

THE REVIEW

APRIL 2017

An in-house publication by Aptec – an Ingram Micro Company

Business insights for IT solution providers

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Contact Information

Aptec - GCC

Dubai Internet City
 P.O.Box 33550
 Tel: (+971 4) 3697111
 Contact: Svetlana Sorokina
 Email: inquiry@ingrammicro.com

Aptec – Egypt

KM 30 Cairo,
 Ismailia Desert Road ,
 Al-Obour Investment Complex,
 Al-Obour City, Cairo, Egypt
 Tel: (+2) 24772156 / 24772157 / 24772159
 Contact: Mohamed Selim
 Email: Mohamed.Selim@ingrammicro.com

Ingram Micro– Lebanon

St. Georges Square Blk A Floor 1
 Jal-EI-Dib, Beckanaya Str., Lebanon
 Tel: (+961) 4718817
 Contact: Elie Abou Emaan
 Email: aptecblevantinfo@ingrammicro.com

Aptec – Oman

Knowledge Oasis Muscat Building 4
 P.O.Box 100, Rusayl, Oman
 Tel: +968 96429250
 Contact: Mashook Rehman
 Email: inquiry@ingrammicro.com

Aptec – Saudi Arabia

Office 519, Akariya Bldg. 2, Olaya Rd
 P.O. Box 94609, Riyadh 11614,
 Saudi Arabia
 Tel: +966 11 460 1950
 Contact: Mohammed Sheikh
 Email: info@aptecsa.com

Ingram Micro – Morocco

Lot.33, La Colline 2, Immeuble les Alizés, Bureau
 302, Sidi Maarouf,
 Casablanca, Morocco
 Tel: +212-522 786 171/+212-522 786 223
 Contact: Nouha Doudouh
 Email: marketing-na@ingrammicro.com

Ingram Micro – Pakistan

Ingram Micro Pakistan (Private) Limited,
 Suite# 1310, 13th Floor, Caesars Tower,
 Shahrah-e-Faisal, Karachi, Pakistan
 Tel: +9221 32786675/ 32783209
 Email: inquiry@ingrammicro.com

Ingram Micro – Turkey

Suleyman Seba Card
 82 / 3 Macka 34357
 Istanbul, Turkey
 Tel: (+90 212) 259 0064
 Contact: Hulya Erkam
 Email: hulya.erkmen@ingrammicro.com

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Dear Partners,

Most countries in the META region are boosting their investments on cybersecurity and surveillance technologies. This is because of rising cybercrime across the region, where cybercriminals continue to target energy and banking verticals. With bigger amounts being allocated for security budgets, we believe the high growth markets include Turkey, South Africa, Saudi Arabia, UAE, Qatar, Oman and Egypt.

Global vendors such as IBM, Intel Security, Cisco, Symantec, Trend micro, Fire Eye, HPE and Fortinet to name a few, are increasingly focusing on the Middle East and Africa region and we expect this to continue with more emphasis on services.

We carry most of the strategic cybersecurity vendors in our portfolio including new partnerships with Fire Eye, Nuix and PhishME. We also have a dedicated regional business unit focusing on cybersecurity, new markets and value-added services. Our dedicated professional services division provides certified security engineers to our partners. We have launched our Ingram Micro branded managed services to further encourage partners to maximise the prospects in this space. This year we are also looking to expand our channel finance programmes and increase the depth and breadth of our offers in the speciality segments such as security.

Channel partners should enhance their skillset and build resources in cybersecurity and related services as they will be able to gain higher margins in this area. As a regional distributor with global capabilities, our aim is to continue to enable and train partners while offering them expertise on market opportunities arising from the security space.

Partners should look at strengthening their security offerings and become specialists to be viewed as trusted advisors by customers.

We look forward to building our regional business with our partners' support.

Ali Baghdadi
SVP & Chief Executive
Ingram Micro META



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VISIT INGRAM MICRO AT GISEC 2017

ZAB4 HALL, STAND C30 ■ DUBAI WORLD TRADE CENTRE

UNLOCKING CYBER SECURITY POTENTIAL

APTEC ACCOLADES

VENDOR AWARDS



EMEA Global Distributor of the Year 2016 @ Cisco Partner Summit 2016, San Francisco
Security Distributor of the Year 2016
Data Center Distributor of the Year 2016
2T DAP Distributor of the Year 2016
Services Distributor of the Year 2016



Veeam Distributor of the Year 2016



NetApp Distributor of the year award 2016



Avaya distributor of the year 2016

MEDIA AWARDS

Best Marketing Campaign – Channel Champion Awards 2016 by Channel ME



IT Training Provider of the Year 2016 by Channel Middle East



Security Distributor of the Year Award – Reseller Middle East Partner Excellence Awards 2016

INGRAM MICRO LAUNCHES META CYBERSECURITY BUSINESS UNIT



Marc Kassis
Director - Cyber Security
Ingram Micro META Region

Ingram Micro has announced the appointment of Marc Kassis as Cybersecurity Director to lead its new Cybersecurity Business Unit in EMEA.

The company's cybersecurity business practice in the META region now consists of more than 40 highly qualified professionals in the cybersecurity field. The business unit will ensure the introduction of a complementary range of cybersecurity vendors,

security trainings, consultancy services and ultimately security managed services.

Ingram Micro has been a leading distributor in META region of security vendors such as Symantec, Intel Security, HPE, Cisco, IBM, Kaspersky and others for years through its value-added distribution entities in the region, Aptec (Middle East and North Africa) and Armada (Turkey). Since the beginning of the year, Ingram Micro has added new cybersecurity vendors like A10, Nextthink, Nuix, PhishMe and Fire Eye. There are more contracts in the pipeline, which will be announced soon.

"I am proud to take on this challenge and create value to all vendors and partners trusting Ingram Micro," said Kassis. "We are going to deliver value-added services and become much more relevant to our vendors and market in this domain."

INGRAM MICRO CLOUD MARKETPLACE

Ingram Micro Cloud Marketplace is the key driver for Ingram's cloud strategy worldwide. Today in META region, its Cloud Marketplace covers nine countries, which include UAE, Oman, Kuwait, Qatar, Bahrain, Saudi Arabia, Lebanon, Jordan and Turkey. This provides the distributor with a strong coverage in the Middle East and it is working to expand the marketplace to Egypt and Morocco over the next few weeks.

The company's marketplace offers five different products such as Microsoft Office 365, Microsoft Azure, Microsoft EMS, Dropbox for Business and BitTitan (Migration and Deployment Tools). Soon, it will also be adding Acronis Cloud, which will provide Ingram's cloud partners a strong portfolio to go to the customers and offer a range of cloud solutions via marketplace.

Ingram Micro has organized the first regional Cloud Summit, which is focused on channel partners. According to the company, the key objectives of organizing this event was to provide all the channel partners a clear path to start their cloud journey with Ingram Micro who is the leader in the Cloud Business worldwide.

The event saw 110 plus partners attending

from over eight countries with 15 cloud vendors representing their cloud technology to the resellers. With eight vendor breakout sessions and 12 business workshops, reseller partners had an opportunity to learn more about the technology and best practices on how to get started with cloud business. At the Summit, key announcements included the following:

- General Availability of the Cloud Marketplace to all Reseller Partners in Gulf Region
- General Availability of the company's Cloud Platform – Odin Automation Essentials in META region
- Launch of the Channel Marketing Program to enable partners to leverage on the distributor's Digital Marketplace platform in association with Structured Web.

According to the distributor, all sessions are recorded and being made available to its partners for future reference. The summit also had global cloud leaders sharing their experience and knowledge on how the cloud industry is growing worldwide and in the region. Cloud Summit 2016, META was a successful event for Ingram Micro, cloud vendors and its reseller partners.

APTEC CISCO AWARDS NIGHT



Aptec along with Cisco conducted the Annual Channel Awards Night on 30th January at The Address Dubai Mall Hotel. Best-in-class partners in line with Cisco's focus areas and architectures were rewarded across seven categories.

NEW VENDOR PARTNERSHIPS



Gulf countries, Egypt and Levant



Middle East and Africa



Middle East, Turkey and Africa



Middle East, Turkey and Africa



Middle East, Turkey and Africa



Middle East, Turkey and Africa



Middle East, Turkey and Africa



Gulf, Levant & Saudi Arabia



Middle East, Turkey & Africa



IBM Security

Hackers have organized.
The good guys have not.

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For more information, please contact:

Prashant Menon - Sr. Product Manager,

Direct: +971-4-3697111 Ext 305 | Email: Prashant.Menon@ingrammicro.com

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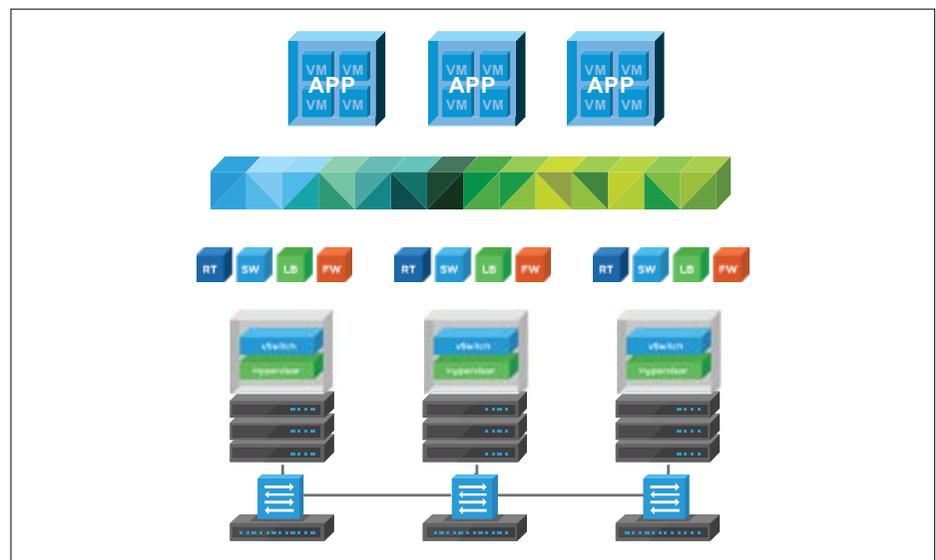
VMWARE NSX

The Network Virtualization Platform

VMware NSX® is the network virtualization platform for the Software-Defined Data Center (SDDC), delivering the operational model of a virtual machine for entire networks. With NSX, network functions including switching, routing, and firewalling are embedded in the hypervisor and distributed across the environment. This effectively creates a “network hypervisor” that acts as a platform for virtual networks and services. Similar to the operational model of virtual machines, virtual networks are programmatically provisioned and managed independently of underlying hardware. NSX reproduces the entire network model in software, enabling any network topology—from simple to complex multitier networks—to be created and provisioned in seconds. Users can create multiple virtual networks with diverse requirements, leveraging a combination of the services offered via NSX to build inherently more secure environments.

KEY BENEFITS

- Micro-segmentation and granular security delivered to the individual workload
- Reduced network provisioning time from days to seconds and improved operational efficiency through automation
- Workload mobility independent of physical network topology within and across data centers
- Enhanced security and advanced networking services through an ecosystem of leading third-party vendors



Network Virtualization and the SDDC

VMware NSX delivers a completely new operational model for networking that forms the foundation of the Software-Defined Data Center. Because NSX builds networks in software, data center operators can achieve levels of agility, security, and economics that were previously unreachable with physical networks. NSX provides a complete set of logical networking elements and services—including logical switching, routing, firewalling, load balancing, VPN, quality of service (QoS), and monitoring. These services are provisioned in virtual networks through any cloud management platform leveraging the NSX APIs. Virtual networks are deployed nondisruptively over any existing networking hardware.



CYBER SECURITY

UNLOCKING CYBER SECURITY POTENTIAL



Cyber Security
Certifications



Cyber Security Awareness
& Technical Trainings



Dedicated Cyber
Security Consultants



Diversified Services
to address your needs



Frequent Evaluation,
Control & Auditing



Leading Assessment
services to improve your
security posture



Large Vendors
Accessibility to maximize
your benefits



Multi-Vendor
integrated solution
to fit your needs

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Encryption and centralized key management



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CURB THE ESCALATING COSTS OF CYBER ATTACKS WITH SECURE DATA MANAGEMENT SOLUTIONS



The costliest breaches are a result of malicious or criminal attacks, which can be caused by external hackers or criminal insiders.

The Big Data Problem for Cybersecurity and the Impact on Storage

Deploying the correct security measures is a necessity for making critical information available to authorized users when they need it. However, with the growing number of devices (such as mobile devices, virtual machines, laptops, and tablets) requesting access to networks and applications, a broader range of security technologies to provide continuous diagnostics and monitoring is now required to provide protection against the growing number of attacks that result in compromised data and systems.

With the increased sophistication of techniques used in attacks, cyber data collection is now a big data problem that must be addressed by the changing role of cybersecurity. For a typical 10GB link, storage requirements can easily reach 100TB per day to capture, analyze, and archive the data. And with retention times ranging from 1 week to 30 days, storage requirements can quickly jump from 700TB to over 3PB.

Close the Gap with Secure Storage

NetApp storage and data management solutions can help government agencies implement a risk-based approach with the ability to collect, analyze, and secure data across the enterprise. We have the technology and a diverse partner ecosystem that can help close the gap between compromise and discovery. We can also help agencies quickly understand what is happening within their complex Environments and ultimately secure their data so that it is not stolen or destroyed by attackers.

Cybersecurity is a major concern for any government. Threats to critical infrastructure and operations are becoming more sophisticated and the pace of attacks is becoming more rapid. According to a recent IDC study, the cybersecurity market is \$101.6 billion including software, services, and hardware. Asia/Pacific is expected to grow the fastest in spending by 2020, followed by the Middle East, Africa, and Western Europe.

Depending on the purpose of the attack (financial, espionage, other), initial compromise and data exfiltration can range anywhere from seconds to hours. However, discovery and containment more often take days to months to identify and implement a remediation solution

It is clear that government agencies struggle with the number of attacks and the complexity of their environments because 66% of the compromises take months or longer to be discovered. The net result? Data is gone by the time the incident is discovered.

Cost and Impact

As evidenced by many of the recent headlines, cyber espionage is a growing concern for government agencies. Coupled with the increasing numbers of cybersecurity incidents being reported, the exposure of sensitive information can result in serious impacts on federal and military operations, public safety, and critical infrastructure.



Nuix to Know

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To enable its **Digital Transformation**, 70% of the Fortune 500 rely on Veeam to ensure Availability of all data and applications. **24.7.365**

A nighttime city skyline, likely New York City, with several skyscrapers illuminated. The entire image has a green tint. The text is overlaid on the image.

Veeam makes the Fortune 500 Available. 24.7.365

AVAILABILITY for the Always-On Enterprise™ **VEEAM**

“FireEye allows us to catch things earlier. It also gives us a level of **visibility and sophistication** that makes the entire defense-in-depth structure far more reliable and resilient.”

— GENE FREDRIKSEN
PSCU CISO

What's the difference between awareness and resilience?

It's about **how fast you respond and recover**, not just knowing you got hit. We reinforce the integrity and trust of major financial institutions.

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DIGITAL DEFENCE

Marc Kassis, Security Head EMEA, Ingram Micro, shares insights into the regional cybersecurity market and how partners can evolve into trusted advisors.

The cybersecurity market has grown exponentially over the last few years as organisations realise the importance of investing into technologies that help them combat security threats and incidents.

According to a report released by the research firm IDC, enterprises are expected to

spend \$101.6 billion on cybersecurity software, services and hardware.

Marc Kassis, Security Head EMEA, Ingram Micro, says, "The risk for cybercrime in MEA region is rising-up particularly in the Middle East where cyber-criminals continue to target energy and more recently the banking vertical."

Every sector that has economic activity in any country is vulnerable to cyber-attacks and can be targeted. While only few governments have set in place security frameworks to combat and handle these attacks, Kassis says, many more governments will follow suit this year.

Identifying the opportunities in the Middle East and Africa region, vendors have grown their investments in high growth markets such as Turkey, South Africa, Saudi Arabia, UAE, Qatar, Oman and Egypt.

“We know these are high-growth markets as these countries have increased budgets allocated to security. End of 2016, we saw an increased attention in MEA region from major security vendors and even high value technology start-ups such as IBM, Intel Security, Cisco, Symantec, Trend Micro, Fortinet, Fire Eye, Palo Alto, Nuix, HPE, Forcepoint, Phishme, A10, Alien Vault and others. This is going to continue in 2017 with more emphasis on new market segments and value-added services.”

In line with the current market scenario, Aptec, an Ingram Micro company continues to position itself as a strong cybersecurity distributor in the region, offering its partners enablement and opportunities in this space.

The distributor represents most of the strategic cybersecurity vendors such as Cisco, IBM, Intel Security, Kaspersky, Symantec and others.

Kassis says, “We have a dedicated regional business unit focusing on cybersecurity and the new markets as well as value-added services. Recently we have signed distribution contracts with cybersecurity vendors such as Fire Eye, Nuix and Phishme. More vendor contracts will be signed and announced very soon.”

The company also boasts a dedicated professional services division that provides certified security engineers to its partners.

According to Kassis, while cybersecurity is a major concern for any successful enterprise or SMB in the MEA region, not everyone will be able to afford a costly solution on premise. And in some cases, a complex system may not be required.

He says, “We believe that a range of services will be developed such as consultancy, training and managed services. This is going to be of a great value to the market and cybersecurity becomes not only affordable but also accessible to all.”

The distributor intends to complement its partners’ service offering to allow them to capture more business.

“The most important investment partners can do to evolve into trusted advisors is to learn. They must propose consultancy services and solutions that can be trusted. This is where Ingram Micro is playing an important role.”

“We are running activities around profiling our channel partners’ services skills, which will allow us to propose the right trainings around cybersecurity. In some industrial sectors and countries, we will be looking to onboard new partners.”

In order to enable its partner ecosystem to be trusted advisors to customers, the distributor aims to increase specific cybersecurity enablement programmes.

Kassis adds, “We are creating dedicated trainings, webinars and imparting available information. The most important investment partners can do to evolve into trusted advisors is to learn. They must propose consultancy services and solutions that can be trusted. This is where Ingram Micro is playing an important role.”

Partners need to, first, assess and analyse the cybersecurity environment of their customer. There are solutions and experts that would assist in this, says Kassis.

For example, developed by Ingram Micro and its vendors and service providers some solutions include: The Web Application, Vulnerability Assessment, The Penetration Testing and The Network Threat Assessments enable IT service providers in the US and Canada to quickly identify network and endpoint security gaps using the latest security technology available.

Ingram Micro and its subsidiaries in the Middle East and Africa have training centres in several countries including the UAE, Saudi Arabia, Egypt, Turkey and South Africa. Centres in more countries will be announced during 2017. Courses are currently offered as well for specific vendors including Cisco, IBM and Microsoft.

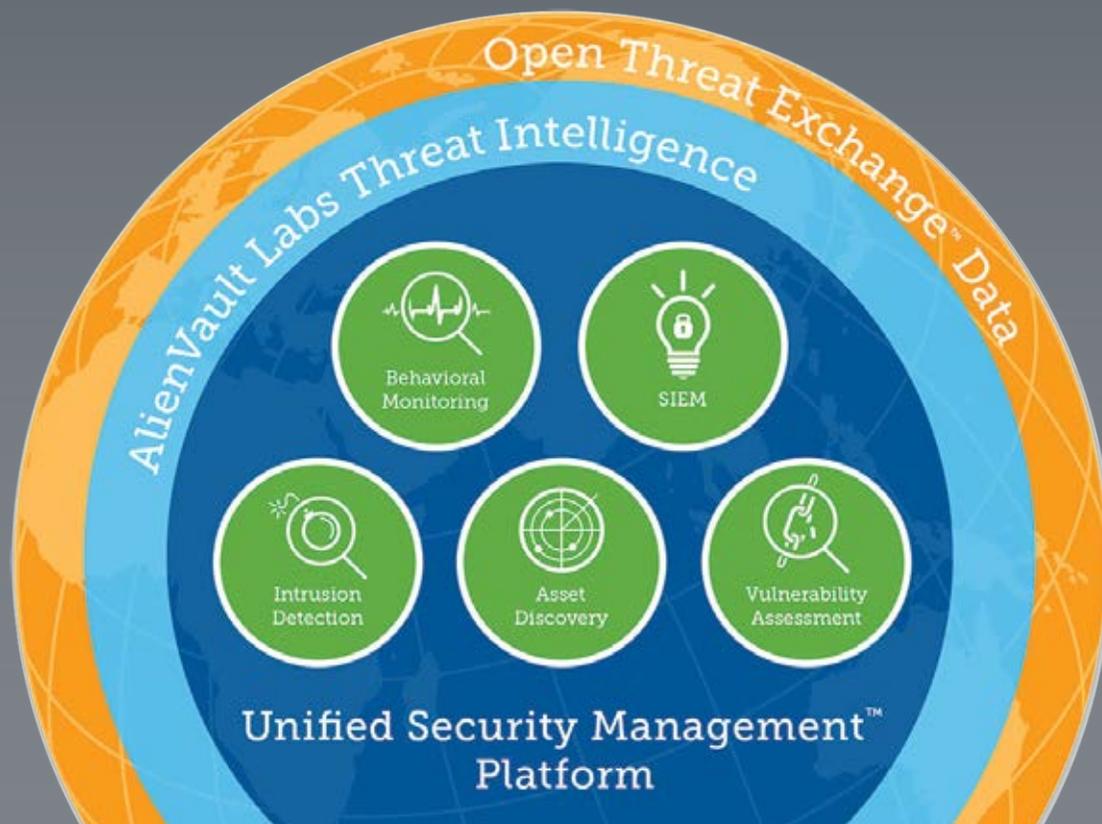


Marc Kassis,
Security Head EMEA,
Ingram Micro

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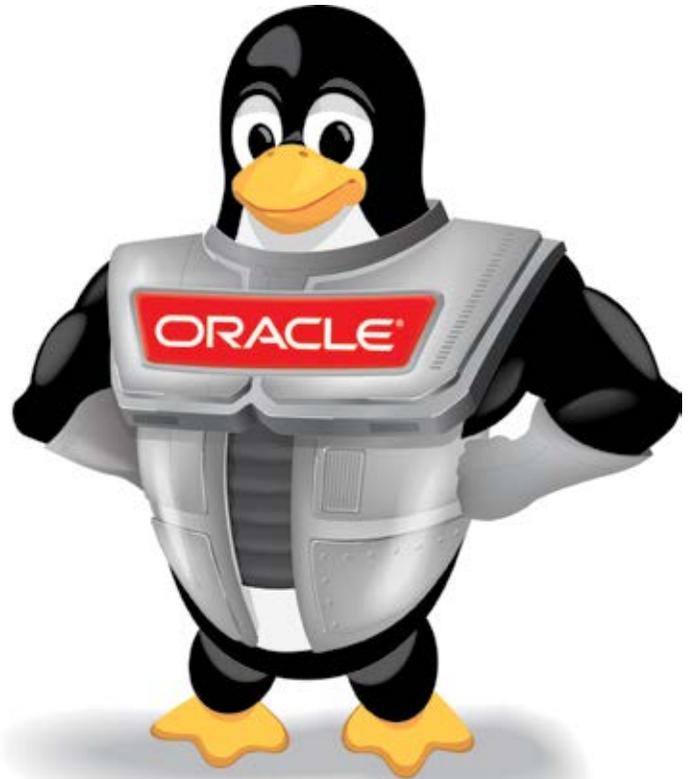


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For customers running other flavors of Linux, Oracle provides customers with tools to switch smoothly to Oracle Linux with no shutdown.

FOR MORE INFORMATION, CONTACT:

AMBILI AYYAPPAN NAIR

Senior Account Manager

ambili.ayyappannair@ingrammicro.com

SWETA RAI

Sales Specialist

Sweta.Rai@ingrammicro.com

JULIE VARGHESE

Business Unit Manager

julie.varghese@ingrammicro.com

ABDALLAH QUQAS

Technical Manager

Abdallah.Quqas@ingrammicro.com



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HPE SYNERGY COMPOSABLE INFRASTRUCTURE

A new category of infrastructure that accelerates application delivery in both traditional and new IT environments.

Introducing the first Composable Infrastructure

HPE Synergy, the first platform built from the ground up for Composable Infrastructure, offers an experience that empowers IT to create and deliver new value instantly and continuously.

It is a single infrastructure that reduces operational complexity for traditional workloads and increases operational velocity for the new breed of applications and services. Through a single interface, HPE Synergy composes physical and virtual compute, storage, and fabric pools into any configuration for any application. As an

extensible platform, it easily enables a broad range of applications and operational models such as virtualization, hybrid cloud, and DevOps.

The HPE Synergy experience enables IT to:

- **Run anything:** Optimize any application, reduce CAPEX, and free resources with a single infrastructure with fluid pools of physical and virtual compute, storage, and fabric
- **Move faster:** Accelerate application and service delivery through a single interface that precisely composes logical infrastructures at near-instant speeds

- **Work smarter:** Reduce operational effort and cost through internal software-defined intelligence with template-driven, frictionless operations
- **Unlock value creation:** Increase productivity and control across the data center by integrating and automating infrastructure operations and applications by a unified API

Composable Infrastructure, a new approach to architecture, powers innovation and value creation for the new breed of applications while more efficiently running traditional workloads such as:

Hybrid cloud infrastructure

Combining hardware infrastructure, software, and services to deliver a single platform that enables customers to be well positioned for the cloud

Application development

Allocate and de-provision compute, storage, and network resources per developer during the design, development, and integration phases of a project

Data management

Integration of real-time enterprise communication services that provide a consistent unified user interface and experience across multiple devices

IT infrastructure

Allocate and de-provision compute, storage, and network resources for traditional business applications such as system and network management, data file transfer, virtual desktop infrastructure (VDI), and security systems

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Data Center
Solutions



Passive Optical LAN
Solutions

For more information, please contact:

Aptec - an Ingram Micro Company

Mahmoud Ismail Daqrouq — Product Manager

Tel: +971 50 631 9312

Email: Mahmoud.Daqrouq@ingrammicro.com

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Covr Wi-Fi System Kit

DKT-883

DIR-883

AC2600 Wi-Fi Router

DAP-1655

AC1300 Seamless Extender

COMING SOON

The logo for COVR, featuring a stylized Wi-Fi symbol on the left and the word "COVR" in a bold, white, sans-serif font on a black background.

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Covr is the new way to Wi-Fi in your home from D-Link.

Our new "Whole Home Networking Solution" is a seamless Wi-Fi solution which covers every square inch of your home and every device with ultra-fast and reliable broadband.

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D-Link **Covr** Wi-Fi System

Designed to support bandwidth-intensive tasks such as streaming multimedia content, transferring large files, and more, the **Covr Wi-Fi System** from D-Link blankets your home in fast, seamless Wi-Fi. This Wi-Fi system utilizes Qualcomm's own Wi-Fi solutions with self-organizing network (Wi-Fi SON) technology to ensure the wireless signal reaches every corner of your home.

Once installed, the Wi-Fi system features MU-MIMO technology offering high-speed connectivity to multiple devices simultaneously, while smart steering offers focused Wi-Fi signals for a more reliable connection. This **Covr Wi-Fi System** wouldn't be effective without seamless roaming, eliminating the hassle of connecting to multiple SSIDs as you roam from room to room. Should you outgrow the confines of your current network setup, the **Covr Wi-Fi System** is also expandable; all that is needed is additional extenders to increase the reach of the Wi-Fi signal.

COVR WI-FI KIT KEY FEATURES:

MU-MIMO Technology

The Covr Wi-Fi System offers high-bandwidth Wi-Fi signals to multiple devices at the same time

Smart Steering

Focused Wi-Fi Signals for faster more reliable connections

Dynamic Adaption

Load balancing to ensure the 2.4 GHz and 5 GHz bands are optimized

Seamless Roaming

Devices seamlessly connect to the strongest signal

Scalable

Add Extenders as coverage need increases



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180° Vision



1080p Full HD



Local Recording



Motion Detection



Two-Way Audio



Night Vision

D-Link



INGRAM MICRO ADVANCED SOLUTIONS PROFESSIONAL AND TRAINING SERVICES

As a distributor, Ingram Micro serves a wide range of partners in the region with diverse technologies. Ingram Micro’s services role is to provide its partners with increased expertise in the skill-set and background required to optimize full solution deployment.

With the current economical market conditions, naturally the budgets for training and development of partners are being allocated and spent more carefully. The same is evident with end users such as enterprises and government verticals. This has led to an increased number of partners relying on distributor implementation and deployment of services.

Ingram Micro offers its partners the option to train their engineers and maintain the running of their development plans at a reduced cost through the Virtual Training Delivery option.

Ingram Micro runs several campaigns and promotional offers on its services to encourage and enable its partners to attain new business

opportunities. This in turn leads to better support for their customers.

The Ingram Micro management team is largely focused on delivering added value to its partner community by offering skill development resources regionally to all its partners in the META region.

Ingram Micro is currently a certified services delivery partner to select vendors and it supports these vendors by delivering their own branded services to enterprise clients through its pool of resources located in UAE, KSA, Egypt, Turkey and South Africa.

Ingram Micro actively encourages its partners to reach out and rely on its structured services sales team to help identify opportunities and assist in expanding services.



Mohammad Sabry, Head Of Services, Gulf and Near East, Aptec - an Ingram Micro company

The vendors in Ingram Micro’s services portfolio are A10, Netapp, Cisco, Vmware, Veeam, IBM, Symantec, Nexthink, Veritas, Aruba, McAfee, Kaspersky Lab, Nuix, SUSE, Microsoft, HP.





**Hewlett Packard
Enterprise**



And the Winner is ... ArcSight SIEM

RSA 2017 Conference - ArcSight ESM and ArcSight ADP bags the Prestigious SC Awards
Unanimously chosen by More than 70 Experts From Cyber Security Industry

Recognized as one of the most renowned and reputable Industry Awards Category, SC Magazines Awards 2017 has been bestowed ArcSight SIEM as the pioneer in cyber security category

ArcSight Investigate

The Industry's fastest threat investigation Solution!

Open. Powerful . Intuitive

10x faster search

ArcSight Investigate has Vertica embedded to process incredible volumes of data at blazing fast speeds. Get results in seconds and spend more time analyzing threats rather than pulling data.

Hadoop integration

Seamless integration with Hadoop provides easy access to a full range of historical data. Search and analyze data of any time frame through a single UI.

Natural language

Security context algorithm understands keywords and suggests queries dynamically. Ask a question without using complex query language.

Modern and intuitive

Pre-built functions and charts optimized for security investigation streamline manual tasks. Create powerful visuals and dashboard with a few clicks.

To know more - Join the SIEM Revolution!

HPE Security Team

SC²⁰¹⁷awards
Honored in the U.S.

AT&T Cabling Systems

- 80% of down time is caused by human error.
- 70% of network down time is related to cabling.
- 40% of the time IT Managers spend their time in fault management, 80% of this time is diagnosis and 20% is actually fixing the issue.
- Unused network equipment can be as high as 40% with no Real-time status information on structured cabling systems.
- Cabling documentation is manual and sometimes inaccurate losing Data Centers 2-3% of capacity from poor management.
- Cabling Systems have Zero Security measures and are blind to unauthorized breaches.



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Intelligent Infrastructure Management System

CablingGuard™ is a revolutionary and advanced physical layer management solution providing enterprises with the ability to manage their Physical Layer infrastructure with a level of visibility & integration unique in the structured cabling industry. Using a combination of software, electronics and structured cabling products, CablingGuard™ enables users to track and manage their investment from planning through to design, procurement, installation, moves, adds and changes (MACs) and the eventual upgrade of their infrastructure, there by spanning its entire lifecycle.

- Centralised Management of Copper and Fiber cabling networks
- Smart Global Connectivity
- Automated Documentation
- Simplified Auditing, Compliance and Capacity planning
- Real time Security alerts via email
- Easy Problem Diagnosis
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- Interconnect, Cross Connect setup available
- MAC/IP Smart Polling for Full Channel monitoring.
- Remote MAC work orders.
- High level reporting features.



For a demonstration of how AT&T Cabling Systems CablingGuard™ can help your business achieve its goals please contact us below

AT&T Cabling Systems MEA

Business Center, Dubai World Central, PO Box 390667, Dubai UAE

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