specialist value added distributor of choice in Middle East with global reach.

FOCAL DOMAIN OF OPERATION-

- Security
- Storage
- Mobility



YASSER ZEINELDIN
CEO, EHOSTING DATAFORT

E-HOSTING DATAFORT- PIONEER IN MANAGED SERVICES

TARGET GROWTH –

In 2015, cloud will definitely be a major growth area for eHDF as we offer both hosted private and public cloud services.

SMEs account for 90 per cent of businesses in the UAE and they have a huge need for outsourced IT services. Our new services will definitely see an increased uptake in this region.

KEY FOCUS –

- Fortified existing services portfolio
- Collaboration with new technology partners.
- Infrastructure upgrades, hiring skilled resources and R&D

NEW MARKETS-

Through our new services like Remote Monitoring and Management (RMM), Managed Remote Back-up services and BIZPACK for SMBs, this market segment is definitely on the radar. We also partnered with Microsoft to resell Office 365 cloud-based service in the Gulf.

VISION 2015-

eHDF is UAE's leading managed hosting and cloud infrastructure services provider. In 2015, we will continue to focus on providing the highest level of managed IT and Cloud services to achieve customer satisfaction and deliver service excellence in accordance with international industry standards.

CONCLUSION

The role of the channel in the application space is evolving as the clients started asking for clear value addition. So it's time that the channel

should gear up with adequate implementation and training skills and also by offering proper local support. The IT industry is much more

holistic, with many more external, individual factors impacting the way it is implemented in everyday life – at a personal and a business level.