



# GITEX World Cloud Confex

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## StorIT manages data

Hall 6, CLD-15

STORIT Distribution, a value added distributor, is focusing on its latest solutions for cloud computing, big data and data management at GITEX TECHNOLOGY WEEK. It will showcase its turnkey solutions portfolio, including products and services from partners such as EMC, Quantum, QLogic, Emulex, Aptare, Moonwalk, Mellanox and Supermicro.

StorIT will also highlight the technical services capability that it offers as a value distributor with systems integration skills.

Shashikanth N, Sales Manager, StorIT Distribution, says: "GITEX, being the biggest technology trade show in the region, is the best single platform for us to meet our partners from all over the region, build new relationships and thank our existing ones for our longstanding partnership.

"We had great success at GITEX 2012, which gave us

an opportunity to promote our diverse line of products, solutions and services. It was also an ideal platform for us to announce our new partnerships and our channel expansion initiatives, as well as an opportunity to share the company's success story."

StorIT is a specialist VAD that provides end-to-end data management, data storage & protection and HPC solutions through a network of resellers. The distributor has added some major brands to its product portfolio. "At GITEX 2013, our goal is to showcase an enhanced portfolio of products and services to our partners, and also introduce exciting new alliances that will keep us ahead in the fast evolving technology landscape. StorIT is also well poised to leverage on its competitive advantage in the areas of Cloud Computing, Big Data, High Performance Computing and Enterprise IT," Shashikanth says.



Shashikanth says StorIT will display its enhanced product portfolio.

## Brams moves to the cloud

Concourse 2, CC2-2

BRAMS Dubai is a one year old operation that will make its GITEX TECHNOLOGY WEEK debut this year. The company is a reseller for the complete range of Google cloud services, including apps and storage; Zoho web applications, Spanning online data backup and Proofpoint security monitoring services.

At GITEX, the company hopes to show regional organisations how they can take advantage of cloud services and solutions.

Brams can help customers identify the best cloud services for their business, deploy them and achieve return on investment.

## Juniper's data centre focus

Hall 6, Stand CLD 5

JUNIPER Networks has revealed that its attendance at GITEX TECHNOLOGY WEEK 2013 is focusing on data centre and network security offerings. The company says it is promoting its differentiated security agenda, which spans from devices to the data centre and delivering next-generation security solutions that protect business environments. Juniper says it's also highlighting its network innovation that improves data centre agility, economics and security.

According to the vendor, businesses in the Middle East are increasingly reliant on mobile and fixed networks to improve productivity and customer satisfaction. The vendor says the drive for online services and data from governments, healthcare providers, transportation authorities and education to create a more connected, empowered way of life for citizens is further promoting the importance of fast, reliable and secure high-performance networking.

The company says throughout GITEX, it is showcasing its networking and security portfolio, which address the challenges of scale, performance and reliability faced by businesses in the Middle East. Juniper Networks is working with enterprises and service providers across the Middle East to create networks that deliver improved customer experience.

## eHDF delivers cloud value

Hall 6, CLD-17

EHOSTING DataFort (eHDF) will be promoting its managed hosting and cloud hosting services at GITEX TECHNOLOGY WEEK. EHDF, which also offers disaster recovery and business continuity services, managed co-location and co-location

services, will highlight the benefit of using these services during the show.

The company reports increasing demand for cloud and managed hosting, and says that GITEX provides a high return on investment by creating specific segments to enable it to meet its core target audience, clients and potential clients. "EHDF will be

present at the Cloud Confex area, enabling us to network among our peers from local as well as international markets," says Yasser Zeineldin, CEO of eHDF. "It's a good platform to raise awareness about our cloud services among potential customers.

"Clients will get a better understanding of our cloud solutions and at the same time learn more on our upcoming projects. Our team present at the exhibition will be able to provide first-hand information on these services."

EHDF says it's seen growing demand for cloud services, as companies look to access knowledge, technical expertise and the latest technological innovations from a local provider, with a predictable and economical cost model.

"We have been continuously investing in the latest technologies in order to provide different routes to deliver this value to clients. Regional CIOs can then allocate their IT resources to innovation and developing business applications rather than spending time on mundane operational activities," Zeineldin says.



Zeineldin: eHDF aims to enlighten customers this week.