

THE REVIEW

OCTOBER 2018

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

Business insights for IT solution providers



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THE WORLD OF DATA

Is data the new fuel for the future economies? When used and interpreted properly, data can be used to make significant advances and improvements to entire countries, to businesses and to our private lives. It can be used to predict behavior, diagnose illnesses and help us make critical decisions.

The amount of data we produce every day is truly mind-boggling. There are 2.5 quintillion bytes of data (1 billion x 1 billion or 18 zeros) created each day at our current pace. However, this pace is accelerating with the growth of the Internet of Things (IoT). 90 percent of the data in the world was generated in the last two years alone. With each click, swipe, share and like, businesses are using data to make decisions about the future.

When we talk about data in today's definition of Computer Science, it's not just the storage of 1s and 0s. It is collection, storage, mining, protection, encryption, interpretation, diagnosis, learning, and prediction. Each category has its own technology, algorithms and specialists.

Data comes in many formats such as structured from traditional text-based sources, unstructured like video from computer vision and pure analogue from numerous sensors placed in 'Things'. Personally, I am fascinated by the latest advancements in Deep Learning technology and the remarkable predictions and interpretations being discovered at a rapid pace. Faster computers, like the GPUs from NVidia, now accelerate Deep Learning capabilities and are reviving what some believed was the stagnation of Moore's Law.

Being a subset of Machine Learning, Deep Learning is an artificial Neural Network that

can learn a long chain of causal links. It has transformed many sub fields of Artificial Intelligence, including Computer Vision, Speech Recognition, Natural Language processing and much more.

Some examples of real applications driven by deep learning can be found in medicine, in security, in transport, in manufacturing and more. Where, Deep Learning and AI are breaking into the healthcare industry by assisting Doctors. Microsoft, for example, is working on a project called Hanover, which aim to memorize all research papers on cancer drugs and treatments and help predict the most effective combination of drugs for each patient.

In transport, deep learning from products like Norma, can optimize routes for vehicles and fleets, optimize vehicle utilization and reduce fuel consumption.

An example of how deep learning can assist in security can be found in ICetana, the system that uses AI assisted video monitoring. Through learning of the norm, say in an airport, the system can identify abnormal behaviors, such as gun shots, altercations, suspicious packages, suspicious behavior and more.

Of course, all this data needs to be placed in storage technologies, which have fast retrieval capabilities such as flash, possibly encrypted and could be in the cloud.

Our solutions for data, will be on show at various exhibitions, online and in our Experience Centers.

Dr. Ali Baghdadi
SVP and Chief Executive META,
Ingram Micro





UNIFYING DATA MANAGEMENT

Bahaa Salah, Managing Director, Gulf and Near East, Ingram Micro, discusses how regional customers must move forward by giving data management a central and critical role.

Nowadays, 2.5×10^{30} (quintillions) bytes of data are generated daily. Data is everywhere and it is taking a central role in companies management and leadership at every level within the organisation.

When it comes to the future of data management, people need to realize it is no longer the case of how many terabytes they need to buy. Today it is all about how they can manage their existing data, how they can add on premise and on cloud, and how they can bring this together to have these infrastructures working seamlessly as one. It is no longer about where or how much space I need to save my data but also about other elements. How

can we use the cloud? How can we have a hybrid model to manage the data through many applications and program, allowing users to get the best performance from the infrastructure.

Securing data is very important as well. GDPR, the European General Data Privacy Regulation, is another important compliance element. Controlling data in and out is also becoming a major concern for companies.

The transformation brought by data and digital era is also coming from the owners of IT infrastructure decisions, and how things are moving to other departments and internal users, who have their own needs and usage of data.

During the past years, IT was the only

decision-maker when it came to technology investments and needs. Today, the interest and needs are also owned by the direct user in the company. It is becoming more about how we can manage the data, and not only about buying a hardware or a software. How we can enhance the collaboration within team members by leveraging mobility, supporting business day-to-day management with real-time updates, providing a better customer experience, maximizing the use of data through virtualization and so on. In fact, the use of data is now a matter of storing data and using it in a fast manner online and real time. There are new technologies, such as flash, allowing users to process an application much faster online and on the spot. And now it is up to experts to design the right infrastructure using different storage technologies to fulfill the needs of an organization.

Customers are no longer too sensitive about the direct costing because there are too many elements now that may bring the return on investment to a much better place.

Adapting IT to meet the exact need of the business in terms performances is a crucial matter. End-user companies should consider their growth and evolution plans while investing in IT to leverage the power of their data. To enable this, we are combining the best use of technology as well as serving better performance and flexibility when offering upgrades. ●



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APTEC ACCOLADES



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Best Growth within EMEA Award 2018



Distributor of the Year 2018



The truth in information.

Value Added Distributor of the Year 2018

Growth Distributor of the Year 2018 – Aptec Saudi



Best Distributor Partner Excellence Program 2018 for HPE Horizon



Best Distributor of the Year 2018



2017 Highest Revenue Performance – Emerging Markets



Distributor of the Year 2018 Saudi Arabia Award



Ali Baghdadi, Ingram Micro META

Ingram Micro is now authorized to distribute electronic signature technology and digital transaction management services provider DocuSign's offerings to thousands of resellers and customers in 17 countries across the Middle East and Africa region, a significant expansion of DocuSign's cloud service offering in the region.

"We are constantly on the lookout for innovation

INGRAM MICRO SIGNS DISTRIBUTION AGREEMENT WITH DOCSIGN

solutions to help our partners grow their businesses and we are excited to partner with DocuSign and make their e-signature solutions available to our customers," said Ali Baghdadi, SVP and Chief Country Executive, Ingram Micro META.

"We believe the availability of DocuSign solutions will help our partners add more value to their customers, while improving the average revenue per customer," said Rahul Bhavsar, Cloud Director for META region.

"The broad reach and efficiency of Ingram Micro and its partners in the region will help customers continue to grow their businesses with another highly effective solution," said Pascal Colin, DocuSign VP Business Development and Channels for EMEA.

INGRAM MICRO BECOMES ICETANA'S AUTHORIZED DISTRIBUTOR

NIT, an Ingram Micro Company has announced a distribution agreement with iCetana, a leading provider of real-time AI-assisted video monitoring software.

Through this agreement, NIT is now authorized to distribute iCetana portfolio surveillance solutions, to its channel partners in META region (excluding KSA).

"Our new agreement with iCetana provides significant opportunities for both

NIT and iCetana to build unique beyond-security solutions for IP surveillance and physical security for our reseller partners in the META Region," said Bassel Al Fakir, Managing Director of NIT.

"iCetana is excited to be working with an organization such as NIT; one well-known throughout the META region for its professionalism, innovation and customer service," said Francis Williams, Chief Communications Officer, iCetana.

SOPHOS SIGNS INGRAM MICRO AS MIDDLE EAST DISTRIBUTOR

Sophos has signed Ingram Micro as its newest distributor for the Gulf Cooperation Council (GCC), Egypt, Jordan, Lebanon, Libya, Iraq, Yemen and Afghanistan. The agreement will see Ingram Micro distribute and promote next-generation cyber threat protection from Sophos for networks and endpoints, including web, email, server and mobile security through its wide network of resellers across the region.

"Cybersecurity has never been more important for organizations in the Middle East,

and the growing demand for our solutions reflects this. Signing up Ingram Micro is a part of a focused channel expansion strategy for the region to deliver advanced and highly-effective cybersecurity solutions that are only available through our channel partners," said Harish Chib, Vice President, Sophos Middle East and Africa.

Marc Kassis, Ingram Micro Cyber Security Director, said, "With Sophos in our portfolio, our partners can provide the most advanced and predictive security technology to their customers."

NEW VENDOR PARTNERSHIPS

 **Extreme**
Connect Beyond the Network
Extreme Networks

 **SOPHOS**
Sophos

 **ipswitch**
Ipswitch

 **DocuSign**
Docusign

 **ACACUS**
Acacus

 **libelium**
Libelium

 **NVIDIA**
Nvidia

 **roambee**
Roambee

 **Softec International**
Softec

 **SONICWALL**
Sonicwall

MITIGATING RISKS

Samer Semaan, Value-Add Distribution Manager, UAE & Gulf at Dell EMC, urges regional enterprises to invest in robust security solutions to have a better handle on security strategies.





How can customers protect their data and be prepared for the new risks that digital transformation and 4th industrial revolution brings?

If your security strategy fails to keep pace with your enterprise, business risk increases. Many companies understand the need to protect their information where it's stored, but if it's not protected when shared or used, you're still opening yourself up to the risk of disastrous and expensive breaches, especially in this hyper connected era. To this end, we believe that it's imperative that organizations design their security program to implement a combination of solutions that address security awareness, enablement and protection among the workforce. If organizations are going to keep their critical assets truly safe amid an ever-evolving threat landscape, they need clear protocols in place that are backed by a realistic understanding of employees' day-to-day responsibilities, as well as technology that protects sensitive data wherever they go – whether at rest, in motion or in use.

Can the implementation of GDPR pave way for regional regulations on data protection?

Definitely. The regulation builds on the previous

“Challenges the industry faces is not a technology problem but a mindset problem. This is because companies employ security strategies and solutions that no longer map to the business and threat environment we face.”

“At Dell EMC, we develop security solutions that drive business value by: connecting the business context with threats to defend more quickly and efficiently than ever before; ensuring our customers are better informed through superior threat intelligence, analytics and shared expertise; and using a better command of risk posture to deliver predictable business outcomes.”

legislation, but provides more protections for consumers, and more privacy considerations for organizations. It puts an onus on businesses to change their mindset on data protection. Most importantly, under GDPR, it is important that an organization implements appropriate technical security measures, such as, encryption of personal data.

What are the current challenges regional customers face when it comes to data protection?

Challenges the industry faces is not a technology problem but a mindset problem. This is because companies employ security strategies and solutions that no longer map to the business and threat environment we face. For instance:

Most companies have some sort of data privacy plan, but it's usually a component in a broader disaster recovery or business continuity strategy. It may be a dedicated chapter or a few isolated passages in that plan document. In reality it needs to be imbued in all aspects of business continuity in real-world practice. Unfortunately, business continuity plan documents often act as shelf ware that is rarely tested and updated to reflect changes in business conditions.

Data defenses are termed as an additional cost and not a strategic investment. Measuring the economic impact of a breach goes far beyond regulatory penalties or the cost of securing defenses.

Lastly, organizations still battle the age-old situation of 'not in my backyard' mentality. As a result there has been plenty of anecdotal evidence that companies tend to delay investments in data security until they experience the pain first hand.

To sum it up, organizations need to bolster data protection and security strategies by investing in technologies that help integrate security components in all devices, products and applications to safeguard the most important asset to a company – information.

How does Dell EMC assist customers with these challenges and enable partners to make the most of the market opportunities?

At Dell EMC, we develop security solutions that drive business value by: connecting the business context with threats to defend more quickly and efficiently than ever before; ensuring our customers are better informed through superior threat intelligence, analytics and shared expertise; and using a better command of risk posture to deliver predictable business outcomes. ●



TRANSFORMATION OF DATA STORAGE

Manoj Karunakaran, Business Unit Manager, Ingram Micro, examines how channel partners can remain competitive with data storage solutions.

Data management plays a key role in supporting any organization's capability to generate revenue, minimise costs and mitigate risks. Managing customer data results in improved customer relationships, which ultimately drives revenues. Traditional data storage models include storing the data without adequate information such as type of data, what pace it grows, which elements

Partners should focus on the need to attain a unified data management solution, that can effectively combine with people, computer hardware and software, as well as with great leadership.

are critical, who can access and manage it, which applications are being used to access it. Expanded data storage requirements need big investments. Data management plays a key role in helping an organization to establish data retention policy, decrease storage costs and reduce risks. New generation storage systems are with real-time analytics, real-time information built with performance indicators. More than 50 percent of organizations move to cloud storage for compute and storage management. It's not security or control issues that are driving this trend. As you launch a new storage deployment, plan for these roadblocks and work with vendors and distribution partners who can successfully support, enable and steer to succeed.

Partners should focus on the need to attain a unified data management solution, that can effectively combine with people, computer hardware and software, as well as with great leadership. Successfully being able to share, store, protect and retrieve the ever-increasing amount of data can be the competitive advantage needed to grow in today's business environment. While flash provides the best storage performance, it is, however, very expensive. Modern storage systems are designed to optimally use a mix of flash and spinning disk, providing the most economic balance between cost per performance and cost per capacity.

Partners have to consider the cost aspect to

support customers, but also simultaneously, ensure performance enhancement and quality in their offerings. They need to offer a scalable solution that is also cost effective. For example, vendors such as HPE, DellEMC consolidates their services to offer a complete virtualized infrastructure on a single platform. More enterprises are relying on analytics to improve their performance, availability, and data management. The way partners advice customers and position their offering to address business challenges will be the key factor for success.

All businesses need to plan for their future and take high-level, strategic decisions. In order to do this, management of the business relies on information about the historic performance of the organization, the projected future performance of the business, their customers' present and future needs, and the performance of their competitors. Information relating to the external environment, particularly the economy, is also important. At Ingram Micro, our aim is to enable and empower partners to add software-defined services to all customers' storage requirements. This will help them to take advantage of the consumption-based storage models. We push partners early on towards selling hyperconverged storage models, in line with the pace of business demands and market trends that support the IT transformation, to remain competitive. ●

POWER OF DATA AND INTELLIGENCE

Microsoft enables customers through comprehensive solutions to support efficient protection.



Information is one of the most important assets for any organization, **data is valuable and should be protected and secured**. Security is required to combine systems, operations and internal controls to ensure integrity and confidentiality of data and operation procedures in an organization.

Identifying these potential external and internal threats in a timely manner is critical to the health of any organization. It is important to take precautionary steps and define IT policies to ensure data stays within the organization always without being exposed. As, when information falls into incorrect hands, it can ruin lives, bring businesses down and lead to huge financial penalties, expensive law suits, loss of suits even.

Microsoft offers two comprehensive solutions to support efficient protection like **Azure**

Information Protection and Microsoft 365 Intelligent Cloud Security. Azure Information Protection can classify and protect email messages and documents, whether they are located on-premises or in the cloud by applying labels whilst to protect devices, apps, data, and identities without compromising on productivity on cloud and on-premise.

For many organizations, achieving complete compliance can be very challenging. Hence organizations need to periodically perform risk

assessments and understand their compliance posture. Even before the GDPR regulation took effect, information loss had already been one of the most expensive consequences of cyber-crime, closely followed by business disruption and loss of employee productivity.

A variety of intelligent solutions are presently available in the market which help in assessment and management of compliance risks. Hence, it is important to keep in mind these key factors while choosing the right solution - a platform one can trust and verify; **a solution that simplifies organization's approach to information governance and uses intelligent tools to help discover and control data.**

For example, Microsoft 365 empowers organizations to be creative and highly secure and keeps data secure, without impeding productivity, so organizations can focus on what's important.

Data is the key to any business transformation in this digital era, the business possibilities are beyond imagination when the hidden potential of data intelligence is revealed. **Data management, advanced analytics, and data visualizations** provides opportunities to dig deep and find insights that allows any kind of business to transform and flourish.

Microsoft power BI is a great example of a

tool that fuels this **digital transformation** in the business. It helps organizations to use real time dashboards to make data-driven decisions.

We at Ingram Micro have successfully enabled fast routes to market for vendors and resellers. We understand that data is the lifeline for any organization to grow and digitally transform itself.

To support this drive and encourage our channel partners, we have a Microsoft program which is based on three pillars – **Enable, Engage and Encourage.** In this program, we are offering **360-degree support from business, technical and marketing perspectives.** The technical support is inclusive of - consultation, solution designing, sizing and migration. From marketing perspective – we offer marketing strategy consultation, enable partners on easy to use demand generation tools and even support them with our varied marketing services starting from content creation and sharing (both from Global and Gulf) to workshops, online webinars, white papers and telemarketing services. I am very proud to be leading this **three-pillar Microsoft program in Gulf** and to be able to create value for our ISVs and Channel Partners. ●

*Parul Pathak
Product Manager – Microsoft Gulf
Parul.Pathak@ingrammicro.com*

SECURING DATA CENTERS

Aliaa Atiya, Ingram Micro Business Unit Manager, discusses the importance of cyber security controls at each layer of data within the data center networks.



Data traverse across the data center segments based on applications and IT services architecture. Today's data center designs still follow the legacy model of Web Zones, Application Zones & Database Zones, some of which are published services on the internet for end consumers. Main areas which needs to be secured are:

- Data Center Perimeter
- Data Center East-To-West Network Flow
- Web Services Zones
- Application Services Zone
- Database Services Zone
- Data at rest (Storage systems)

When enterprise data traverse across the network, data will land into multiple layers. With endpoints, mobiles and data center network and cloud existing for each layer, cyber security controls are required to reduce the risk of data breaches. These controls can be the following:

- **Endpoint Detection & Response:** EDR is the evolution of anti-virus failure over

the past few years as the legacy AV is unable to detect or prevent today's sophisticated adversaries (file-less attacks). Those type of adversaries are stealth and can evade traditional AV systems, resulting in compromising endpoints within minutes.

- **Network Threat Hunting:** NTH is the evolution of SIEM technologies failure in detecting network cyber threats, replacing the static logic base detection engine with machine learning threat detectors. Moving towards machine-learning based threat hunting systems provide more accurate results to the security analysts.

- **Incident Response Automation:** IRO is the evolution of human failure in analyzing billions of data collected by traditional security analysis platforms. This allows enterprises to automate incident investigations or analysis, using defined playbook written by the industry's best minds. This leads into

more productivity and provide true ROI on Cyber Security programs.

Ingram Micro partners approach clients with a deep understanding of cyber risk exposure and articulate its impact to the overall client's business operation, then map the risk mitigation controls to either a business process or a Cyber Security 'Technology Control'.

Ingram Micro educates partners to approach cyber security from business risk perspective, which immediately translates to a wider engagement from all business units within the customer enterprise. Ingram Micro also empowers partners to offer value-added services to their clients such as Cyber Security Maturity Assessments, Breach Readiness Assessments and Incident Response and Incident Containment.

These types of elite services build the right level of trust between partners and clients, which is an essential element that many seem to miss. ●

FOUR PILLARS OF DATA MANAGEMENT

Mansoor Ibrahim, Distribution Success Manager, Veritas Middle East, elaborates on four key pillars of data management and how the firm is well-positioned to optimize market prospects.

Exponential data growth, rising storage costs, complex cloud migrations and stringent regulations are compelling organizations today to find efficient and economical ways to retool themselves for the digital world. IT staff face daily questions about whether their data is protected appropriately, whether it can or should be deleted and whether they're missing lower cost storage opportunities. The first step in managing data is to better understand it. Veritas makes it easier and less expensive for enterprises to modernize all aspects of data management—whether on-premises or in the cloud—by introducing an all-round data management approach.

The four key pillars of data management are as below:

Data Protection

Wannacry was the biggest ransomware attack of 2017 affecting more than 300,000 organizations globally. Ransomware is a huge threat to any organization and its operations if preventive measurements are not put in place. Enterprise IT organizations need a reliable solution to protect their mission-critical data, legacy and next-generation workloads. The solution should assist them to scale gracefully to petabyte levels and offer a simple, self-service experience that any administrator can use to protect and recover their own data.

Digital Governance

Defensibly deleting data requires classification and so many organizations typically just



keep the data forever. Digital discovery takes time and is costly. Digital compliance is complicated by the move to the cloud—even more repositories to manage with yet more tools. Veritas GDPR framework is a whole offer focused on the following steps: Locate, Search, Minimize, Protect, Monitor.

Cloud Adoption & Migration

Shifting a workload to the cloud is shifting the resource, not the responsibility. A strong data portability/migration solution helps prevent hardware and cloud-vendor lock-in. If you look at migration orchestration – today's workloads

are complex. We help migrate entire business services with pre-migration testing – verify works before going live and Failback support in case these don't go as expected. The same tool that we offer for migration and failback also protects you from cloud vendor lock in – you can migrate your workloads between clouds

Reducing Storage Growth and Costs

We help organizations know what they have, where it is, who has access to it, and how long it should be kept.

Veritas research is shining light on the effectiveness of data hoarding practices bring. The key highlights from our research were the following:

- 41% of unstructured data is at least 3 years old
- 33% is Redundant, Obsolete, or Trivial (ROT)
- 52% is Dark Data

We help customers visualize their data so that they can make business decisions to reduce cost (tiering / deleting), save time (policy-based automation), and risk (understanding what is where and who has access). Software Defined Storage (SDS) allows flexibility and leveraging of existing storage investments, utilizing commodity hardware.

Veritas helps turn your data challenge into comprehensive information management for your business and provides a 360-degree view of data management through solutions for Data Visibility, Data Protection, Data Portability, Storage Optimization, Business Continuity and Digital Compliance. ●



MAINTAINING DATA INTEGRITY

Data integrity involves maintaining the consistency, accuracy and trustworthiness of data over its entire lifecycle, says, Julie Varghese, Business Unit Manager, Ingram Micro.

Data integrity is essential for the efficiency of the business processes as well as for decision-making within enterprise businesses. Without integrity, decisions can have a dramatic effect on the company's bottom line goals.

Data integrity is the assurance that digital information is uncorrupted and can only be accessed or modified by those authorized to do so. Integrity involves maintaining the consistency, accuracy and trustworthiness of data over its entire lifecycle.

Data quality is a perception or an assessment of data's fitness to serve its purpose in a given context. The quality of data is determined by factors such as accuracy, completeness, reliability, relevance and how up to date it is. With GDPR and the risks of data breaches, fixing data quality issues is a priority for many companies.

There are several challenges associated with data integrity. Data integrity can be compromised in a number of ways, including: human errors when data is entered, errors that occur when data is transmitted from one computer to another, software bugs or viruses, hardware malfunctions, such as disk crashes and natural disasters, such as fires and floods.

Data integrity issues are often pegged as the source of inaccurate reporting, ill-conceived strategies, poor decision-making and financial loss.

To maintain integrity, data must not be changed in transit and steps must be taken to ensure that data cannot be altered by

an unauthorized person or program. Such measures include implementing user access controls and version control to prevent erroneous changes or accidental deletion by authorized users. Other measures include the use of checksums and cryptographic checksums to verify integrity. Network administration measures to ensure data integrity include documenting system administration procedures, parameters and maintenance activities, and creating disaster recovery plans for occurrences such as power outages, server failure or security attacks. Should

"Data quality is a perception or an assessment of data's fitness to serve its purpose in a given context. The quality of data is determined by factors such as accuracy, completeness, reliability, relevance and how up to date it is."

data become corrupted, backups or redundancies must be available to restore the affected data to its correct state. Measures must also be taken to ensure integrity by controlling the physical environment of networked terminals and servers because data consistency, accuracy and trustworthiness can also be threatened by environmental hazards such as heat, dust or electrical problems.

The concept of data integrity ensures that all data in a database can be traced and connected to other data. This ensures that everything is recoverable and searchable. Having a single, well-defined and well-controlled data integrity system increases stability, performance, reusability and maintainability. There are many leading companies that offer data integrity solutions. Many blockchain startups signal new approaches to data integrity as well. The block chain is a series of data records – time-stamped transactions – stored in a database. The hash of each block is used to link to the next so that there is a single forward pathway through the blocks: this is the "chain." Each new block is broadcast in near real-time all across the Internet, with almost every miner (or node) maintaining a current copy of the transactions log.

Our channel partners are promoting data integrity solutions as they are crucial for enterprises to maintain data integrity. Ingram Micro as a VAD offers product awareness events, enablement trainings and channel marketing activities to help promote these solutions. ●

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Journey To Cloud

with Ingram Micro's

cloud awesomeness

ROADMAP



1. The Build Stage

Just starting out



2. The Breadth Stage

Growing your offerings



3. The Depth Stage

Building a profitable
recurring revenue stream



4. The Scale Stage

Scaling your business
model (and your revenue)
exponentially

For more information visit our website:

<http://imcloud.me/cloud-awesomeness/>





SUPPORTING THE CLOUD DATA PROTECTION BUSINESS

Rahul Bhavsar, Director Cloud, META, Ingram Micro Cloud, elaborates on how the distributor can assist partners and customers in the cloud data protection business.

Regional and local mid to enterprise level customers are aware of the importance of data protection in general but their views differ by the definition of protection. The definition of data protection revolves around two aspects, from an IT point of view. They are:

Backup and Archive – This is about protecting the data by performing regular backups and archiving the data in the right intervals. This is one of the most practised data protection techniques and almost every customer is aware of this. The challenge comes when protecting the data, which is sitting off-premise in the cloud. The same customer becomes relaxed and does not take it seriously because their reasoning is that its cloud vendors' responsibility to protect or back up their data, which is a myth. I see many SaaS solutions purchase in the market through the channel, but I do not see the attached backup for cloud solutions moving along with it at the desired levels. This clearly tells me that both customers and channel partners are not giving enough importance to data protection on cloud.

Securing the data – This about how to protect the data by building the right security.

Customers' general attitude is that because they are backing up data regularly, they do not need to be concerned about security. Traditionally security is seen as securing the infrastructure and applications, but everyone has to understand that eventually it's about data, which is getting attacked. Many regional customers are serious about it but when it comes to cloud the gap is still very high. Local enterprise customers are also in the same state. The general myth here is that if data is moved to cloud, its more secure as its vendors' responsibility.

In order to leverage the prospects in this

"Ingram Micro can offer in-depth support to our partners to build and bridge the gaps in their business to drive the cloud data protection business."

space, the tools and technology are very much available today for partners. However, the challenge is different here, partners should embrace this through education. The sales cycles are longer in this space and we understand that, but the benefits are also high where partners would never lose the trust of the customer. Ingram Micro can offer in-depth support to our partners to build and bridge the gaps in their business to drive the cloud data protection business.

The only way to stay ahead of the perpetrators is to be aware of the trends in the cyber security space, especially with cloud. It is also important that we are fully aware of the security solutions and practises around cloud, which widely varies from SaaS, PaaS to IaaS. Having the right solutions for the right type of cloud is very important as one solution may not be a good fit for all types of cloud workload. The best method is to practise a frequent cycle of discover, assess, fix and then rerun the cycle again. Ingram Micro has a dedicated team with emphasis on cyber security along with cloud. We are here to offer support and help to our partners and customers through our wide range of solutions and best practises. •

DATA-DRIVEN IoT SECURITY

Marc Kassis, Cyber Security Director, Ingram Micro Middle East and Praveen Joseph Vackayil, Ingram Micro Cyber Security Consultant and Trainer, discuss how data management can be a game-changer when it comes to IoT security.

IoT Security – The three building blocks

The Internet of Things is already making grand in-roads into business and technology landscapes around the world. Fundamentally defined as a connected network of heterogeneous components that are sensing, collecting, transmitting and analyzing data to make “intelligent” decisions, the Internet of Things is seeing practical deployments across multiple sectors of industry, ranging from education to banking and construction to road transport.

However, deep security continues to elude most IoT deployments. To be effective, IoT Security must be founded on three building blocks.

Measurable and Comparable Security

While specific IoT vendors have their own proprietary IoT security standards, a universally accepted vendor-neutral IoT Security standard is required. This will facilitate the incorporation of metrics and benchmarking mechanisms across

different IoT ecosystems to gauge and compare their security postures.

Wholistic Security

Given the very diverse nature of the Internet of Things, and how engrained it is in creating a functional ecosystem for “heterogeneous things” to talk to each other, a wholistic, cross-functional security platform is difficult to design. A wholistic, multi-layered and integrated security approach is a critical success factor for a truly secure IoT environment.

Inherent Security

Inherent security requires identifying security requirements and planning for them right at the drawing board of the application (security by design), emphasizing security over functionality and incorporating secure application development standards.

Data Management

Data Management is a collection of processes and activities to implement end-to-end governance and control of an organization’s data assets across its entire lifecycle. Its key objectives include ensuring formal classification of data, application of data security controls in proportion to applicable risk, maintenance of data quality, etc. In fact, many of these objectives are compliance requirements across multiple security and privacy regulations including the recently enforced EU-GDPR.

Data Modeling holds the key to resolving the IoT security conundrums described above. Data Modeling is the science of analyzing and typecasting data into “frameworks” that are aligned with specific and customizable formats.

Using pattern detection and cross correlation, data modeling introduces a level



Marc Kassis, Ingram Micro

of “consistency”, “quality” and “predictability” into raw and unorganized data structures. This enrichment of raw data can be used effectively to improve the security levels of an IoT Ecosystem. Let’s find out how.

The need for vendor-neutral cross-platform IoT security standards

By analyzing the data residing within an IoT ecosystem, data modeling will help to identify and predict security strengths and weaknesses, failure points and performance levels of the IoT components. This will help to define security metrics and benchmarks across multi-vendor environments, thereby paving the way for vendor-neutral cross-platform IoT Security standards.

The need for a wholistic and integrated security approach

A wholistic, multi-layered and integrated security approach can be derived by modeling attack vectors. This will require crunching threat data including threat actors, threat outcomes, threat motives, and most importantly perpetration methods. With this information at hand, it is possible to identify security controls and develop a cross-platform and vendor neutral integrated approach to security.

The need for inherent security – security by design

By documenting the design lifecycle of the multiple components in an IoT ecosystem, vendors can identify common phases and define the key milestones where security requirements and metrics will need to be injected. Data modeling can assist in analyzing design processes across multiple components and vendors and identifying the right points to inject these security metrics. ●



Praveen Joseph Vackayil, Ingram Micro



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THE ART OF DATA COLLECTION AND MANAGEMENT

Bassel Al Fakir, Managing Director at NIT- an Ingram Micro Company, talks about how organizations can obtain value from video analytics.

Regional customers can derive immense business value from data collected by their surveillance systems. Due to the wide acceptance of video cameras and their proven ability to prevent impunity, huge deployments, which are no longer related only to security, are done or underway in major cities around the region. The total number of cameras for public transportation, retail and traffic control already exceed hundreds of thousands of cameras, although networks, processing power and storage space pose challenges for the technical infrastructure.

In CCTV, image interpretation is complex, and decision-making keeps the human operator in the loop. But the situation becomes paradoxical as human capacity to process video continuously shows weaknesses, while our ability to interpret scenes remains considerably superior to the computer. Hence, video analytics application, which is at the crossroad of ergonomics and augmented reality, is driving computer-assisted

video surveillance as the widely emerging response to a simple finding – we are now capable of spreading many more surveillance cameras than we are able to monitor.

There are two main challenges for partners when it comes to selling these solutions effectively.

The first one is related to the cost, which is still relatively expensive (specially for face recognition and AI-based analytics) but year after year, prices are becoming cheaper.

“There are tremendous opportunities available now for partners, in fact we are now living in the era of ‘video enabling’.”

The second challenge is to deploy the right data management platform that collects and manages data while also delivering rapid, low-latency access to files and content across the multi-tier storage environment.

There are tremendous opportunities available now for partners, in fact we are now living in the era of ‘video enabling’. We can see surveillance videos being used to give better customer service and improve business processes in many industry sectors. This era changes the way the world thinks about using surveillance video. The trend of video being used to enable business applications is accelerating.

Ingram Micro is a major driver for this field because as a distributor, we make it possible to use surveillance video together with analytics. With the power of over a dozen vendors who provide video analytic solutions and technically experienced support team, Ingram Micro is considered as the right destination for any partner who want to enter in this space. •

RELYING ON CLOUD

Maya Zakhour, Head of Distribution and Alliances, Middle East & Africa, NetApp, elaborates on how hybrid cloud solutions can strengthen an organization's performance by ensuring data is easily available 24/7.



How can regional enterprises harness the power of data to execute hybrid cloud projects?

Over the recent years, regional enterprises have understood and embraced the power of data to add value to their businesses. They have rolled out their digital transformation strategies with cloud being at its core, specifically hybrid cloud in which data is generated and stored across a combination of on-premises, private cloud, and public cloud resources. Hybrid cloud solutions enable enhanced application performance through

nonstop data availability, leading to solid market positioning, smarter decision-making processes, and more strategic future planning. The hybrid cloud also helps address new data challenges to aid an enterprise thrive in the digital transformation era.

NetApp Data Fabric-enabled solutions empower organizations to use data to make intelligent decisions about how to optimize their business and get the most out of their IT infrastructure. NetApp hybrid cloud data services allow organizations to put their data-centric vision into practice, enabling

faster responses to market changes and rapidly advance new ideas from concept to production.

What elements should customers consider to be able to truly unlock the potential with data solutions?

In a world transformed by digital technology, companies need fast insights, seamless access, and the peace of mind of knowing that their data is protected and within their control. Data must become the lifeblood of an organization, to optimize operations, create innovative business opportunities and



enable new customer touchpoints through technology. Thriving in this environment requires a holistic approach to managing data that is secure, efficient, future-proof and provides freedom of choice.

How can partners develop their expertise to become proficient in this area?

Engaging in open dialogues and continuous training programs are the key to developing our partners' expertise. We offer programs and events like the NetApp Partner Marketing catalogue; NetApp Insight; the Partner Executive Forum; and other training and specialization programs designed to create a sense of progression and high level of mindshare among partners to motivate them to continue towards higher success. Apart from our training programs, we also incentivize them to achieve the set objectives.

As an example, our partner Aptec – an Ingram Micro Company – has a strong, value-added distribution expertise and perfectly complements our joint ambitions in the market. Considering the increasing opportunities, we are supporting Aptec in nurturing a successful reseller network that takes the NetApp data management solutions to end users. Aptec also plays an important role in developing our business network in the region.

"Hybrid cloud solutions enable enhanced application performance through nonstop data availability, leading to solid market positioning, smarter decision-making processes, and more strategic future planning."

How is NetApp empowering partners to accelerate their business growth with data related solutions?

Our mission is to empower global organizations to unleash the full potential of their data to foster greater innovation and optimize their operations. Our partners share the same mission and passion. One of the main drivers of their business growth is the fact that our broad portfolio targets the fastest-growing segments of the market, including industry-leading flash, hyper converged solutions, and the cloud – all of which are essential in today's digital era.

NetApp is also currently working with several government organizations in the

Middle East that are involved in turning smart city concepts into a reality. These collaborations benefit our partners as well as more and more governments in the region are using NetApp Data Fabric-enabled solutions. This allows IT teams to manage and secure information from connected devices across both internal and external datastores, as well as helps them process large volumes of data from a variety of connected sources with the visibility and performance needed to respond to a dynamic environment.

Can you share market and channel plans for the next few quarters?

To sustain our market leadership, we will remain consistent in our efforts to build new strategic partnerships and enhance customer experience using our world-class solutions. We are also widening our reach in the region. Our channel partners are located in different key countries across the Middle East and North Africa (MENA) and we are further expanding our network of trusted partners in the region and worldwide. Moreover, we are strengthening our working relations with our leading technology and reselling partners to ensure that we deliver a comprehensive portfolio of cloud services that fit the needs of our customers. •

"NetApp Data Fabric-enabled solutions empower organizations to use data to make intelligent decisions about how to optimize their business and get the most out of their IT infrastructure."

DISASTER RECOVERY 2.0: PROTECTING BUSINESSES FROM POTENTIAL CATASTROPHIC RISKS

While not a new method, DRaaS is becoming a hotly discussed topic once more as data availability and business continuity challenges peak C-suite interest, says, Claude Schuck, Regional Manager, Middle East & Central Africa at Veeam.

Unpredictability is a fact of life, and nature brings plenty of it. Be it flooding, fire or even earthquakes and hurricanes, businesses worldwide can be susceptible to a whole range of natural disasters. Unfortunately, business leaders normally don't think it will happen to them. They have insurance and believe that is the box ticked. However, just because you might get a financial return if your data centre floods, that's only part of the problem resolved. What happens to your services and data that keep your businesses running? The likelihood is you're looking at some form of downtime and service outage, which is going to hit your business in all manner of ways.

Whether it is caused by cataclysmic weather, technological malfunctions or human actions, an IT outage can be devastating. But businesses can be put off extensive disaster recovery plans by the perceived cost and complexity. That leaves many relying on outdated and untested

processes, or worse – without any recovery plan in place at all.

Once upon a time, organisations relied on the old 'ten mile' rule, to work out the appropriate distance to store data backups. But with recent natural disasters impacting whole cities – or even whole countries – such rules are now redundant. In today's ever-changing environment, businesses can take advantage of the cloud and Disaster Recovery as a Service (DRaaS) to ensure that they are properly protected and always online.

Disastrous consequences

Businesses can suffer from a whole range of issues when an outage strikes. At the lower end of the scale, there's the loss of employee productivity. This cost in itself can soon mount up, with Gartner estimating that firms lose on average \$5,600 for each minute of downtime.

But with the rise of digital, businesses are

under more pressure than ever to deliver an "always on" service, as downtime can have serious consequences for their customers. Think back to UK bank TSB's three-week outage in April 2018. Thousands of the bank's customers reported issues ranging from fines levied on outstanding payments to accounts being drained by fraudsters. Now there has been an eightfold increase in consumers leaving the bank, pushing it into a half-year loss, with a figure of £176.4 million attributed to the technology meltdown. All in all, the financial and reputational consequences of a disaster can be extensive.

An unplanned outage can happen to any business, at any time. IT teams have to ensure that they have a redundancy plan in place so that, as and when a company is affected, data remains available and the impact of the incident is mitigated as much as possible. Far from being a 'nice to have' or a sign of excessive caution, disaster recovery is a business imperative.

Safety in the cloud(s)

Disaster recovery has often centred on off-site servers, or even tapes, depending on how far back you go. But now, cloud computing offers an excellent alternative to these traditional disaster recovery methods, be it using disaster recovery as a service (DRaaS) from a service provider or simply putting backups in the cloud. Moreover, when an outage takes place businesses don't need to wait for on-premise servers to be recovered or incur the delays – and occasionally the risks – of having IT teams travel in person to the recovery site.

DRaaS is a valuable cloud-based model. The approach delivers comprehensive disaster recovery by replicating a business' physical or virtual servers to provide failover. With DRaaS, business-critical applications can be up and running almost instantaneously after an incident.

Like other 'as a Service' models, DRaaS offers significant advantages for businesses of a range of sizes. The lower costs open up availability for smaller businesses, who could otherwise have struggled to implement such a service in-house. Equally, its scalability benefits the larger enterprises, whose needs might vary depending on the number of servers, applications and databases being used at any one time.

And whatever the size of the company, IT teams recover valuable time that might otherwise have been dedicated to back-ups. As a result, DRaaS is an increasingly popular option, with 25% year on year growth predicted for the offering over the coming decade.

Implementing DRaaS

To develop the most appropriate strategy, and to evaluate the role of DRaaS, businesses must



consider disaster recovery in the context of their overarching business strategy. The best place to start is with a business impact assessment.

It's important to work out which apps and business processes are most critical to keeping the business available all day, every day. Estimate the maximum amount of downtime the business can stand for each of these business processes before it fails. From there, work out what your ideal recovery targets would be for these apps and processes.

Running through some hypothetical scenarios might be helpful. How much data loss can you handle? How quickly do you need to be back up and running? How much would downtime cost the firm, in terms of output and broader consequences? All of these questions will help to define the recovery time objectives (RTOs) for the business and the best approach as a result.

Compliance is also an important consideration for scoping a disaster recovery strategy. With both the GDPR and NIS Directive in place, companies must ensure that they understand where specific data will go once shared. Any service provider worth its salt will be fully compliant with the legal requirements of the geographies they operate in. By finding the right platform, businesses can be confident that their strategy is both comprehensive and fully adherent to local laws.

A huge point that is often overlooked is that just having a disaster plan is not enough. You should look to regularly test the viability and quality of your backups to be certain they are completely recoverable, that the plan will function as expected and all data is where it needs to be (off-site, for example). The last thing you want during a disaster is to find that the plan hasn't been completely implemented or run in months, or worse, discover there are workloads which are not recoverable.

Disaster recovery 2.0

It's critical that businesses resist the temptation to bury their heads in the sand when it comes to disaster recovery. IT outages can happen to anyone – and IDC estimates that 80% of businesses that don't have a disaster recovery plan will simply fail when one takes place.

When it comes to your data and IT services, there is a significant risk a business may never recover if it's not adequately prepared. We live in a digitally transformed world and many businesses can't operate without the availability of systems and data. These simple points above can bring about the resiliency organisations need to effectively handle disasters, and prove their reliability to the customers they serve. So, while the full value of DRaaS might not be realised immediately, the right disaster recovery plan could prevent an outage from becoming a catastrophe for your business. •

"A huge point that is often overlooked is that just having a disaster plan is not enough. You should look to regularly test the viability and quality of your backups to be certain they are completely recoverable, that the plan will function as expected and all data is where it needs to be."

DATA MANAGEMENT IN THE IoT ERA

Tamer Abdel-Fattah, Head of IoT Business, META region, Ingram Micro, describes how the distributor offers in-depth expertise and support for IoT and AI technologies, allowing partners to excel in this space.

Today, organizations rely on huge amounts of data for enhancing business efficiencies. Customers are increasingly looking at expanding on data warehouses and business intelligence environments to augment them with intelligent data lakes, predictive analytics, and artificial intelligence (AI) for totally different business outcomes than those expected from digital transformation. However, this creates complexity challenges as many analytics systems are being used for different purposes and they all need to be fed with relevant data.

Customers have to keep few key things in mind before implementing IoT and AI solutions. IoT is not about technology. It is a way for businesses to recreate the manner

in which they offer products and services to their customers and to redesign their critical processes, such as operations, distribution,

product support, logistics and customer care. The first step is to understand the business challenges, prioritize them and then select

“Data is the most important asset we have in our world today. However, it is more important to understand how to manipulate the data and understand it properly. Customers need to know how to obtain valuable insights out of them and how to translate it to improve business operations.”



“Our partner ecosystem plays a vital role in empowering customers to leverage the advantages of new-age solutions. One of the most important value adds that Ingram Micro IoT and AI division is offering channel partners is availing the right ecosystem for IoT solutions.”

right and simple IoT solutions that can address these issues.

Ingram Micro offers end-to-end solutions for those industries that have immediate demands. We offer it in the form of bundles, which enables customers to implement them within a short period without the hassles of technical customizations.

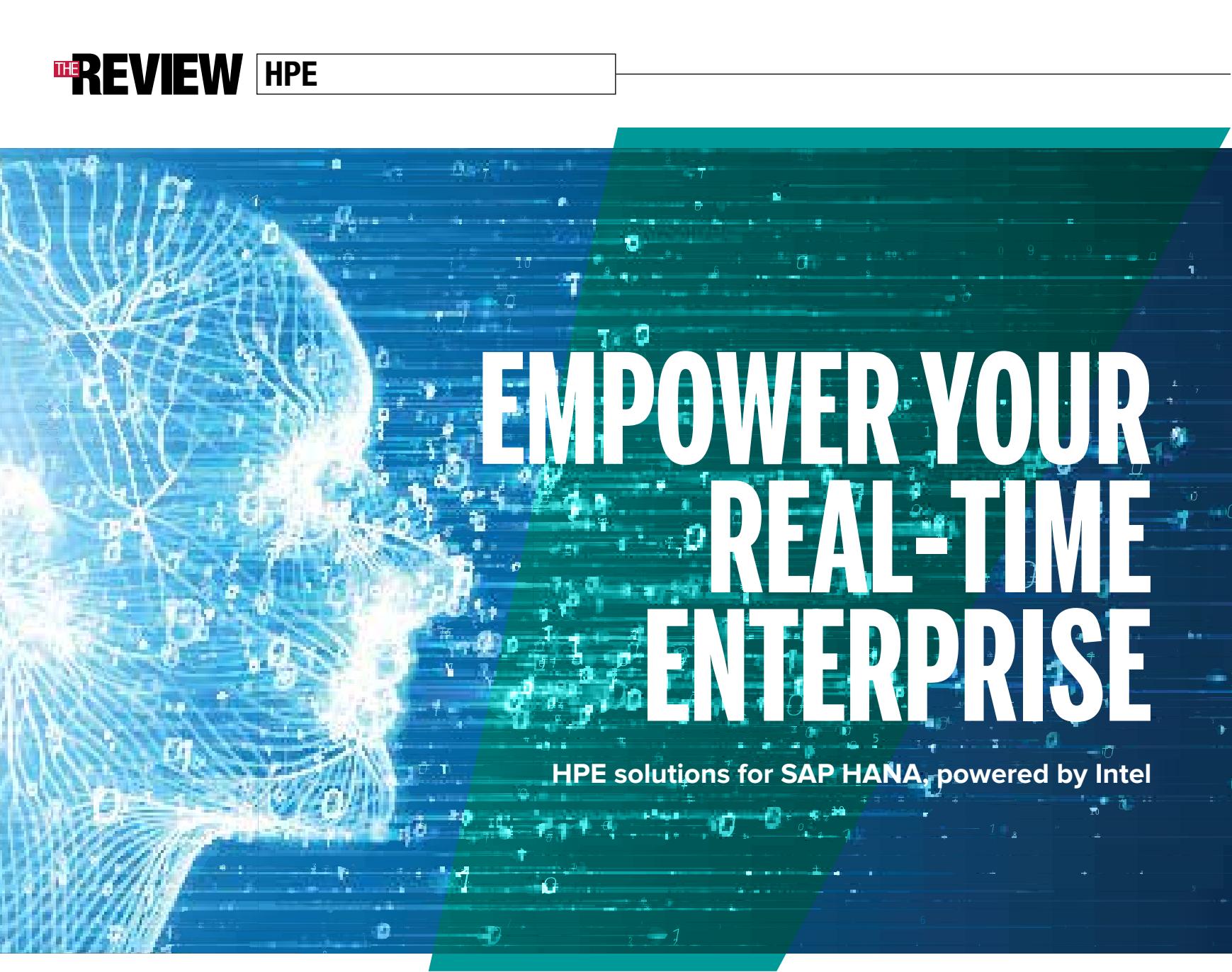
Our partner ecosystem plays a vital role in empowering customers to leverage the advantages of new-age solutions. One of the most important value adds that Ingram Micro IoT and AI division is offering channel partners is availing the right ecosystem for IoT solutions. We help in recommending the vendors, allowing channel partners to focus mainly on the end customer business requirements and deliver a proven

technology that have strong references in the region and beyond.

Data is the most important asset we have in our world today. However, it is more important to understand how to manipulate the data and understand it properly. Customers need to know how to obtain valuable insights out of them and how to translate it to improve business operations. This doesn't happen immediately usually, which is where AI solutions can play an important role. This is because it can even learn from the big data collected and provides the necessary analytics based on the algorithm built for the required purpose.

Ingram Micro is enabling partners to excel in this space. Ingram Micro is at the center of the IoT and AI orbit and we play a critical

role to enable our partners to be able to offer IoT and AI solutions to customers across several industries. We do this by availing the right end-to-end solutions, delivering the required sales and technical enablement and also by providing demo capabilities for these solutions. All this is possible with the expertise Ingram Micro has invested in to be the back bone for partners and also through our investment in our ‘Customer Experience Center’, built especially for partners and customers. Customers are able to get the experience of the solution before buying it, we are not showcasing products, instead demonstrating the use case in reality. •



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As our world becomes more intertwined with technology, digital transformation is reshaping every industry. People and businesses are increasingly connected and always on. When you harness the gold mine

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- Provides real-time insights to reveal new value
- Enables change at the speed of business
- Optimizes business services

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data into a system of intelligence—enabling you to remain one step ahead of your competition.

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Stepping up to SAP HANA means migrating to a new database and to new servers purpose-built for in-memory computing. To ensure this important transition occurs without disrupting your business, you can work with HPE to deploy a flexible, scalable SAP HANA solution designed to meet your needs today and tomorrow.

You can choose from a variety of deployment options from HPE—including the HPE ConvergedSystem for SAP HANA—which allow you to deploy SAP HANA for the fastest time to



value, with the highest levels of performance. HPE also offers SAP HANA Tailored Datacenter Integration (TDI) solutions, including compute nodes that scale up to 48 TB of memory for seamless scalability and flexibility, as well as all-flash storage solutions for TDI use cases that offer industry-leading performance. You can augment your deployment options with a broad selection of end-to-end HPE consulting, migration, and integration services that enable speedy deployment, smooth migration, and business continuity.

Greater insights at any scale

To unlock your data's hidden value in today's fast-paced and competitive business world,

HPE solutions for SAP HANA help you get better information faster, gain deeper insights more quickly, and turn your Big Data into intelligence so you can pursue new opportunities as they occur.

Whether you have a small, midsize, or large enterprise database environment, you can have the headroom to grow, and get the performance needed for your business.

- For SAP S/4HANA use cases, the new HPE Superdome Flex Solutions for SAP HANA support up to 32 sockets and 48 TB of memory in scale-up configurations.¹ Also available are HPE Superdome X and HPE MC990 X solutions for SAP HANA, which offer the industry's largest scale-up configurations with up to 20 TB of memory for your most demanding workloads.
- For B/4HANA or Business Warehousing use cases, the new HPE Superdome Flex Solutions for SAP HANA offer a modular platform for 4- or 8-socket scale-out configurations. Also available are HPE ProLiant DL580 Gen9 and the HPE Superdome X solutions for SAP HANA, with maximum scale-out capacity of 192 TB of memory.
- HPE ProLiant DL560 Gen10 or HPE ProLiant DL580 Gen9-based solutions offer up to 3 TB of memory for analytics use cases or up to 6 TB of memory for S/4HANA use cases.

Optimum flexibility to protect your investment

To match your various SAP workloads, deployment choice, and consumption model, HPE offers a broad range of solutions all powered by Intel. You can optimize your SAP HANA landscape and investment to realize the highest return on investment (ROI). The new HPE Superdome Flex with a groundbreaking modular building block design offers 32X more headroom to keep pace with your business demands. With this system, you can:

- Flexibly scale your S/4HANA without business interruption.
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HPE AND SAP CO-INNOVATE TO ACCELERATE YOUR DIGITAL TRANSFORMATION

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You can deploy SAP S/4HANA on-premises or in a multi-cloud environment. HPE offers the Right Mix of Hybrid IT solutions.

POWERING THE INTELLIGENT EDGE

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DELIVERING THE EXPERTISE TO MAKE IT HAPPEN

As the #1 market leader with 12,000+ SAP HANA installations to more than 2400 customers globally, HPE is your trusted advisor for the S/4HANA journey.

infrastructure across scale-up and scale-out configurations or across analytics, BW/4HANA, or S/4HANA workloads without a forklift upgrade.

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For many enterprises, it's fair to say that if SAP isn't running, the business isn't, either. Meeting the needs of customers and staff calls for 24x7x365 availability—with every minute of downtime translating to significant costs.

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Comprehensive Security Simplified



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DRIVING ANALYTICS

Sam Johny, Business Unit Manager, Ingram Micro, explains how data analytics solutions have the potential to take regional businesses to new heights.

The Middle East being a very oil dependent region has always been relying on oil and gas for large portion of businesses operating in this region. However, given the current dynamics and transformations in this model due to falling oil prices, the focus has drastically shifted to other industries. Data analytics is a pillar in a set of digital technologies that are proliferating in the region. Business have realized the digital transformation is a wave that all industries must ride to stay competitive. Most companies have been taking strides in this direction by making huge investments on one valuable resource of the future – “data”. It has been evident that the wings of data analytics are not only in making profits to businesses but also very essential in fields of medicine, defense and in handling natural disasters. On the other hand, while the early movers have already progressed, a clear majority of the fence sitters have now begun taking baby steps in this direction to avoid being made redundant and irrelevant. While the huge set of data is being created already through various devices like phones, laptops, social platforms, IOT devices and so on, there is a large gap in streamlining into a data lake and having systems and tools in place to

process this large humongous sets of data. Data eventually will take over oil in near future and all the signals are out there for anyone to see.

Ingram Micro is playing a very critical role through various initiatives in empowering the reseller partners to ride this wave of data

“Ingram Micro is playing a very critical role through various initiatives in empowering the reseller partners to ride this wave of data analytics and digital world, to equip them to continue to be successful.”

analytics and digital world, to equip them to continue to be successful.

Ingram Micro is further enabling partners to be profitable in this area through various initiatives and programs and by believing that the success of our business lies directly linked to the success of reseller partners. Some of the key areas are: maximizing sales opportunities, smart licensing, access to technology centers, logistics center, cloud platform and product expertise. It is the data that has taken the center stage, having the potential to improvise and maximize the effectiveness of each of these programs of Ingram Micro.

The technological progressions over the most recent years have changed the procedure of usage of data. These days, crude data can be prepared and utilized as a learning material on which most of our future decisions will be based.

The democratization of data is colossally changing our reality all over the place. Urban areas and everything rely on a wide assortment of data sources now. The administrations at all levels are opening their data to the nationals. Old businesses are being changed by data. There is remarkably a big scope for data analytics throughout the world. •

BUILDING ROBUST SECURITY

Understanding that it is critical to develop security solutions that are robust and functional, Mahmoud Samy, Area Vice President, Sales, Emerging Region, Forcepoint, describes the efficacy of the firm's next-generation firewall offering.

While next generation firewalls (NGFWs) have historically been thought of as security products, it's surprising how few vendors deliver security that actually works. At this stage, there is no excuse for any vendor to perform poorly on evasions. We've all known about them for years, including that they can't just be addressed through old approaches like signatures.

Unfortunately, even vendors who manage to pass NSS Labs' tests are often still vulnerable (and we have the video of them letting in ransomware to prove it), so it pays to be diligent.

To be successful in security and research requires passion – living and breathing it 24x7. That's what we have here at Forcepoint. We love what we do because we know human-centric security is about enabling our customers to not just connect their people and data, but to also protect the points where their employees, business information and intellectual property come together and are most vulnerable. And to do so more efficiently than anyone else, without requiring armies of specialized experts or ongoing headaches.

To do this, we created a next-generation firewall (NGFW) that is unique. One that integrates deep security and centralized management into the core of the firewall rather than tossing them on after the fact. We knew this would be the best way to provide the kind of unprecedented efficiency and protection that would leave other vendors behind.

Forcepoint's next generation firewalls (NGFWs) integrated defenses against evasion techniques and exploits have once again received NSS Labs' highest rating of "RECOMMENDED," continuing an unbroken streak that spans every NGFW Group Test in the last six years that NSS Labs has performed.

This is the third NSS Labs Group Test in a row in which Forcepoint NGFW received the highest security efficacy score. This year's test was significantly more difficult—there were 39 per cent more evasion tests—but Forcepoint NGFW still stopped 99.7 per cent of all

attacks and even blocked 100% of evasions. As Vikram Phatak, CEO at NSS Labs, notes, “The Forcepoint NGFW 2105 had the highest security effectiveness in the NSS Labs 2018 NGFW Group Test and its throughput was rated even higher than Forcepoint’s claimed performance.”

That last part is worth noting. The throughput measured by NSS Labs outperformed even our own published rates, achieving 102 per cent for unencrypted traffic and 148 per cent for SSL/TLS traffic. Outperforming a claim—you don’t see that happen often!

This is because we’ve spent the last decade researching, developing, and creating technology for defeating ever-increasing advanced threats. With Forcepoint NGFW, we didn’t just sprinkle security on top of high-performance networking, we built it right into our multi-ISP connectivity, delivered via high-availability clustered gateways that are centrally managed, even at enterprise scale.

How? Since malware is constantly evolving, we created a uniquely flexible architecture that enables us to easily and rapidly adapt to shifting protocols, applications and attack vectors using intelligent software. In addition, we took advantage of modern processor technology to provide acceleration for critical operations like decryption that runs fast across all environments – physical, virtual and cloud. In contrast, silicon-based products don’t have the agility to adapt to changing threats, let alone new “good” forms of applications, usage behaviors they haven’t seen before, and deployment environments.

“The Forcepoint NGFW has a software-based architecture that is deeply tuned for delivering high levels of performance, security and efficiency across different environments.”



“We love what we do because we know human-centric security is about enabling our customers to not just connect their people and data, but to also protect the points where their employees, business information and intellectual property come together and are most vulnerable.”

Such products often look nice for a little while, but then quickly get stuck behind. To quote Mark Andreessen, “software is eating the world.”

The Forcepoint NGFW has a software-based architecture that is deeply tuned for delivering high levels of performance, security and efficiency across different environments. We also scored well on NSS Labs’ “weighted cost of ownership” measurement, even though our centralized management is geared towards administering hundreds or thousands of devices rather than setting up single units. •

GFI UNLIMITED: CHANGING THE SMB CHANNEL LANDSCAPE

Thomas Witting, Vice President Global Distribution Sales, GFI, explains how GFI Unlimited offers partners an innovative way to sell software, away from the usual constraints of managing different licenses for different products.

What has GFI been doing for the channel and its customers over the past year?

In 2017, GFI Software moved significantly forward as a vendor. We started to execute our dynamic growth strategy with the acquisition of Kerio Technologies and Exinda Networks. We brought more products to our customers and partners, and have also strengthened our operational manpower in sales, marketing, and customer support.

We have focused on filling the gaps in the GFI product portfolio with solutions such as the great Kerio Connect mail server, the complete Kerio Control next-generation firewall security solution, and Kerio Operator – the award-winning VoIP phone system. With the addition of Exinda,

we added a solution to our portfolio that improves and accelerates network traffic by setting prioritization of applications. In addition to the standard GFI/Kerio market for small and medium-sized businesses, the Exinda acquisition also opened up the doors for partners and customers from large enterprises and public administration.

How would you evaluate GFI Software's position a year after the acquisitions?

From a product point of view, the integration of Kerio and Exinda products into the GFI product portfolio is now complete - and this will be important for us as we continue further into 2018 as we continue to help our partners and customers stay on top of

security threats and compliance requirements like GDPR (General Data Protection Regulation). Our product line is now fully suited for all partner and customer needs in this area - from archiving emails, calendars, attachments, and faxes, through complete event management and system logs, together with solutions aimed at preventing breaches such as patch management, UTMs and enterprise risk analysis.

From a commercial point of view, we continued our successful cooperation with local distributors and resellers by opening new sales channels for Kerio and Exinda. We have also introduced a brand-new partner program, helping partners achieve their annual turnover through attractive margins and new benefits.



"We brought more products to our customers and partners, and have also strengthened our operational manpower in sales, marketing, and customer support."

So where does GFI Unlimited fit into all of this?

On April 3, 2018, we launched a revolutionary subscription for business software. With GFI Unlimited, a customer will be able to choose any software their company needs from our world-class network security and communications catalog for one flat fee. GFI Unlimited will essentially be the first global software library. We're spending millions on software so customers don't have to. This means that the more software a customer uses the more they will save.

Which solutions are currently available with GFI Unlimited?

We're offering more than a dozen solutions, covering network security and

communications. We plan to continue adding to these products, to offer even more value to our customers and an even better proposition for our partners.

Apart from the obvious pricing advantages, what other advantages does GFI Unlimited have?

Solutions from the same vendor work better together. They are built to complement each other. GFI Archiver integrates perfectly with GFI MailEssentials, Kerio Control and GFI LanGuard are the perfect partners to mitigate network breaches. With challenges like Ransomware, or even the upcoming GDPR regulation, we know there is no one piece of software that a business can use to cover everything. Such challenges need a suite of

software to either mitigate malware or even help with compliance, and we know that SMB budgets for tech can be stretched. This is where GFI Unlimited shows its amazing business value.

What's next for GFI Software?

The main goal is to continue to enable all our partners and customers to get all the software they need to run their businesses. GFI Unlimited will help with that. The full catalog of business-proven and comprehensive products together can cover 95% of all the needs of an SMB and enterprise network. Partners and customers no longer need to contact multiple IT vendors, all of their solutions, pre-sales and post-sales support can be accessed from one place. ●



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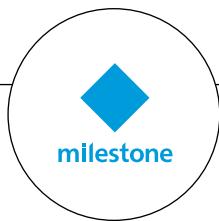


Built on the Mobility Edge™ platform, the Dolphin CT60 is the first device among a family of mobile solutions built on a common platform that brings simplicity to the deployment of mobile solutions across your enterprise. Faster, with less risk, at lower cost. And better yet, the Dolphin CT60 will offer you mobile investment protection all the way through Android R.

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STORAGE FOR VIDEO BUSINESS SYSTEMS

Christian Ringler, Director Middle East, Africa and DACH, Milestone, explains, three key factors to consider when buying storage for video business systems.



Christian Ringler, Milestone Director Middle East, Africa and Dach explains one of the most important components of a surveillance solution: the storage of video recordings and how to ensure that they are retrievable and fit for purpose.

You can't simply grab a few disks

Video surveillance data differs from other business data because it is streamed in real-time and multiple streams are stored in parallel.

To put the scale of this into context, consider a surveillance installation with 700 cameras, where video recordings have to be legally kept for three months. The system could easily generate 6 Terabytes of video recordings per day, which would equate to 550 Terabytes of video data over a three-month period (based on the assumption that 200 cameras run HD H.264, and 500 cameras run 4CIF JPEG with 5 frames per second, and with an average motion/recording rate of 15%).

Storing video recordings is very different from storing data in an ERP system. You can't simply grab a few disks and put them in a cabinet. This is because video from all cameras has to be written at the same time. The video files are mission-critical to the company and storage failure could result in important evidence being lost. Storage for a video management system has to be designed with these issues in mind.

Get to grips with storage requirements

There are a multitude of storage solutions out there. Before you buy one, it is important to understand the nature of the surveillance system, the scale of the data output, how and why it will need to be retrieved. Consider what type of

cameras are in use. Are they Analog or IP? How many? Is the number likely to increase? What is the purpose of the video being recorded? In terms of quality, is it high-resolution designed for evidentiary purposes? Is it continuous recording or on motion-detection?

The higher the resolution of the recordings and the more recordings captured, the faster storage capacity will run out. There are ways to overcome this, including data compression and establishing settings to 'overwrite' the oldest recordings once the storage solution has reached its full capacity. However, there are inevitably compromises with both these techniques: you risk ending up with either lower quality, inadmissible recordings – or no recordings at all.

We work with the best storage vendors in the world. When it comes to storing video there should be no compromise. The whole point of storing recordings is to be able to retrieve it easily, quickly, and in a format that is easy to use. Of course, cost is a significant parameter that will also influence the type of implemented solution you choose.

Realize how the changing role of surveillance impacts storage needs

There was a time when surveillance was only designed for security. Now, more and more organizations are using video for marketing information. This, coupled with the Internet of Things (IoT), means it is critical that storage solutions are cost-effective, efficient, available and delivered to the right places. There are a variety of solutions available to organizations. The important thing is to deliver a solution that considers all customer assets. ●

When you need to provide evidence for an incident or use your recordings for video analytics, the last thing you want to see is an error message from the storage subsystem. Storage is not only a matter of capacity; it is also a question of quality and design. Enterprise-grade surveillance solutions with sophisticated and intelligent functionality such as motion detection, real-time access to recordings and instant alerts to extraordinary events need to have storage systems that meet the highest demands as video safety and business solutions are becoming more and more essential in our world.

Unlocking Cyber Security Potential



The Ingram Micro Cyber Security Center of Excellence offers an expansive suite of Technical, Consultancy, Managed Security Services and Trainings. We have developed a wide range of Cyber Security services by building key and exclusive relationships with our vendors. As a result, we are able to help maximize our Business Partners' revenue potential and grow our vendors in the META Region.

IM Cyber Security Assessment Services



- Public Discovery Report (PDR)
- Vulnerability Assessment (VA)
- Web Malware Detection Scanning
- Web Application Scanning (WAS)
- Penetration Testing
- Blackbox Testing (PT)S
- PCI DSS ASV Scan
- Cyber Forensics
- Policy Compliance Evaluation
- Managed Security Services

IM Cyber Security Consultancy Services



- Cyber Security Governance
- Policies & Procedures Review
- Security & Operations Review
- Risk Assessment
- Physical Security Assessment
- Incident Management
- Access Control Review
- Compliance Assessment

Ingram Micro Cyber Security Trainings

Foundational Training

- Fundamentals of Information Security
- CyberSAFE: Securing Assets for End Users

Privacy Training (GDPR)

- Certified Information Systems Security Professional / Europe (CISSP/E)
- Certified Information Privacy Manager (CIPM)

Cyber Security Certifications

- Certified Information Systems Security Professional (CISSP)
- CompTIA Advanced Security Practitioner
- CyberSec First Responder (CFR)
- CompTIA Network+
- CompTIA Security+

Risk & Compliance

- PCI DSS & Payment Card Security
- Building & Maintaining an ISMS - ISO 27001
- Fundamentals of a Formal Information Security Risk Assessment
- Risk Assessment as per OCTAVE
- Risk Assessment as per ISO 27005
- Risk Assessment as per NIST SP 800-30



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IOT & AI SOLUTIONS

Ingram Micro IoT is one stop shop for Customers, Solution Integrators and Applications Developers (ISV) in META Region enabling them to have End-to-End Solutions with the best user experience

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Supply Chain & Parcel Tracking



Cold Chain Management



Smart School Buses



Lynx Smart Vision



Indoor Tracking & Navigation



Connected Worker



Assets Tracking



Smart Machinery Management



Smart Ready Mix Management

INGRAM MICRO CUSTOMIZED SOLUTION



Smart Public Transportation



Smart Connected Building



Smart Ambulance



Industrial Automation



Retail Analytics



Smart Environmental System



Intelligent Traffic Solution



Smart Petrol Station



Smart Parking

ARTIFICIAL INTELLIGENCE



Video Analytics



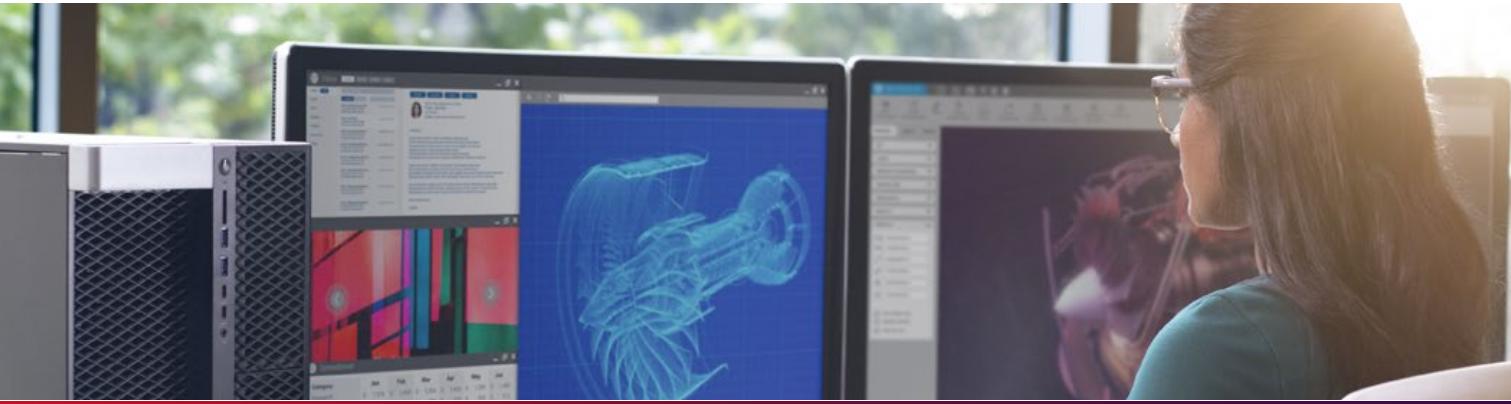
Connected & Autonomous Vehicles



Augmented Reality



Drones Technology



Fast Render Times



High Performance



Graphic Performance

Brilliant brains demand equally brilliant computers.

There are more geniuses in engineering than any other profession. High-complexity projects are the norm and engineers need a workstation that can perform at their level. Their software preferences tend towards next-gen CAE and CAT applications, plus experimental apps that are still in beta. Their work involves highly compute-intensive tasks like rendering, simulation, and analyses. Processing and memory speed must be the fastest in the market. Period.

66% of the best workers say technology influences job choice.¹



Dell Precision 5820 Tower

Expand your ideas with the Precision 5820 Tower featuring high performance in an innovative compact design.



Dell Precision 7730

Dell's most powerful 17" mobile workstation - now thinner, lighter and ready for VR.



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See stunning colors and details on a virtually borderless display.

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Get **ProSupport Plus** with 24x7 support and coverage for accidents.



Deploy new PCs up to 35%² faster and with less effort with **ProDeploy**.

¹Source: 66% of workers believe technology would influence a decision to take or decline a new position." Source: Dell & Intel Future Workforce Study Global Report, Research conducted by Penn Schoen Berland, 2016, slide 35. ²Based on May 2016 Principled Technologies Report commissioned by Dell. Testing results extrapolated from a 10-system deployment to project time savings for larger deployment compared to in-house manual deployment; Testing measured total image creation time for 10 systems compared to in-house manual image creation. Actual results will vary.