

THE

REVIEW

MAY 2018

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

Business insights for IT solution providers



DIGITAL TRANSFORMATION

Empowering customers on seizing the digital opportunity

INSIDE

08

Dell EMC
Designing digital transformation goals

12

VMware
Boosting digital workforce

20

NetApp
Will your data benefit from a cloud consumption model?

26

Cisco
The role of intuitive networks in building Smart City visions





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: Shivanand Palaniprasad
 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 (Private) Limited

Office # 409 & 410 , 4th Floor,
 The Forum Mall, Khayaban-e-Jami,
 Clifton, Block 9, Karachi, Pakistan.
 Tel: +92-21-36490036
 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

Published by

CPI MEDIA GROUP
 CPIMEDIAGROUP.COM



24 **VERITAS**
Why GDPR is an opportunity to improve data governance and management

29 **SYMANTEC**
Discover how Symantec is enabling customers' digital transformation journeys

31 **D-LINK**
Find out how D-Link can make your home smarter and safer

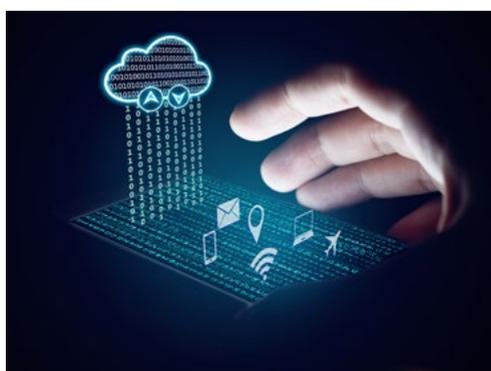


36 **CISCO SERVICES**
How Ingram Micro and Cisco provide the best services to boost profitability

05 **APTEC NEWS**
Ingram Micro launches IoT BU in META

Ingram Micro becomes Palo Alto's regional cloud services aggregator

Ingram Micro unveils Partner Marketing Program



11 **FIREEYE**
Strategies on how regional banks can thwart potential security threats

14 **HPE**
How SimpliVity 380 is powering and protecting virtualised infrastructures with cloud-like agility

18 **MCAFFEE**
Empowering partners through innovation

22 **IBM**
Learn how AI can elevate the human workforce to meet the challenges of the future

GISEC
1-3 May, 2018
Dubai World Trade Centre

IngramMicro**CyberSecurity**
Unlocking Cyber Security Potential

INGRAM
MICRO

VISIT INGRAM MICRO AT GISEC 2018

GULF INFORMATION SECURITY EXPO & CONFERENCE

Date: 01st - 03rd May 2018 • Stand: Za'abeel Hall 6, B10 • Dubai World Trade Centre

 @IMCyberSecurity  yt.vu/+imcybersecurity  /company/aptec-gulf/  <http://security.ingrammicro.com>

APTEC ACCOLADES



Top Performing Value-Added Distributor, 2018



Best Distributor of the Year, 2017



EMEAR Distributor of the Year, 2017



Q2 Sales Champion 2018



Best Distributor of the Year, 2017



Best Distributor of the Year, 2017



Best Demand Generation Initiatives by Distributor, 2017



Distributor of the Year Middle East 2017

INGRAM MICRO LAUNCHES IOT BU IN META



Tamer Abdel Fattah
IoT Business Unit Head, Ingram Micro

Ingram Micro has launched its newly formed IoT (Internet of Things) Business Unit in the META region (Middle East, Turkey and Africa). Ingram Micro has been a leading value-added

distributor for numerous ICT vendors including Cisco, Dell EMC, HPE, IBM, Microsoft, Oracle and

others. Over the last 24 months, Ingram Micro has launched several solution based Business Units including ones for Cloud Technology, Cyber Security and Physical Security. These Centers of Excellence have positioned the company to become a leader in these high growth segments, supporting the channel in the region and beyond.

Ingram Micro is positioned at the center of the IoT orbit, where customers, solution integrators and ISVs can partner with Ingram Micro as their trusted advisor and one stop shop enabling them to accelerate the IoT opportunity in the markets they serve.

INGRAM MICRO BECOMES PALO ALTO'S REGIONAL CLOUD SERVICES AGGREGATOR



Marc Kassis
Director of Cyber Security, Ingram Micro

Regional technology distributor Ingram Micro has signed a cloud services aggregation

agreement with security firm Palo Alto Networks for the Middle East, Turkey and North Africa markets.

This partnership builds upon the existing Ingram Micro and Palo Alto Networks relationship already established in a number of countries in the Americas and Asia Pacific.

Under the terms of the agreement, Ingram Micro is authorized to distribute Palo Alto Networks

cloud security technologies, including its VM-Series virtualized next-generation firewalls and Aperture SaaS security, to the newly emerging and expanding channel ecosystem of cloud consultants, cloud security integrators, managed security service providers, and software-defined data center partners in 18 countries across META.

The services aggregation model further broadens the distributor's solutions portfolio, proving the ability to meet the evolving IT consumption preferences and security requirements of businesses and consumers, including 'as-a-service', managed service, and public cloud 'pay-as-you-go'.

INGRAM MICRO UNVEILS PARTNER MARKETING PROGRAM

Ingram Micro has recently launched the Partner Marketing Program (PMP) for its partners. This tool is designed to help Ingram Micro partners simplify digital marketing and speed up the sales cycle with a combination of various tools.

Ingram's PMP aims to provide customer-ready content written by SME's (Subject Matter Experts) for our partners to generate end-customer demand using digital marketing channels and nurture leads using sales acceleration tool to increase the velocity of the sales process.

PMP (Demand Generation) covers all marketing channels – (a) Ready-made email campaigns with landing pages and a Lead Capture Form (b) Social Media content (c) Google AdWords, Retargeting and LinkedIn Ads (d) Website syndication. Partners can

capture all the leads that get generated from these campaigns directly in their PMP Account.

PMP (Sales Acceleration) provides access to sales tools and ready-made assets that helps the partner to drive sales in a more efficient and faster way through – (a) Outlook widget with sales collaterals + tracking (b) Proposal builder with word add-in (c) Mobile app with sales content on the go.

Ingram Micro will guide and train partners and help them succeed. The distributor will provide experts who can help partners generate more leads using digital marketing channels, as well as increase sales conversion and streamline their sales process using sales acceleration technology. To know more, log on to www.channelmarketing.me

NEW VENDOR PARTNERSHIPS



Palo Alto - META



Bitdefender - Middle East



Commscope - MEA



Forcepoint - MEA

INGRAM MICRO REWARDS PROGRAM

2018 will be the year of Digital transformation. At Ingram Micro, we are embracing Digitization to provide elevated partner experience. We have launched the Ingram Micro Rewards Program as a one stop platform for loyal partners. Through this Platform, Partners can experience:

- Instant & online reward redemption
- E-gift cards with cutting edge technology integrated with merchant's Point-of-Sale (POS) systems
- Plethora of choices to redeem rewards
- Easy-to-use platform
- Mobile friendly platform
- SMS and mail notifications on rewards received
- Customer support & online chat option for troubleshooting
- Track rewards & redemption history
- Identify incentive programs that give the maximum rewards
- Re-distribute the rewards among partner employees



DR. ALI BAGHDADI

SVP AND CEO META,
INGRAM MICRO

Ingram Micro is driving the Digital Transformation (DX) through its partners. Our position is to offer solutions that capitalizes on what is referred to as the third platform or the new digital revolution. Ingram has built centers of excellence through direct investment or by acquisition in the areas of – cyber security, physical security, IoT and cloud. We believe we have the most advanced

Steering digital transformation

solutions with own intellectual property and end-to-end solutions coupled with expertise to enable our partners to offer unique and advanced solutions to their customers. In addition, we have invested in Digital Marketing platforms coupled with Business Intelligence tools that will assist our partners in generating new business and optimizing solutions for end-users.

A key factor in enabling partners is the training we offer around each solution or product. We provide marketing programs that help partners to promote the solutions

to their customers. Additionally, we offer financial facilities to our partners. We have also invested significantly in demo facilities and have hired experts, solution architects and consultants who can assist our partners in designing, POCs and more.

There are a number of challenges that partners will have to overcome in the digital era. Partners will need to invest time in training their associates and adapting to new models of revenue and billing. Nearly all software is moving to cloud-based subscription-based billing (OPEX instead of CAPEX).

Deeper knowledge, specialization and new digital marketing methods are all part of creating the Next Generation Reseller.

Ingram Micro continues to lead the digital transformation revolutions for multiple industries. Dubai, has become a hub for innovation. We have created centers of excellence that support numerous countries in the space of Advanced Solutions for businesses.

Our message for partners is straightforward – talk to us, we listen. We can assist you in business and people transformation, and help you ride the high growth opportunities. ●

“
INGRAM MICRO CONTINUES TO LEAD THE DIGITAL TRANSFORMATION REVOLUTIONS FOR MULTIPLE INDUSTRIES. DUBAI, HAS BECOME A HUB FOR INNOVATION.”





BAHAA SALAH

Managing Director, Gulf and Near East, Ingram Micro

Today everyone is talking about digital transformation. However, it is vital to first understand what 'disruptive transformation' is and what it means for partners and customers.

For partners, disruptive transformation means it is about time to pause, think and assess if they are on the right track. We get busy with day-to-day pressures and focus on generating revenues and profits, but one should ask – what

Disruptive transformation

about the future, are we well-equipped? Are we ready to win the mindset of evolving customers? Are we able to compete against next-generation resellers? These are vital questions that all of us need to evaluate before we embark on the digital transformation journey.

As for customers, it is all about how to use the new technologies in order to improve performance and reduce cost, CAPEX rather than OPEX. They need to examine how technologies such as hybrid cloud, Artificial Intelligence, Business Intelligence and Internet of Things can enable efficient business operations.

Transformation is the trend

now for all, and if all stakeholders understand the concept, the future will be brighter.

Channel businesses can enable disruptive transformation for their customers by having the right knowledge and being able to represent new technologies and trends. Channel partners should develop their sales and technical team skills to be able to sell advanced solutions and to make customers see clearly the Return on Investment.

At Ingram Micro, our priority is to assist our customers and partners to transform their businesses. We make it a daily practice to engage

and enable our partners for them to be able to sell solutions and not products. We have invested in specialized divisions such as cloud, cyber security, Internet of Things, physical security that can support partners to be able to offer advanced solutions. We keep investing in technical resources to help our partners from presales and post sales point of views.

We keep offering bundles and solutions that can make our resellers' lives easy, which they can pass on to their customers. We train partners and certify them for new technologies and enable them to optimize the opportunities in a digital world. ●

“**CHANNEL BUSINESSES CAN ENABLE DISRUPTIVE TRANSFORMATION FOR THEIR CUSTOMERS BY HAVING THE RIGHT KNOWLEDGE AND BEING ABLE TO REPRESENT NEW TECHNOLOGIES AND TRENDS.**”



DESIGNING DIGITAL TRANSFORMATION GOALS

In an in-depth tête-à-tête, Samer Semaan (SS), Value-Add Distribution Manager, UAE & Gulf, Dell EMC and Manoj Karunakaran (MK), Business Unit Manager, Ingram Micro, discuss how to craft a business environment conducive for digital transformation within partner and customer organizations.

MANOJ
KARUNAKARAN,
BUSINESS UNIT
MANAGER,
INGRAM MICRO

SAMER SEMAAN,
VALUE-ADD
DISTRIBUTION
MANAGER, UAE &
GULF, DELL EMC

What are the factors that can help an organization become digitally transformed?

SS: Organizations must become flexible and thoughtful in their approach to adapt and invent, because digital transformation is disrupting the way we source, sell, create and distribute. The first step is typically a review of IT infrastructure, and modernizing where needed, through flash-based and converged technologies, automating operations, creating virtual and software-defined servers, storage and networking, and delivering the right services at the speed the business requires. Since it is not all about 'rip & replace' at this stage, after a considered review of the foundation, organizations can assess adoption of the applications and services that will deliver a transformed experience for employees and customers.

MK: Digital transformation journey aims to use technology to fundamentally change the approach and outlook for a much better performance and productivity. All businesses and markets are vulnerable to disruption from newcomers or revolution from competitors for snatching the opportunity from your customers.

SS: Organizations need to foster closer ties between IT and business innovation. They need to switch to greater use of sensors and instrumentation across the business and develop capabilities to derive insights from all data available to the business. And they need to choose the right technology provider.

MK: Our strategy is to help channel partners to the digital transformation journey and boost their employee productivity by providing tools such as eCommerce websites, digital marketing supports and the like; so as to produce demands, attain efficiency, thereby taking advantage of more business opportunities.

What challenges do customers need to first overcome?

SS: According to the findings of our Digital Business Study, although organizations are inclined to shift the status quo, they face several barriers to digitally transform. 36% lack of senior support and sponsorship in defining the digital transformation vision and strategy while 32% lack of the right technologies to work at the speed of business as many organizations still have siloed

“ORGANIZATIONS NEED TO FOSTER CLOSER TIES BETWEEN IT AND BUSINESS INNOVATION.”

SAMER SEMAAN, VALUE-ADD DISTRIBUTION MANAGER, UAE & GULF, DELL EMC

infrastructures; and continue to grapple with rigid legacy architectures – all barriers to undertaking a successful digital transformation. Lack of in-house skills and expertise along with restricted budgets and resources also add to the challenges.

MK: To succeed with digital transformation requires a paradigm shift in skillsets, culture, people, open ideas, experiences and expertise. The companies that are most likely to succeed in digital transformation are those with open minds that are happy to take risks. Our job as a distributor is to educate, support and empower them to succeed together in this journey.

How is Dell EMC leading the path for customers' digital transformation?

SS: As part of Dell Technologies' unique family of businesses, we provide the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information. We seek to become the most trusted advisor to our partners and customers by providing capabilities spanning strategy development, consultative services and solution deployment and support to accelerate the cycle of innovation, create competitive differentiation, reinvent their business and become digitized. In line with this commitment, we make a concerted effort to provide best-in-class products, solutions and services designed to help our partners and customers transform three key areas of business: IT, Workforce and Security.

How does Ingram Micro enable partners to thrive in the digital era?

MK: Key success factor is picking the right partners. We want to be sure that they'll be able to fit into the culture, that they would be able to contribute to it, that they really care about being where we are and that they're self-motivated

to be the best at what they do. It is not just a transactional system. We want the vendor to have as much skin in the game as we do, and be as invested in our success as we are, it comes down to what you have developed, those are the key areas in how we enable digital transformation.

Growing digital businesses are focused on integrating digital technologies, such as social, mobile, analytics and cloud, in the service of transforming how their businesses work. The true benefits of Digital Transformation do not lie in the strength of individual technologies; rather, they are dependent on how these technologies are integrated to bring out the most in each technology and transform entire businesses.

Digital Transformation strategy is assessing and selecting possible solutions to meet the established objectives, provide the desired experience, and fill in the gaps of existing technologies. Channel should define what they want to achieve through digital transformation

“OUR JOB AS A DISTRIBUTOR IS TO EDUCATE, SUPPORT AND EMPOWER THEM TO SUCCEED TOGETHER IN THIS JOURNEY.”

MANOJ KARUNAKARAN, BUSINESS UNIT MANAGER, INGRAM MICRO

for their overall business and for their customers, especially in terms of customer engagement and experience. By establishing the objective, they can adopt technologies with a clear focus on improving the overall business, instead of individual processes. This help in developing a comprehensive strategy that involves and transforms the entire organization by avoiding the siloed adoption of technologies. Digital Transformation prioritizes and values user experiences as much as it adds and introduces new functions and capabilities.

There are many important reasons why digital transformation should be the top priority for the business leaders because, it will make more profitable, it will make more efficient, customers will thank us for the drive, else competitors will do it and take your customer away. ●

REALIZE YOUR DIGITAL FUTURE

By Samer Semaan, Value-Add Distribution Manager, UAE & Gulf, Dell EMC



The speed with which business critical information is gathered, processed, and analyzed is greater today than ever. This business transition is being driven by the technology trends of cloud computing, mobile, big data, and social media, and is vaster and far reaching than anything previously seen. Despite the increased ubiquity and speed of information gathering and processing, many businesses are unprepared to handle and benefit from these changes.

The pace and scale of change that digital technology is enabling means organizations must adapt to remain relevant. And they must use digital technology to do so. In short, digital transformation is now a business imperative.

Most organizations are still in the early stages of digital maturity, working on isolated projects that lack coordination. Even where digital transformation has taken place, it's not always been a success. In contrast, the handful of organizations that fully understand enterprise-wide digital transformation are making increasingly-rapid progress, disrupting industries and leaving competitors behind in the process. This is because, digital transformation clearly means different things to different people and

that pursuing a strategy won't necessarily equate to the changes that are needed to ensure future business success. But if businesses are able to incorporate some key ingredients into their digital transformation strategies, success will more than likely follow.

Our customers need a technology partner that they can rely on to help them in their journey, and we at Dell EMC are here to be their trusted guide and escalate a remedy to advance their digital transformation.

Dell EMC sees the transformation journey following strategic and parallel paths:

IT Transformation

Today, businesses need to invest in transformation to leverage this industrial revolution. We see ourselves as the transformational catalyst for our customers. We have the right vision, and leading technologies to empower customers at every step of their digital journey. However, in order to free up funds to invest in this transformation, often times IT has to transform first.

Most CIOs agree on a three-step strategy; beginning with modernizing the infrastructure to deliver maximum performance and availability. This is done using flash-based and converged infrastructure technologies. Step two involves automating service delivery. Everything in the data center must be self-service to make the environment reliable. This turns IT environments into an "IT-as-a-Service" platform, providing a public cloud-like experience inside the data center. Finally, the entire organizational structure of IT must transform to ensure transparency in costs and services levels are well-defined.

Workforce Transformation

Transforming IT environments is only half the

story. For workforces of the 21st century, it is imperative to modernize user experiences, empower new ways of working and innovate decision making with intuitive applications and data insight. This involves shifting this status quo to empower a mobile and interconnected workforce. We can help you do all that, and more, without overtaxing IT staff thanks to innovations like PC Lifecycle management. It saves time, effort, decreases down time and increases user-output by an order of magnitude.

Security Transformation

This disrupt or be disrupted age demands transformed security. Data is changing industries, creating opportunities and attracting a whole, new class of malicious adversaries. They're highly organized, well-resourced and work to exploit security gaps with greater persistence than ever before, putting organizations and millions of people at risk. Governing bodies have implemented sweeping regulations to increase security, privacy, and corporate accountability to keep data safe. Traditional security falls short. There's never been a more critical time to transform your security. Dell Technologies, with the combined forces of seven industry leaders, has never been more ready to help you do just that.

To this end, Dell Technologies as a unique family of 7 businesses, brings together strong capabilities in the fastest-growing areas of the industry, including hybrid cloud, software-defined data center, converged infrastructure, platform-as-a-service, data analytics, mobility and cybersecurity, provides the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information. ●

“FOR WORKFORCES OF THE 21ST CENTURY, IT IS IMPERATIVE TO MODERNIZE USER EXPERIENCES, EMPOWER NEW WAYS OF WORKING AND INNOVATE DECISION MAKING WITH INTUITIVE APPLICATIONS AND DATA INSIGHT.”



BANK ON SECURITY

Mohammed Abukhater, VP Sales, MEA, FireEye International (Middle East), elaborates on strategies that regional banks can undertake to safeguard against potential security threats.

What potential threats are banks in this region exposed to? What are the cybersecurity risks that financial institutions may not be aware of?

Middle Eastern banks are in the spotlight for hackers who have a focus on credit card fraud. The hacker doesn't have to necessarily attack the bank directly to gain access, but cracking into a network is enough to get customer's data. As hackers get smarter and smarter, it's crucial for banks to invest in proper intelligence systems to avoid a breach.

What kind of strategies would you suggest to banks here to best protect themselves from possible attacks?

There are few practical and action-oriented suggestions for the banking industry to consider for protection.

1. Migrate data to the cloud: Cloud computing is here to stay with an estimated 80-85 per cent of companies migrating to the cloud. For banks of any size or history, the cloud offers powerful benefits reducing the entry points for hackers and having stringent safety measures in place.

- 2. Spend time on patching:** It is important to get briefed on the volume and criticality of unpatched software vulnerabilities in the banking organization. Spending time to figure out who has primary responsibility for applying the patches and then track and report to senior management on the progress is key.
- 3. Training:** Hackers are getting smarter and smarter every day. It's crucial for everyone in this industry to stay up to date. The development of skills and awareness are integral to combating cyber threats, so we need to improve capacity-building and the education of all employees.
- 4. Engage with the Government:** As governments continue to play an integral role in a company's compliance with cyber laws, more collaboration and alignment with them will be imperative.

Financial institutions are generally aware of fundamental measures they should take to protect themselves from an attack. Is there anything that you think has been overlooked by banks in this respect?

It goes without saying, cyber attacks are a hazard affecting all aspects of the financial sector from the integrity of data, consumer confidence, reputation and – most of all – the bottom line. Financial institutions shouldn't overlook investing in intelligence-led security to understand the threats they will face, stay ahead of them, and properly secure all levels and functions of their business.

How do you assess/rate the level of security of banks in the Middle East?

The level of security in each region is diverse, and the maturity of each market in the financial sector varies. KSA and UAE are bigger markets that are seen investing heavily in cyber security, but other countries in the Middle East need to



Mohammed Abukhater, VP Sales, MEA, FireEye International (Middle East)

follow suit. The financial sector in the region is now irreversibly dependent on interconnectivity and the Internet.

What do you regard as the highest standards of security and how far are Middle Eastern banks from this benchmark?

Today, cybersecurity involves not only the protection of information in the form of digital data, but also the associated networks, computers and portals that transport and enable access to this data. The highest standard is to have a holistic approach to security. The government of UAE and Saudi Arabia are implementing strong security measures to ensure that the region is creating a secure environment. Both these countries have strong central bank regulations that every financial institution need to comply with. The KSA government specifically put security procedures across the region and it is necessary for all the banks to invest in these before venturing into any services and transactions for consumers. ●





BOOSTING DIGITAL WORKFORCE

**VMware empowers the digital workspace
by delivering a consumer simple experience
together with enterprise-class security.**

As businesses move towards digitalization and embrace the technologies that empower it such as cloud and Internet of Things, they are increasingly realizing that employees play a significant role in this journey.

Today's workforce demands a collaborative environment where they are able to access corporate data through their personal devices and prefers to be productive without being restricted within four walls. They seek flexibility and instant connectivity. Enterprises have to deploy solutions that support these demands so that they can achieve agility and efficiency.

Powering the workspace transformation is a lot easier said than done. It is about creating a high-performance IT capability that can support the dynamic space of business evolution.

"All aspects of end-user computing are merging and blurring together into the concept of a unified workspace, where employees can access critical applications, services, and data from any device type," says Phil Hochmuth,

Program Direction, Enterprise Mobility, IDC. “The convergence of end-user computing activities is outpacing the capabilities and frameworks of many currently deployed IT management technologies around PCs, mobile devices, apps, software, and virtualization. Enterprises should view these disparate pieces of management technology as part of a large unified workspace management construct. They must plan how this convergence will impact an organization from an IT, employee productivity, and overall business perspective.”

What VMware Brings

VMware empowers the digital workspace by delivering a consumer simple experience together with enterprise-class security. VMware Workspace ONE is a unified platform for the provisioning, management, and policy enforcement of applications to devices across all major platforms, including iOS, Android, and Windows. The solution is based on a software-defined architecture that gives organizations a simple way to manage identity and access to all application types, on premises or in the cloud. Its contextual policy framework lets IT establish granular policies based on user, device, data, location, and app.

With Workspace ONE, organizations can transform their businesses, delivering mobile workflows through a suite of productivity apps and secure mobile services.

Workspace ONE helps IT organizations improve previously costly, time-consuming, and resource-intensive experiences and tasks. End users gain a productivity boost as well, completing transactions from a mobile device, anywhere, in under the average mobile session of 72 seconds – known as the mobile moment.

Simplify Access and App Management

With VMware’s digital workspace solution, organizations remove the friction of access so employees can get work done in real time from any device or location, without compromising security. It provides users with a single repository to access all business apps, optimized by device type. One-touch mobile, single sign-on (SSO) and



WITH VMWARE’S DIGITAL WORKSPACE SOLUTION, ORGANIZATIONS REMOVE THE FRICTION OF ACCESS SO EMPLOYEES CAN GET WORK DONE IN REAL TIME FROM ANY DEVICE OR LOCATION, WITHOUT COMPROMISING SECURITY.”

simple self-service onboarding make the solution convenient and easy to use.

Built with enterprise-level security in mind, VMware’s solution also includes multi-factor authentication across mobile devices. Its privacy-by-design approach assures users that their personal apps and data remain invisible to IT.

Unify Endpoint Management

Today’s businesses employ a variety of device ownership models—from corporate-owned or shared to BYOD and COPE. VMware’s digital workspace solution enables IT organizations to leverage a single platform to manage all apps and devices, regardless of ownership models.

The solution includes unified endpoint management, built on industry-leading VMware AirWatch, and integrates seamlessly with VMware Horizon to support app management across physical and virtual desktops. It enables complete, scalable over-the-air provisioning and lifecycle management, and delivers real-time visibility for users, apps, and devices across any network, whether physical or virtual.

Virtualize Desktops and Apps

To maintain enterprise security, certain data should never be left on a non-trusted endpoint nor leave a secured network. When desktops or applications are virtualized, they run in secure data centers on-premises, or in the cloud; only the user interface is transmitted beyond the firewall. Applications and all of their data remain secure in the data center, never touching the devices that access them.

VMware’s digital workspace solution includes virtualization technology that delivers enterprise IT freedom, compatibility, and cost efficiencies because any device can access a virtual application or desktop, regardless of OS.

Modernize Windows Management and Security

Traditionally, Windows OS device administration has been managed with on-premises tools—and only for network or domain-joined PCs. With the introduction of Windows 10, Microsoft is offering IT organizations a fundamentally different approach to managing the OS from the cloud. VMware’s digital workspace platform enables IT teams to provide management and control of Windows 10 PCs, regardless of location or ownership model. IT organizations can provision systems out of the box, without needing to touch new laptops, as well as support full application lifecycle management. The digital workspace is a single, self-service platform for authorized users to access modern Windows apps, legacy Windows apps, web-based apps, and SaaS apps. Windows app delivery across devices helps ensure that corporate apps can run smoothly while meeting compliance requirements. To help strengthen security, controlled access with Horizon-hosted virtual apps ensures that non-trusted devices never touch the enterprise network, while remote users can access the enterprise applications they need.

VMware empowers the digital workspace by delivering an experience that is consumer simple, yet enterprise secure. VMware’s solution makes it fast and easy for organizations to adopt new services and workflows while optimizing security with rich contextual access policies.

Advancements in technology are compelling businesses to redefine its offerings and deliver it in a way that would be much more appealing to the digital consumer. Enterprises need to accommodate its workforce’s preferences and create a business environment that is conducive to productivity without comprising on security. ●



**Hewlett Packard
Enterprise**

Powerhouse hyperconverged infrastructure

HPE SimpliVity 380

Power and protect your virtualized infrastructure with cloudlike agility



Modern data architecture

Modern IT leaders face a dilemma. The cost and complexity of traditional IT leaves few resources to focus on transformative projects and innovation—let alone a worry-free environment. And while public cloud promises greater speed and agility, going all-in on cloud isn't possible for business-critical workloads where performance, protection, privacy, and control are paramount.

If you're struggling to achieve the agility and economics of the cloud with enterprise-grade performance and protection, **HPE SimpliVity 380** is the answer.

This all-flash, pre-integrated, hyperconverged building block dramatically simplifies IT by combining all **hyperconverged infrastructure** and advanced data services for virtualized workloads—including VM-centric

management and mobility, data protection and guaranteed data efficiency—with the world's best-selling server platform, the HPE ProLiant DL380 Server.

In addition to medium and large all-flash configurations, HPE is redefining entry-level hyperconverged infrastructure solutions by offering extra-small and small solutions in single and dual-socket configurations, priced right for small to midsized business and remote and branch offices. These solutions include all flash storage at, twice the performance and half the latency of leading competitive offerings, plus built-in backup and recovery data protection—all at a very attractive price point.

Plus, HPE is now offering an XL large configuration ideal for customers with high storage capacity workloads or who need a backup hub for distributed environments.

Fast

Simplified VM management and mobility

- Rapidly deploy and scale hyperconverged building blocks to meet changing demands.
- Manage VM environments quickly and easily using the intuitive and familiar VMware® vCenter™ interface.
- Single interface to view all data centers and remote/branch offices (ROBOs).
- Manage resources in a federated pool and seamlessly move data across sites.
- Deliver peak and predictable application performance with a modern data architecture that outpaces any other hyperconverged solution.
- HPE SimpliVity Integration with HPE OneView Global Dashboard provides unified view the HPE data center.

Powerful

Powerful data protection with built-in resiliency, backup, and disaster recovery

- Mitigate data loss and ransomware risk with the highest levels of resiliency, built-in resilience, backup, and disaster recovery (DR).
- Simplify and accelerate DR and provide VM protection across primary and secondary sites with integrated and automated HPE SimpliVity RapidDR.
- Rapidly recover with native backup features that guarantee 60 seconds or less (on average) to back up or recover a 1 TB VM.
- Secure sensitive data such as HIPAA and Sarbanes-Oxley with HPE Secure Encryption—a level-1 validated solution that secures your sensitive data-at-rest.

Efficient

Enjoy the support and investment protection that only HPE can offer

- 10X reduction in data center devices when deploying HPE SimpliVity.
- Reduce total cost of ownership by 2.8X compared to traditional IT, and up to 2X compared to public cloud.
- Reduce capacity utilization by up to 10X across primary and backup storage—guaranteed—with always-on deduplication and compression.
- Expand your SimpliVity Gen9 environments, including Cisco, Dell, and Lenovo deployments, with HPE SimpliVity Gen10 nodes within the same cluster.
- Optimize uptime with support for your entire solution provided by HPE Pointnext services, plus take advantage of HPE Flexible Capacity pay-per-use pricing.
- Support high-end graphics virtualization with NVIDIA® GPUs.

Start innovating now

There's no need to wait. Contact your authorized HPE SimpliVity 380 sales representative to find out how you can start enjoying the benefits of hyperconvergence.

- Modern data architecture
- Fast Simplified VM management and mobility
- Efficient Enjoy the support and investment protection that only HPE can offer
- Powerful Powerful data protection with built-in resiliency, backup, and disaster recovery
- Start innovating now



Timeless Storage

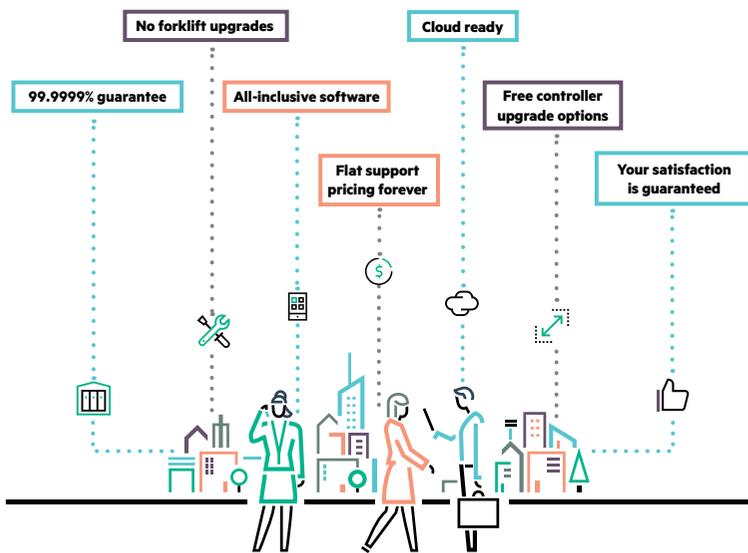
HPE Nimble Storage

99.9999% guarantee

Say goodbye to the anxiety and disruption of unexpected downtime. HPE Nimble Storage, delivers and guarantees six 9s of availability across its entire installed base. This guarantee is standard on all new and existing arrays, costs nothing, and contains no onerous terms. If you experience less than six nines availability, receive support credit(s) at no cost.

No forklift upgrades

Forget costly and disruptive platform “rip and replace” cycles. Your HPE Nimble Storage arrays easily grow with your business. The value of your flash storage is protected through simple hardware and software upgrades—along with scale-up and scale-out for nondisruptive performance and capacity growth.



Hewlett Packard Enterprise

All-inclusive software

All software features are included when you purchase HPE Nimble Storage products. We don't charge extra for features like encryption, replication, snapshots, or HPE InfoSight. And when we deliver new NimbleOS features and enhancements, they are included as long as you have a valid support contract.

Flat support pricing forever

Make the most of your flash storage and use it for as long as you want. Don't give in to hardware replacements because of out-of-control support prices. We guarantee flat maintenance and support pricing for the life of the product.

Cloud ready

Hybrid IT is in your future. And, HPE Nimble Storage arrays are cloud ready. They give you the flexibility to create a multicloud environment and easily migrate data between on-premises flash arrays and the public cloud with HPE Cloud Volumes.

Free controller upgrade options

You want the latest and greatest, but that has always meant committing to a costly refresh cycle. What if your infrastructure just kept getting faster and faster?

With the option to receive a free, faster controller, you'll stay current with free faster upgrades.

- “3 + 3” year plan with faster controller —Option to buy three years of support and upon an additional 3-year renewal, you will receive a free controller upgrade guaranteed to be at least 25% faster.
- 5-year plan with faster controller—Option to buy five years of support and receive a free controller upgrade guaranteed to be at least 25% faster after three years.

Instead of an asset that depreciates, you can get one that appreciates.

Your satisfaction is guaranteed

We guarantee that you'll love your new arrays. You can experience HPE Nimble Storage for 30 days at no risk. We're confident that you'll join 10,000+ customers and be absolutely pleased with your arrays and the radically simpler storage experience.

Accelerating security transformation



MARC KASSIS
Director of Cyber Security,
Ingram Micro

Digital transformation is rapidly becoming a key discussion point in most boardrooms and this conversation cannot happen without security. There are many aspects of risk that digital transformation can bring to a company and organization. The most important

“**WITH THIS ‘BUSINESS PROCESS’ IMPACT IN MIND, A GIVEN ORGANIZATION NEEDS TO PLAN AND BUILD THE TRANSFORMATION PROJECT ACCORDINGLY.”**

question is ‘how do I secure my business flow?’. A customer needs to secure the earning and continue business as usual during the phase of migration and even grow after the full implementation. No disruption during or after migration is allowed. With this ‘Business Process’ impact in mind, a given organization needs to plan and build the transformation project accordingly.

Before launching a digital transformation programme, a company or organization needs to prepare it carefully by not only identifying the critical business processes but also the technical

risks that are linked to changing the application software, system implementation and cyber breach exposure. This can be achieved with assessments and audits of the systems in a way that after the transformation, the IT department will be able to follow a check list and review accordingly.

A generic auditing of all systems is advisable to run on a regular basis to reduce the risk of exposure to a cyber security breach. Ingram Micro has developed a series of assessment reports and consultancy services that are commonly needed in such cases and can be delivered efficiently to our channel partners.

Vendors and value-added distributors must work together to ensure partners are aware of the threats and can correctly position vendor solutions to protect their end customers.

Ingram Micro Cyber Security has developed a training portfolio to create awareness and educate users at every level. It begins with foundational trainings for cyber security awareness to detailed certified professional security trainings. We regularly update our business partners about new threats and cyber security trends through several channels such as social media, webinars and monthly newsletters.

Finally, nothing can be better than regular assessments and audits to be offered to end-users in this domain of cyber threats and Ingram Micro can provide the necessary support required.



PRAVEEN VACKAYIL
Technical Manager, Cyber
Security Consulting and Training,
Ingram Micro

As the deadline for GDPR fast approaches, its awareness levels

“**GDPR IMPLEMENTATION WILL IMPROVE ORGANIZATIONS’ DATA PROTECTION LEVELS AND BOOST THE REACH OF DATA PRIVACY REGULATION ACROSS A BROADER SCOPE.”**

are steadily rising. However, acquiring a deep understanding of the Regulation and translating it into implementation across organizations is one of the biggest gaps to be filled. GDPR seeks to improve EU individuals’ overall control over their privacy. With a massive upsurge in cyber-attacks targeting the region, it is vital that organizations implement a detailed roadmap for

compliance. Violations may invite fines up to €20 million.

At Ingram Micro, we advocate a four-phased roadmap to GDPR compliance. One of the challenging steps in the roadmap is the design of controls that duly address “Privacy by Design” and “Privacy by Default”. GDPR’s success depends enormously on the correct infusion of these principles across the controls

lifecycle. We offer consultancy services for organizations to address this effectively.

Another challenge is to appoint a qualified Data Protection Officer. This position is crucial to GDPR success with responsibilities including maintenance of GDPR compliance, employee awareness, etc. The DPO must evolve to the position of an internal “GDPR Champion”. We offer trainings that prepare DPO candidates for the two most appropriate certifications - CIPP/E and CIPM.

GDPR implementation will improve organizations’ data protection levels and boost the reach of data privacy regulation across a broader scope. ●

IngramMicro**CyberSecurity**

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

IM Cyber Security Consultancy Services



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



For our latest Cyber Security Webinar Recordings & Industry Talks, please subscribe to our YouTube Channel : Ingram Micro Cyber Security

Our META Cyber Security Partners



INGRAM MICRO CYBER SECURITY DIVISION CONTACTS

Web: <http://security.ingrammicro.com>
Email: cyber.meta@ingrammicro.com

OFFICE ADDRESS

Ingram Micro, P.O.Box: 33550, Dubai Internet City – UAE
Tel: +971 4 369 7111 | Fax: +971 4 369 7110



EMPOWERING PARTNERS THROUGH INNOVATION

Maya Kreidy, Channel Lead, McAfee (Middle East & Turkey), on the firm's latest developments and how partners can optimize their business in the security space.

Can you give an overview of McAfee's latest acquisitions – Skyhigh and TunnelBear? How do these firms fit in with McAfee's overall strategy?

Skyhigh is an ideal complement to McAfee's strategy – one focused on building and optimizing mission-critical cybersecurity environments for the future. Skyhigh Networks pioneered the cloud access security broker (CASB) market segment that analysts describe as one of the fastest growing areas of information security investments of the last five years. With this technology, McAfee can now offer a cloud portfolio that addresses the three primary challenges of managing multi-cloud environments—visibility into networks, workloads and data, advanced threat protection and pervasive data protection.

The acquisition of TunnelBear gives McAfee a world-class technology and business that strategically aligns with its vision of protecting what matters most to its customers, including online behavior, personal data and sensitive information. Combining TunnelBear's secure network with an intuitive interface will help keep customers' data secure on public Wi-Fi and web browsing private from advertisers with the ability to block intrusive ads.

Can you elaborate on your channel strategy for the region?

For the last 24 months, we have been making changes to our partner program and profitability stack to make sure our partners are compensated well on the efforts and business they do with us.

Since we value the capability of extending deal protection and additional compensation to partners who engage with us to drive McAfee-

found opportunities to closure. A new governance process is being introduced to provide clarity on partner value-add expectations within the sales cycle, enable transparency to sales leadership when a Teaming Plan is extended, and help preserve profitability and margin using simple, minimal documentation—allowing us to maintain adherence to best practices and compliance standards.

We also simplified the deal registration process, removed few programs and replaced it by others that encourages new business, cross/sell and upsell. Enhancements has been made to our rebate program and the incentive program on ENS migration has been extended until end of 2018, partners can earn 1\$ for every node migrated to ENS.

How are you enabling partners to capitalize on cybersecurity market opportunities?

Additionally, the channel team is growing in the region and we have changed the way we look at the business today. We believe more that channel is our multiplier effect, our extended arm in the market. We have people from McAfee on the ground today supporting the partners to grow the commercial business, which was previously managed remotely. We have channel and distribution managers dedicated per country and a channel technical manager whose main role is to enable our channel partners, enhance their sales and technical skills especially on the newly acquired technologies now like SkyHigh Networks, the hottest topic we are having recently with our partners in the region.

This change is effective and our partners are certainly witnessing it in the region. We will make sure that this is an ongoing improvement that follows the needs of our channel partners and satisfies our business objectives for 2018 and beyond. ●



SVETLANA SOROKINA

Marketing Director META,
Ingram Micro

Marketing has been evolving over the past decade along with the development in technologies. Technology offered new opportunities for marketers and made our lives easier, but simultaneously brought more challenges too.

Today, one can buy almost everything online. Product information is available at the click of a button. This compelled marketing to adapt to the digital world and become present online. Companies have moved their focus to gathering online traffic to their websites, blogs, ads and social networking accounts through search engine optimization of keywords, publishing extensive content, purchasing customer database from other companies and so on.

Marketing is much more targeted now. We are well past the days of “mass marketing” and “high economy of scale”. Personalized messages, getting to know your personas better through use of business analytics and business intelligence are the trends driving

Building your brand in the digital age

today’s marketing. This is relevant to both consumer and B2B marketing.

Variety of different digital marketing tools such as marketing automation tools, CRMs, different demand generation platforms enable marketers to achieve today’s objectives in business.

Digital marketing is developing rapidly. I recommend organizations to consider the following aspects in their marketing strategy during this year:

- Use more videos. Good video content can make a big difference for your business
- Use chatbots for customer service and other functions in the organization (including marketing)
- Implement marketing as

storytelling. In B2B, incorporate successful case studies to make an impact

- Be more cautious in data collection. In May 2018, the General Data Protection Regulation (GDPR) is coming into effect in Europe.

Marketing automation is absolutely critical in the modern era of business. The biggest benefit of marketing automation is the time it will save your business, marketing team, and sales department. Marketing automation lets you set up your marketing campaigns ahead of time and trigger them when your customers are ready for your marketing message. If all the

“MARKETING AUTOMATION IS ABSOLUTELY CRITICAL IN THE MODERN ERA OF BUSINESS.”

tools in your marketing department are integrated: BI, CRM, Marketing automation tool, and they talk to each other, marketers will spend time on creativity, setting marketing objectives and marketing strategy, analyzing the ROI of campaigns, which will definitely add value to the organization.

At Ingram Micro, we have invested in digital marketing platforms coupled with Business Intelligence tools that can assist our partners in generating new business and optimizing solutions for end users. One such platform is Partner Marketing Program (PMP), which we introduced to our partners last year. This tool is designed to help our resellers simplify digital marketing with a combination of various tools. It’s based on one of the best marketing automation platforms combining email marketing, social media and direct online ads (through Google AdWords and LinkedIn Ads). Our PMP is available for all resellers to sign in at www.channelmarketing.me ●





WILL YOUR DATA BENEFIT FROM A CLOUD CONSUMPTION MODEL?

A NEW LANDSCAPE FOR IT LEADERS

With the advent of cloud computing, IT leaders are faced with a variety of new options for deploying and consuming IT resources. What used to be a relatively straightforward lease or buy decision for servers, storage, and networking gear has expanded to include considerations such as:

- Pay-as-you-go service offerings that you can purchase in increments ranging from minutes to hours
- Subscription services that enable flexible scale and procurement, but also require longer term commitments lower per-unit pricing and reserved resources
- On-demand agreements that enable you to deploy on-premises hardware using an operating expenditure (OPEX) model

WHEN TO CONSIDER A CONSUMPTION MODEL

IT organizations have typically determined how much equipment to lease or buy by estimating user demand over the expected life of their hardware platforms—usually between three and seven years—and taking into account financial considerations, such as depreciation policies, cost of capital, lease terms, and so on. Although this approach was manageable when dealing with individual applications, it became increasingly complex once virtualized environments were used to host multiple mission-critical applications.

When forecasting resource needs for multiple applications over a multiyear timeframe, many variables should be considered, such as:

- Which workloads will ultimately use the infrastructure?
- How variable are their usage patterns?
- What are the consequences of underprovisioning resources?
- What are the consequences of overprovisioning?

You don't want to make a purchase that's too small and have to go back and request more equipment on short notice. You also don't want to overspend and never achieve the utilization levels you expected when you started.

In fact, it may be impossible to accurately assess what resources you will need in the future. In the past, this has led most IT teams to err on the side of conservatism when planning for new equipment, which typically resulted in overspending on hardware and underutilization of resources.

THE IMPACT OF THE CLOUD

The cloud has transformed IT infrastructure from a capital component into a service. Hyperscalers such as Amazon Web Services (AWS) and Microsoft Azure have changed the way we look at infrastructure by redefining the data center and making it easy to purchase individual components on a per-use basis.

This new model changes the economics of deploying applications and services by providing organizations with a more flexible way to acquire resources. Cloud users can purchase what they need, when they need it, and dynamically adjust as business demand changes.

Take, for example, an application development environment. If a team wants to spin up a new environment for their dev/test needs, they can instantly do so based on their expected usage. If their initial assessment of resources was inaccurate, they can adjust on-the-fly by either purchasing more resources or turning off those they don't need.

This flexibility means they pay only for what they need, when they need it. They no longer have to take the risk of requesting resources and underutilizing that environment if their usage patterns are lower than expected. They also do not have to worry about going through a complete procurement process for new resources if their usage is higher than expected or grows rapidly. They can dynamically add or subtract infrastructure as needed.

When moving to an on-demand model, it's important to have choices for how and where you can deploy applications and services across your hybrid cloud environment. NetApp makes it easy to evaluate your options by providing free trials for many of our cloud-based, cloud-connected, and on-demand storage options. Get started by visiting netapp.com/us/cloud-marketplace. ●

SOARING WITH CLOUD

Chris Burnet, Cloud Services and Software Solutions Manager, MEA, NetApp, shares insights into how partners can grow with cloud solutions.

The success of digitization drive largely depends on maximizing the value of data. Enterprises need cloud data solutions that deliver improved application performance with uninterrupted data availability cut down time to market. Meaningful analytics is the key differentiator for smarter decision making and organizations must learn to leverage available data for strategic future planning.

NetApp assists organizations in moving on-premises applications that depend on files services to hybrid cloud and cloud-only models, collaborating with top hyperscale cloud providers to pioneer the delivery of enterprise Network File System (NFS) services in the cloud. The new services that were initially available through Microsoft Azure and the AWS Marketplace offer high levels of performance and availability to speed enterprise applications including analytics, DevOps, backup, and disaster recovery. NetApp also provides a Data Fabric to optimize the value of data in the cloud, whether customers run an on-premises IT environment that's poised for cloud capabilities or are already using hybrid or public cloud infrastructures.

The capability to rely on tools, processes and solutions that are robust and keep pace with technology advancements is becoming more important than ever. Cloud solutions of the future will support an organization's business performance and therefore use of service providers that provide a broad range of critical solutions will offer businesses predictability in terms of both performance and cost.

The role of channel partners in ensuring the scalability and future-readiness of the storage solution, thereby allowing easy management for customers, is getting bigger as customer data is growing every day, presenting new challenges.

Organizations continue to place more workloads in the cloud as cloud technologies continue to rapidly advance. Since it is difficult

for organizations to keep up with these advancements, the need for expertise is also growing. These challenges can be managed through additional training of IT and development staff and channel partners must assist end users in managing the stored data by working on different application layers.

Vendors and distributors should focus on delivering training programs for continuous knowledge and skills improvement in the evolving market landscape. Partner firms are even adopting mandatory training requirements as part of their employee bonus programs.

Partners and customers have their own cloud agendas, though sometimes restricted by factors such as skills, regulations, networks and even the types of applications they run. Cloud deployments are capable of increasing security through the use of best practices in the providers' data centre and improves data security via better backup and archive procedures. Big gains will be made both in productivity and simplicity through automation and it can drive digital transformation by allowing customer to use data in unprecedented ways. Combined with efficient data movement, this allows thousands of services to manipulate and process data focusing on IT,

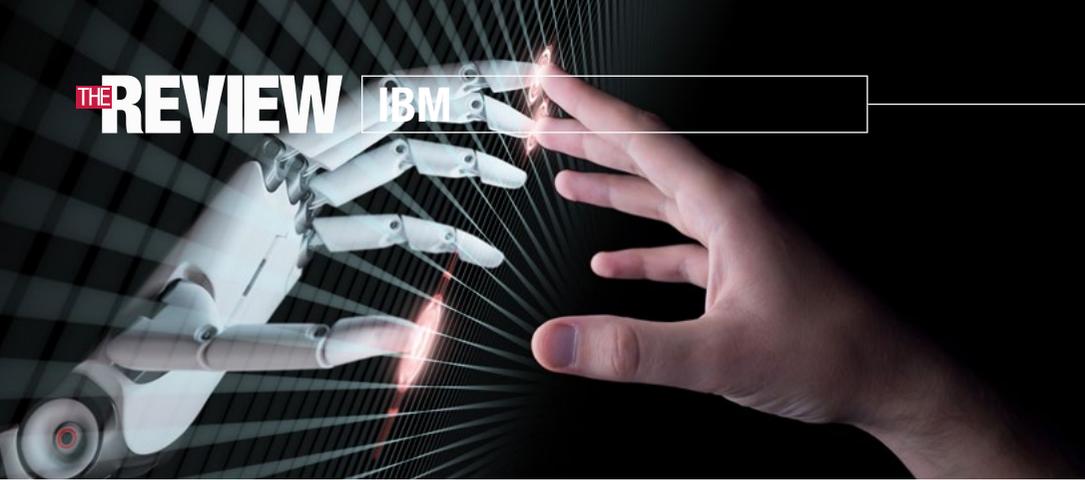


Chris Burnet, Cloud Services and Software Solutions Manager, MEA, NetApp

adding value to the business.

It is safe to say cloud is just getting started and is here to stay. Over 50 billion devices are expected to be connected to the network by 2020, all of which will be creating and using data, how that data is used, processed and monetised will be crucial to business success. Newer technologies such as artificial intelligence (AI) and virtual reality (VR) will become much more intelligent and will influence our lives in significant ways. These technologies will become so widespread and will become usable by common people to club an entire series of cloud services together to form new business outcomes. ●





“MAN AND MACHINE ALWAYS GET A BETTER ANSWER THAN MAN ALONE OR MACHINE ALONE”

The era of technology we are living in is disruptive. What we thought impossible a decade ago is now a reality.

The business world is at a critical inflection point. Organizations are increasingly adopting the latest technologies as part of their digital transformation journey. Data is expected to play a key role in helping businesses succeed in this journey and ultimately power the digital economy making it the ‘oil’ of the future. More than data, technologies such as **Artificial Intelligence (AI)** and **blockchain** are expected to have a profound impact on the digital economy. In fact, the World Economic Forum has predicted a number of innovations that will shape the hyper-connected digital world and could become mainstream over the next 10 years. These include: tax being collected by government through blockchain; the first AI machine will be on the board of directors of a business; the first robotic pharmacist in the US; first transplant of a 3D-printed liver; and people wearing clothes connected to the Internet among others.

Technologies like blockchain and AI are bound to change lives to such an extent that life without it would be almost unthinkable.

AI can elevate the human workforce to meet challenges of the future and can create more jobs than it's expected to displace. In 2020, AI will become a positive net job motivator for UAE,

creating 2.3M jobs while only eliminating 1.8M jobs, according to Gartner

AI warrants the close attention of the board because it presents opportunities when applied well and risks when applied badly. Organizations that successfully exploit AI can disrupt the market, drive growth and manage commercial risks. Yet, AI technologies also present serious ethical, legal and programming risks that need to be managed carefully. What's more, AI is poorly understood by businesses, with many organizations unsure as to when and where they should use it.

“**DATA IS EXPECTED TO PLAY A KEY ROLE IN HELPING BUSINESSES SUCCEED IN THIS JOURNEY AND ULTIMATELY POWER THE DIGITAL ECONOMY MAKING IT THE ‘OIL’ OF THE FUTURE.”**



Kalyan Pola, Sr. Product Manager (IBM Software), Ingram Micro

This technology can enhance complex decision-making processes, which is why it is viewed as a catalyst for transformation in every industry. When AI is combined with Big Data and analytics, it becomes an even more invaluable tool for finance functions as it can enable organizations to better understand their customers and even help create future strategies.

Having said this, boards should understand how AI technologies are being applied inside and outside their organisations and ensure that they have the appropriate structures in place to manage ethical issues and understand how it is addressing the issue of algorithmic bias. They also need to be aware of emerging frameworks, policies and legislation to ensure that their business has the right balance between algorithmic transparency and accountability.

Furthermore, blockchain will transform trusted transactions just like the Internet did for communications. There are countless examples of where blockchain's secure, shared ledger can save businesses time and money. Especially in the shipping industry where blockchain replace mountains of paperwork.

Instead of every single party - manufacturer, shipper, buyer and any other intermediary - all relying on their individual paperwork to track a shipment from beginning to end, blockchain would allow all stakeholders to see every step in an open, secure ledger.

We are witnessing paradigm shifts in new business models and eco-systems to cope with the new technologies.

IBM leads the way

IBM clients chose IBM for a reason. IBM leads the way in a number of areas crucial to cognitive business.

First, cognitive computing itself – with systems that understand all data. Second, analytics – IBM has the deep expertise you need. Third, cloud – offering 100% of relevant software on IBM cloud. In mobile, IBM developed iOS apps for each of twelve industries, in partnership with Apple. IBM security technology protects over 12,000 clients, including 90 of the fortune 100.

Finally, IBM systems – with support for millions of transactions and quintillions of files and over 99.999% system availability. ●



RAHUL BHAVSAR

Cloud Director META,
Ingram Micro

Digital transformation is all about being disruptive in the industry, being relevant to today's customers, being competitive and being up to speed and preparing for the new age business, which is fully digital via mobile and online. Some of the most impacted strategies in digital transformation are – improving the customer experience, driving operational agility, workforce enablement, digital technology integration and business model transformation.

“THIS IS A CONSTANT EFFORT BY INGRAM MICRO TO ENABLE AND TRAIN PARTNERS ON CLOUD AND ALSO GUIDE THEM ON THE RIGHT PATH TO THIS TECHNOLOGY.”

Drive digital with cloud

In all the above strategies, technology is core and if you analyze them, they are all led by cloud. Some of the most used technologies are mobile apps and services, scalable and highly available infrastructure, Big Data and Analysis, IoT and Artificial Intelligence. These technologies are key elements of cloud today without which digital transformation cannot happen.

The biggest barriers organizations face when it comes to cloud is the lack of awareness and knowledge on the benefits of the technology. We believe it is the business and finance side who needs to be aware of this, not just IT departments. IT departments love on-premise technology; however cloud benefits can help a firm scale-up, save costs and enhance operations.

A deficient of right partners is also another obstacle for organizations when moving to cloud. Customers don't feel confident as there are only few IT companies who have really embraced the cloud by having the right skills, people and solutions. This hinders customer organizations from moving ahead as they need a good ecosystem of partners who can provide such services to them.

Ingram Micro with its focus and investments in cloud business unit

across the globe and in META has one goal – Channel Transformation. This is a constant effort by Ingram Micro to enable and train partners on cloud and also guide them on the right path to this technology.

Besides focusing on channel transformation, we are constantly increasing our portfolio of products and vendors in cloud technology and providing partners a package solution so that they can sell a comprehensive solution rather than a product.

We are also making use of modern technology to transform channel partners through our programs like Partner Marketing

Program (PMP), Partner Sales Acceleration (PSA) and Ingram CloudBot (AI Based Chatbot)

Over next two years, the biggest change I see is that many cloud players will be directly present in the region with their data centers, which shows that it's a serious business for cloud vendors. This means it's time for our channel partners to make the right decision of investing in cloud from a resource point of view before it gets too late. Customers will not stop moving to cloud, it's the partner who needs to decide if he is going to be part of that journey or not. ●



GDPR



25 MAY
2018

GDPR IS AN OPPORTUNITY TO IMPROVE DATA GOVERNANCE AND MANAGEMENT

As the deadline for GDPR compliance approaches, it is imperative that companies understand the importance of protecting company data to ensure that their business doesn't face the extensive fines and reputational damage associated with non-compliance, says Damian Wilk, Regional Director, Middle East, Veritas Technologies.

GDPR is intended to harmonize the governance of information that relates to individuals ("personal data") across European Union (EU) member states.

According to findings from The Veritas 2017 GDPR Report, almost half (48 percent) of organizations that stated they are compliant do not have full visibility over personal data loss incidents. Moreover, 61 percent of the same group admitted that it is difficult for their

organization to identify and report a personal data breach within 72 hours of awareness – a mandatory GDPR requirement where there is a risk to data subjects. Veritas' research also found that there is a common misunderstanding among organizations regarding the responsibility of data held in cloud environments.

Avoiding stringent regulatory penalties and fines is clearly a driver for improving an organization's compliance position but

many companies also see major business benefits that go well beyond avoiding such sanctions. Veritas research shows that almost all businesses (95 percent) see substantial business benefits to achieving GDPR compliance. GDPR certainly creates a potential new risk for Middle East organizations but also an opportunity to develop good data governance and management practices.

“
THE FUNDAMENTAL
REQUIREMENT
OF GOOD DATA
GOVERNANCE IS
VISIBILITY AND
CLASSIFICATION
BUT TO COMPLY
WITH GDPR,
ORGANIZATIONS
MUST BE ABLE TO
LOCATE, SEARCH
AND MINIMIZE
THE AMOUNT OF
PERSONAL DATA
HELD, AS WELL
AS PROTECT AND
ACTIVELY MONITOR
THIS DATA.”

DAMIAN WILK, REGIONAL
DIRECTOR MIDDLE EAST,
VERITAS TECHNOLOGIES

The fundamental requirement of good data governance is visibility and classification but to comply with GDPR, organizations must be able to locate, search and minimize the amount of personal data held, as well as protect and actively monitor this data.

Veritas recommends five steps to GDPR compliance:

Locate – The critical first step in complying with GDPR is gaining a holistic understanding of where all the personal data held by your organization is located. Building a data map of where this information is being stored, who has access to it, how long it is being retained, and where it is being moved is critical to understanding how your enterprise is processing and managing personal data

Search – Residents of the EU can now request visibility into all of the personal data held on them by submitting a Subject Access Request (SAR). They can also request that the data be corrected (if factually incorrect), ported (to a suitable export format) or deleted. Ensuring that the organization can undertake and service these requests in a timely manner is critical to avoiding GDPR penalties.

Minimize – Data minimization, one of the main tenets of GDPR, is designed to ensure that organizations reduce the overall amount of stored personal data. This is done by only keeping personal data for the period of time directly related to the original intended purpose. The deployment and enforcement of retention policies that automatically expire data over time establishes the cornerstone of any GDPR strategy.

Protect – Under GDPR, organizations have a general obligation to implement technical and organizational measures to show they have considered and integrated data protection into all data collection and processing activities.

Monitor – GDPR introduces a duty on all organizations to report certain types of data breaches to the relevant supervisory authority, and in some cases to the individuals affected. You should assure that you have capabilities in place to monitor for possible breach activity – such as unexpected or unusual file access patterns – and to quickly trigger reporting procedures



Damian Wilk, Regional Director Middle East, Veritas Technologies

Technology has a vital role to play in GDPR compliance. For example, Subject Access Request (SAR) preparedness is a critical component of any GDPR compliance strategy and a compliance culture. Veritas' eDiscovery Platform directly addresses these challenges by helping organizations quickly pinpoint personal data and review it to assess what personal data should be disclosed and what may be lawfully withheld. In addition, the eDiscovery platform delivers a response package electronically that sufficiently addresses the GDPR's SAR requirements so businesses can help ensure regulatory compliance, avoid massive fines, and mitigate reputational damage.

Combined with the Veritas Classification Engine the platform delivers powerful intelligence into data risks on-premises and in the cloud. The Platform also enables enterprises to adhere to SAR requests by locating where PII exists across their entire organization and driving actions that help appropriately retain or delete this data, when necessary. This innovation is critical in helping organizations adhere to mandatory compliance guidelines under new regulations, such as GDPR. ●

THE ROLE OF INTUITIVE NETWORKS IN BUILDING SMART CITY VISIONS

Built for digital business and Internet of Things, intuitive networks promise to transform public sector organizations struggling with legacy networks and looking for a stepping stone towards a much bigger picture, says Shadi Salama, Channel Leader, East Region, Cisco Middle East.

By 2030 the number of connected devices and objects will reach an estimated 500 billion. This rapid growth in networks and devices has meant that the connected world is now too big and too complex for humans to administer effectively. Networks of tomorrow will therefore not be manually administered. They will be too complex, too cumbersome, and too complicated, to effectively allow manual administration. Traditional networking models simply do not scale and perform to meet the expectations of this digital era.

Businesses now need a new networking framework, that is simplified and more secure to use. IDC indicates that businesses that have invested in modern networks, have improved their rate of growth in revenue, customer retention and profit, by a factor of two to three times. For digital organizations, the network is the foundation of their business and success.

From the field of analytics, machine learning can be used to build complex models and algorithms within networks that are capable of generating forward looking trends. Analytical models inbuilt inside networks can produce reliable and repeatable decisions and can uncover hidden insights through learning from historical relationships embedded in data. Machine learning can give networks the ability to learn without being programmed. This approach has evolved from pattern recognition and learning theory in artificial intelligence.

Networks with such in-built algorithms can learn and make predictions from data. With the help of these algorithms, networks can overcome the limitation of static programming and can make data-driven predictions and decisions, through building a model from data inputs. In the past, data mining has been used to discover new trends in wide arrays of collected data. However, in the case of such intuitive networks built on machine learning, algorithms discover known trends that are prevalent in data as it is aggregated.

Networks with in-built machine learning and complex algorithms can establish a pattern of baseline behavior and can successfully flag deviations without supervision. One of the immediate benefits is the ability to successfully build models of optimal network behavior and proactively react without intervention to anomalies and intrusions within.

Intuitive networks shift from the traditional manual, time-intensive, static mode of operation, towards one that is capable of continuously learning from the data that it manages for an organization. The more volume of data it manages, the more it is capable of learning through analytics and adapting for automatic and efficient response. The intuitive network automates the edge of the network and embeds machine learning and analytics at a foundational level. Both of these characteristics make them well suited for Smart City use case applications.

Dubai recently announced its entry into the adoption of latest digital technologies through its Smart Dubai vision. The vision encompasses advanced technologies like intuitive networks, machine learning, artificial intelligence, and analytics to solve real life chronic problems, achieving sustainable development, maintain economic competitiveness, as well as providing high levels of quality of life for its inhabitants.

With Dubai's citizens experiencing some of the highest technology adoption rates in the region, matching their expectations on living, personal development and their quality of life, requires the city to adopt the latest digital technologies as well.

A key aspect of meeting these objectives is to have better digital integration amongst significant citizen facing players inside the Emirate. The Smart Dubai initiative therefore looks at strategic partnerships between 11 government entities operating within Dubai and this includes the Roads and Transport Authority, Dubai Electricity and Water Authority, Dubai Executive Council, Department of Tourism and Commerce Marketing, Dubai Police, Dubai Health Authority, Dubai Municipality, Dubai Smart Government, Department of Economic Development, Dubai Silicon Oasis Authority and Dubai Design District.

These eleven strategic partners are expected to drive use case initiatives using a number of enabling digital transformation technologies. These include IoT sensory systems, advanced analytics,



“
**AS THE NEW CISCO
 NETWORK IS SECURE,
 SIMPLE, AND BASED ON
 SOFTWARE, WITH ALWAYS-
 ON ANALYTICS, PARTNERS
 WILL BE ABLE TO HELP
 CUSTOMERS TO MAKE
 BETTER BUSINESS DECISIONS
 FASTER, WITH LOWER COSTS
 AND LESSER RISKS.”**



**Shadi Salama, Channel
 Leader, East Region,
 Cisco Middle East**

artificial intelligence, 3D printing, drones, wearable devices, robotics, driverless vehicles, and virtual reality. Other initiatives that are making progress include Dubai’s Open Data Law, Dubai’s Happiness Meter, and Public-Private partnership.

The objective of the Smart Dubai journey is to radically change how governance is practiced, how business is done, and how society as a whole and people as individuals live in the city of the future. Highly intelligent digital and networking technologies are expected to play a key role in meeting these objectives.

Where does all this lead? The first is, an intuitive network will gain the trust of public and private sector organizations wanting to select a platform to build their digital business models of tomorrow. This will be on the basis of its machine learning capabilities, that it is constantly learning and evolving to become highly secure and provide insights. And the second is, the intuitive network is just the stepping stone to a much bigger vision of creating intuitive technology infrastructure. But for now, the network remains the accelerator and enabler towards this exciting end game.

‘The Network. Intuitive.’ – Cisco’s Next Generation of Networking

Marking one of the significant breakthroughs in the history of enterprise networking, Cisco launched ‘The Network. Intuitive.’ in June 2017, which is the result of years of research and development by the

company to reinvent networking for an age where network engineers managing hundreds of devices today will be expected to manage 1 million by 2020. Designed to be intuitive, the new network can recognize intent, mitigate threats through encryption, and learn over time, thus unlocking opportunities and enhancing business agility.

Earlier this year, we introduced our intent-based network (IBN) system to the data center by adding assurance. Intent-based networking captures the business intent, in business language, and translates this intent into IT policies that can be applied and constantly monitored across the network. An intent-based approach to networking enables several benefits for business and IT leaders, which include improved business agility and operational efficiencies, better compliance and security, continuous IT and business alignment and reduced risk.

Our partners are excited about our new intuitive networking platform, which is an end-to-end solution - unmatched in today’s market place. It brings analytics, automation, machine learning and AI together, so customers really do get an intuitive network. Cisco’s Encrypted Traffic Analytics solves a network security challenge previously thought to be unsolvable, where malware can be found in encrypted traffic. By utilizing Cisco’s Talos cyber intelligence and machine learning to analyze metadata traffic patterns, the network can identify the fingerprints

of known threats even in encrypted traffic, without decrypting it and impacting data privacy.

As the new Cisco network is secure, simple, and based on software, with always-on analytics, partners will be able to help customers to make better business decisions faster, with lower costs and lesser risks. To embrace this technology, our channel partners are evolving their networking practices and developing new skills to pursue new business opportunities.

Cisco is helping partners in their efforts by introducing new programs, incentives and tools to help them build networking practices that incorporate software, security, automation and analytics for their customers.

Cisco has created a new portfolio of services that leverage best practices and innovative tools. Whether customers are looking to transform their entire network or integrate new security and automation capabilities into their existing network, Cisco partners have a life cycle of advisory, implementation, optimization and technical services to help.

The network has never been more critical to business success. Our partners will lead the digital transformation market by selling the most advanced and intuitive digital network available and enabling customers to respond quickly to changing demands. We are excited to be part of this next era and we look forward to making history together. ●



SAM JOHNY

Business Unit Manager,
Ingram Micro

Enhancing network and security

Digital transformation is the process of redefining the strategies, plans, services and customer experience to create a sustainable and competitive advantage for the organization.

The rapid technological changes make it critical for the small, medium and big companies to develop new innovative business models to survive. The winning organizations understand the importance of enhancing the innovation culture to keep pace with the accelerated growth in data and digital business services.

The new generation of networks is intuitive, adaptive and self-aware of the applications and service delivery. The increasing number of mobile devices, IoT terminals and mobile applications requires the design of future networks to put in mind the security, IoT-readiness and ability for cloud integration. The next network should also be able to enhance workspace and user experience.

Customers need to ensure that security is interwoven

right from the first step when undertaking a digital strategy as it continues to be a major concern for organizations. The number of annual cyber-attacks that target the infrastructure level is increasing dramatically. For that, the new models of infrastructure design should take into account, offering an integrated strategy of threats identification and quantification, which is able to detect, act, store and analyze different type of threats from access to backbone levels.

The world is going through a

“A FRAMEWORK FOR SUCCESSFUL DIGITAL TRANSFORMATION SHOULD COMBINE CUSTOMER EXPERIENCE, OPERATIONAL AGILITY, CULTURE, LEADERSHIP, WORKFORCE ENABLEMENT INTO A DIGITAL TECHNOLOGY INTEGRATION.”

critical phase of adopting digital transformation strategies for economic plans and business models for both the public and private sectors. Digital business transformation strategies focus on changing the organization’s structure as well as customer experience but that does not pass without any challenge.

A framework for successful digital transformation should combine customer experience, operational agility, culture, leadership, workforce enablement into a digital technology integration. These five elements will work hand in hand to enhance the integrity, efficiency and profitability of the customer’s organization.

Ingram Micro is a global distributor with the ability to

deliver end-to-end technology services. In addition to its large coverage and range of services when it comes to logistic and supply chain; Ingram Micro offers a comprehensive consulting and presales services, tailor-made marketing and state-of-the-art training facilities that help to make Ingram Micro the first choice when it comes to services integrity and delivery.

We continue to ensure that our customers fully understand the impact of the going digital to their operation and to their customers’ revenue stream, we train the partners to design the next adaptive and secure network in which it encapsulates the different elements required to a successful implementation of digitally transformed organization.●





STARTING WITH SECURITY

Haider Pasha, CTO, Emerging Markets, Symantec, explains how the firm plays an important role in enabling customers' digital transformation journeys



Can you elaborate on cybersecurity trends that regional customers need to watch out for?

A key trend that has surfaced since the past couple of years is blockchain. As secure as it inherently seems, blockchain will find uses outside of cryptocurrencies and organizations will attempt to leverage those use cases. However, many of these blockchain projects will fail as organizations learn to separate the hype from reality with the huge undertaking of leveraging the infrastructure, processes and resources required.

Symantec also believes that cyber criminals will use Artificial Intelligence (AI) and Machine Learning (ML) to conduct attacks. Supply chain attacks will become mainstream as attackers leverage those as a common vector. As they seek protection using third-party resources, organisations will still struggle with Infrastructure-as-a-Service (IaaS) security as we see more breaches due to error, compromise and design. Finally, as we have seen in the past, Internet of Things (IoT) devices will continue to be hijacked and used for various means, such as DDOS attacks or crypto-mining.

Are regional organizations well-prepared for GDPR? What are the challenges that exist?

The General Data Protection Regulation (GDPR) will impact all organizations worldwide that target individuals in the EU or their behavior, and

therefore, treat their personal data. Many of the Middle East organizations are therefore required to comply.

We are witnessing a generalized delay in terms of GDPR readiness, amongst the EU Member States, and countries outside of the Union, against the deadline of the 25th May 2018. The culture of data protection, the fundamental principles of privacy, are not necessarily in the DNA of every organization, and this is probably why, businesses worldwide have been generally disoriented by the profound changes involved in the GDPR compliance. So, in essence, the unpreparedness is indeed in terms of the status of the actual implementation, but also in pure cultural terms.

“ SYMANTEC HELPS ORGANIZATIONS RECOGNIZE THAT SECURITY SHOULD BE THE FIRST POINT OF DISCUSSION ON ANY DIGITAL TRANSFORMATION JOURNEY, VERSUS AN ADD-ON.”

It is worth noting that this unpreparedness will not constitute a mitigating factor in the eyes of a Supervisory Authority investigating an incident. Also, the repercussions of an incident can go well beyond the statutory sanctions, and involve reputation (with customers, partners and investors), and potentially heavy compensation claims from data subjects. Every incident also creates a precedent in the record of the company, which will count as an aggravating factor in future incident investigations. Therefore, a change will only be successful if it is fully embraced by the companies' leadership, and cascaded to the rest of the organization

How is Symantec aiding customers' overall digital transformation journey?

Symantec helps organizations recognize that security should be the first point of discussion on any digital transformation journey, versus an add-on. This is a discussion that begins at the top, understanding the strategy for cyber resilience by focusing on those at the board that will sponsor and champion it, besides the CIO or CISO. Beyond this, Symantec helps organizations build a program that helps develop a culture towards cyber security; from communication to governance to policies and leveraging best practices through common frameworks or industry guidelines. We then help organizations build the right processes in place to prepare them for whatever technology they look to deploy.



MANOJ KARUNAKARAN
Business Unit Manager,
Ingram Micro

Embracing AI and Machine Learning

Artificial Intelligence (AI) applications aim to create intelligence in business practice with knowledge, reasoning, perception, planning to deploy for enhanced productivity.

Understanding, identifying and responding to the automation possibilities and development opportunities with artificial intelligence systems is a significant differentiating factor for every business.

Market for AI is projected to reach \$70 billion by 2020, it is a hot topic within enterprise and government markets around the world. AI can enhance innovation and increase productivity. It can play a crucial role to processing

“AI HAS THE POTENTIAL TO SOLVE MANY OF TODAY’S PROBLEMS AND PUSH HUMANS EVEN FURTHER.”

the data for large enterprises and can help companies address the growing pains of data analysis and analytics. Applications of artificial intelligence, such as analytics can assist in customer-facing solutions, marketing, customer service and healthcare. It is an opportunity for IT channel partners to invest in training staff to position AI to capture end-user business before their competition beats them to it.

AI works in four ways – Automated Intelligence, Assisted Intelligence, Augmented Intelligence and Autonomous Intelligence. This includes automation of routine, non-routine tasks, helping people to perform faster, better decisions and automating decision-making processes without human intervention. Going through the productivity discussion exercise with organizations’ CIOs, chief digital officers and chief data scientists will enable partners to identify areas where the business can implement AI to scale up and increase skillset.

We want to help partners to enhance existing processes to reduce costs and improve productivity. We will direct with aspiration to be responsive for products, services, and

experiences that incorporate AI for self-driven. AI has the potential to solve many of today’s problems and push humans even further. But this change is only possible if individuals and businesses embrace it with a goal of creating man-machine hybrids that are better together, improve product experiences for everyone.

Understand what market demand and choices they are considering, target them effectively with the most fitting inventory, customize the proposals, automate with marketing to invite to the sales process is the success for Ingram Micro.

With AI practice, distributors are in a position to create smarter, spontaneous and efficient processes with supply chain

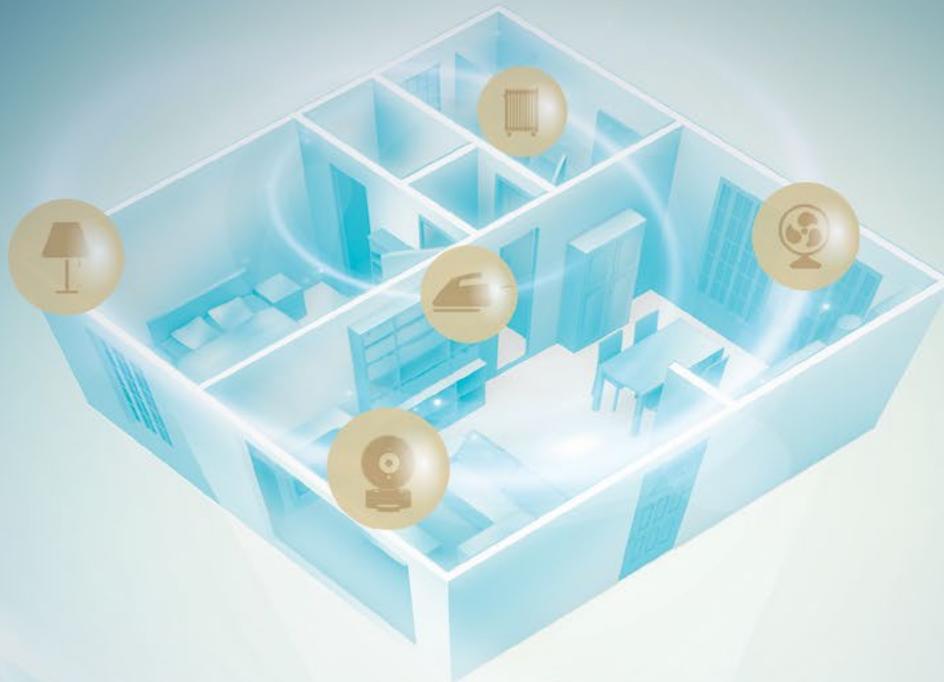
streamlined. Artificial intelligence and machine learning will allow distributors to anticipate and intuit future customer needs. This information will enable higher accuracy for purchasing decisions. This in turn will reduce overages and inventory surpluses that can cause wasted expenditures and dead investments.

We will continue to educate and encourage our loyal and trusted channel partners to adapt early and to ensure they have clarity over AI strategy. We want to prepare them for the disruption from AI and related business outcomes.

As a global leader, we have been an early adaptor of technology trends such as cloud, security and IoT – this has helped us to position ourselves far ahead than any of the followers. ●



Your Home Only Smarter




DSP-W115 Wi-Fi Smart Plug

DSP-W245 Wi-Fi Smart Strip

DCH-212KT Wire-free Outdoor Camera

DCS-8010L HD Wi-Fi Camera

DCS-8525LH Full HD Pan & Tilt Wi-Fi Camera

DCS-8300LH Full HD Wi-Fi Camera

Supports





SMART AUTOMATIONS

make life easier in your
dream smart home



SIMPLE SETUP

with BLE get your smart devices
up and running in no time



CLOUD RECORDING

Save all your clips to the cloud and
view them from anywhere



MORE COMPATIBLE

with 3rd party ecosystems and D-Link
devices for richer interactions



Introducing the NEW mydlink app with upgraded features



Your home at your fingertips

The free mydlink app takes you to the heart of your smart home. Now you can easily control, monitor, and automate every smart home device, wherever you are.

See several camera-feeds at once

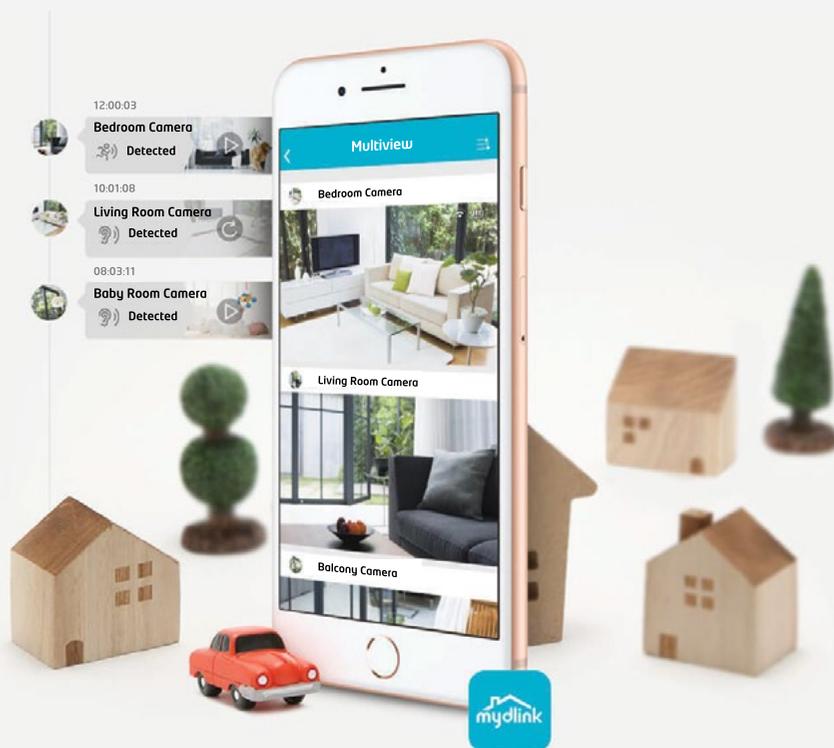
Get an instant overview of what's happening around the house.

Wake up to freshly-brewed coffee

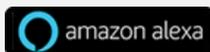
It's all possible with mydlink Schedules and customizable scenes for common household routines.

Control access

mydlink lets you control access to your smart home with Access List. Enjoy peace of mind by restricting access to specific devices and viewing your approved list of devices at a glance.



Supports Amazon Alexa, Google Assistant and IFTTT



Your Home Only Safer

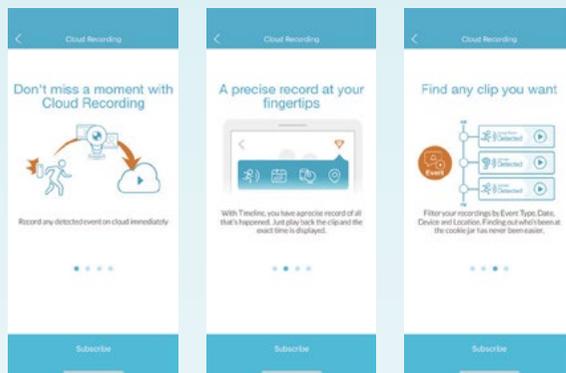
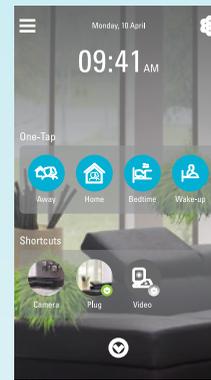


Forgot to switch off the curling iron or kitchen light?

One-Tap gives you a stress-free smart home. Bundle and switch multiple appliances on and off with one simple tap.

Never miss a moment with cloud recording

Find out who's been at the cookie jar. Save camera footage to the cloud, and watch it anywhere and anytime. Find any clip you want by filtering your recordings by Event Type, Date, Device, and Location.



Shocking electricity bills?

mydlink smart automations help you get a grip on your power consumption. Monitor appliance energy use with automated alerts to your mobile device. Automatically turn off devices that exceed set power limits.

Supports Google Assistant, Amazon Alexa and IFTTT

Google Assistant and Alexa are able to help you around the house with a range of D-Link's smart home devices.

With the huge IFTTT library of actions that can be used with smart home products, you can easily create your own recipes for your gadgets to work together.





JULIE VARGHESE

Business Unit Manager,
Ingram Micro

Cloud technology sets the foundation and is the backbone to an organization's digital transformation.

To address transformational challenges when embarking on digital journeys, companies need a technology solution that permits rapid design, adoption and adaptation. The solution should also free up resources for

“MAP THE OPTIONS AND ROUTES TO TRANSFORMATION WHILE ENSURING YOU HAVE THE LEADERSHIP DRIVE TO EXECUTE AND OVERCOME BARRIERS.”

Cloud - key to digital era

creating competitive differentiation and value. It should be easy and economical to deploy and scale. This is completely possible with cloud. By implementing a cloud-based digital transformation strategy, you're providing your company the speed, agility and end-to-end integration to support its organizational transformation.

The first step towards transformation is developing a clear understanding of all the factors involved and changing behaviors. Next is a clear-eyed assessment of your organization's current technology — particularly its capacity for future growth and agility. And finally, map the options and routes to transformation while ensuring you have the leadership drive to execute and overcome barriers.

The rise of cloud technology has created an inflection point in the marketplace that has enabled organizations to take on larger-scale change. Hybrid cloud will take the lead, thanks to its ability to truly blend environments and further improve operational agility. Also, Platform-as-a-Service and Infrastructure-as-a-Service will gain wider market share with its pay-by-use consumption model.

Identifying the growth opportunities that come with this

technology, Ingram Micro has made substantial investments in a cloud marketplace. Our fully automated cloud platform enables resellers to offer a wide range of solutions to their customers. We have conducted two cloud summits in collaboration with vendors and resellers to create cloud technology awareness and educate on how its benefits could

truly transform an organization. In addition, we offer educational programs, trainings and boot camps etc. to help our resellers promote cloud solutions.

The cloud bar is being constantly raised and enterprise cloud spending will grow rapidly over the next few years. Partners should invest in cloud today to be one of the leaders of tomorrow. ●





MOHAMED SABRY

Head of Services, Gulf and Near East, Ingram Micro

Services-first approach

With the rapid growth of technology, we have seen great dependence from customers and partners on distributor post sales services offerings.

Services allow partners to gain recurring business and help to improve their existing margins.

As we are in the heart of the business, it gives us insight on where to develop our resources and get them up to date with latest technology offerings in the market. This allows us as a distributor to offer the best

professional deployment and integration of latest technologies.

There are so many opportunities that partners and resellers can cover with their own resources. However, with the continuous growth in number of vendors and diversity of technologies, only few partners can cover it all on their own. Hence, services offerings from distribution is key to better serve our partner ecosystem.

Partners can bring innovation

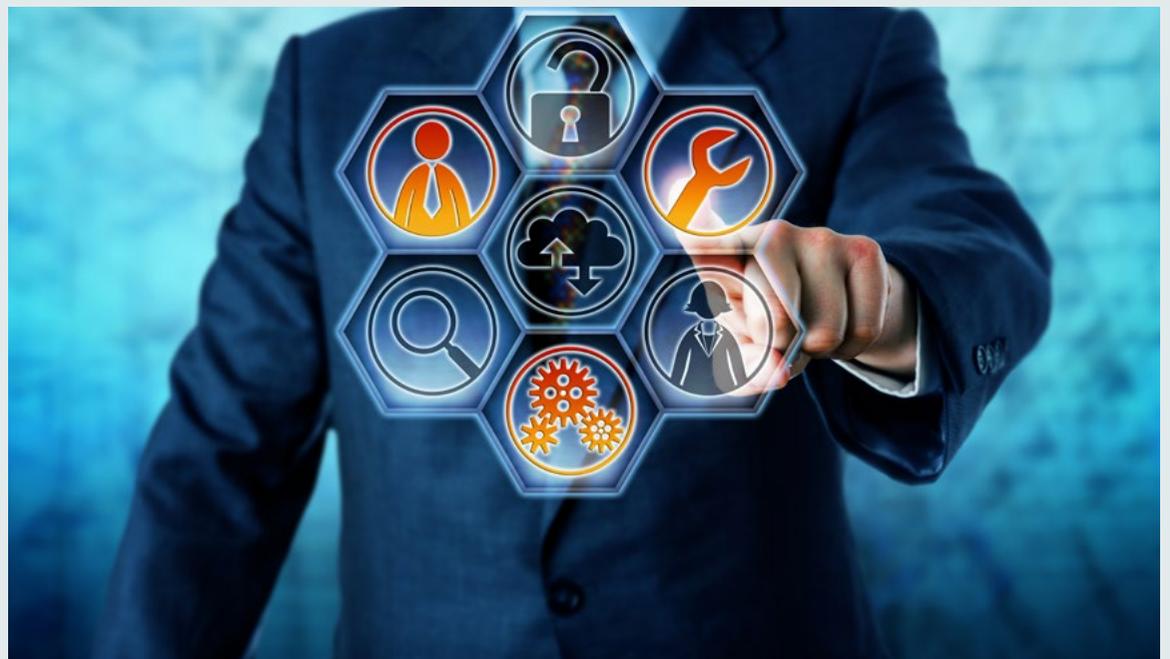
to the services they offer to their end customers by investing in those that can bring detailed reports showing vulnerabilities in their infrastructure such as penetration testing, vulnerability assessment and other. With the help of our Cyber Security arm, we can fulfil such needs and help partners perform such services to generate new opportunities.

Ingram Micro can further enable partners to differentiate through services. We are a

learning partner to key vendors in the region such as IBM, Cisco, Symantec, Veeam, Vmware, HP, Nuix, Microsoft, Acronis and others. Through our training arm, we help develop our partners to meet the needed requirement to better position their offerings to their end customers.

By being able to attend to customer needs end-to-end from pre-sales services to post-sales implementation and training services, partners will be able to transform their businesses. ●

“SERVICES ALLOW PARTNERS TO GAIN RECURRING BUSINESS AND HELP TO IMPROVE THEIR EXISTING MARGINS.”



DELIVERING VALUE

Your customers need the best technology to compete in today's constantly evolving digital landscape. This creates the perfect up selling opportunity for partners. With Ingram Micro and Cisco, we can provide you with the best Services to support your customers and increase the profitability of every sale you make!

VSOC

Constantly changing security threat creates an opportunity for more Services revenue for Partners. The Virtual Security Operations Centre (VSOC), gives access to Assessment Services, which helps your customers to understand the strength and effectiveness of their technical systems against cyber security attacks.

With VSOC also comes access to Consultancy Services, helping your customers to put the best structures in place and to ensure their compliant with cyber security governance. There are also training programs to get your customers thinking critically about cyber security.

By providing your customers with this additional support, you can build deeper relationships and become a more trusted Partner.

Cisco Capital

We know that finance is a critical factor for your customers, which affects their ability to make the right investment decisions, at the right time. When assessing financing options, most organisations are focused on flexibility, adopting the latest technology and reducing the total cost of ownership.

Flexible Finance, provides all of these benefits and more.

With easy lease 0% financing you can differentiate your offering, increase your deal sizes and earn better rebates, all while preserving your discounts levels and margins. Boost sales and close deals faster with Cisco Capital Financing.

ESS

Our Support Service contracts are more than just a piece of paper! They are a safety net to ensure your customers IT infrastructures remain secure, problems are solved quickly, help improve operational efficiency and reduce the risk of downtime!

Every Cisco server rack, switch or piece of software you sell creates an opportunity for more Services revenue. Selling Services increases the deal size, helping you make more money, giving you the opportunity to create a recurring source of income and helping to minimise the Total Cost of Ownership.

With Support Services covering all Cisco architectures, Ingram Micro are your trusted partner with our market-leading and award-winning experts offering a wealth of technical knowledge and experience, supporting customers no matter when or where they are!





Increase Revenue

Selling Services **increases** the deal size, helping you **make more money**



Renewal and Refresh Opportunity

Create a recurrent & highly **profitable annual source of income** from Services



Increase Customer Satisfaction

Minimize the TCO (Total Cost of Ownership) of your customer investment



DATA CENTER



COLLABORATION



NETWORKING



SECURITY

<https://www.ingramflyhigher.com/me/landing-pages/ess>

For more information, please contact:

Syed Ateeq
 Business Development Manager
 Email: Syed.Ahmed@ingrammicro.com
 Ingram Micro Cisco Services



Powering transformation with IoT

TAMER ABDEL FATTAH

IoT Business Unit Head,
Ingram Micro

Digital transformation has become a mandate for every business to achieve outstanding results in the current era, and Internet of Things (IoT) technology is the one required to enable digitization on their important assets, collect as much data as possible about these assets and use these data to take the right decision on the right time.

“FOR PARTNERS, WHO WANT TO BE ABLE TO DRIVE SUCH BUSINESS, THEY HAVE TO GET THE RIGHT UNDERSTANDING FOR SPECIFIC VERTICALS AND THE EXPECTED BUSINESS OUTCOMES FOR THEM.”

The strategy has to start by defining the business challenges and opportunities, and understand the gains of having this strategy and implications of not having it in place.

There are various elements within IoT that businesses need to first focus on before thinking of an overall digital strategy. Business people have to understand first their critical assets, for example; for logistics and shipment companies, main assets are parcels or shipments, fleet and people; for retail stores the important assets are the store itself, the goods in store, warehouse and employees; in real-estate, the buildings, the infrastructure, the utilities and the services around it are significant assets.

Following knowing your assets, you need to focus on what type of data is required to make business meaning from these assets. For example, location and positioning, motion, size, consumption rates and when it comes to people, either customers' or employees' data can be age, gender, facial reactions and behavior.

IoT is a solution lead sales business, and it should start by business discussions with CMO, COO, CFO, CBO or CEO

himself. For partners, who want to be able to drive such business, they have to get the right understanding for specific verticals and the expected business outcomes for them.

Ingram Micro IoT division is here to support partners to drive business discussions, in addition to the technical solutioning.

Our strategy in Ingram Micro is to start with four focus areas in IoT – smart fleet and logistics solutions, smart retail,

smart building and smart cities solutions. These are the main areas where we are providing end-to-end solutions within the business model and value for partners. This includes applications from ISVs with the best UI/UX in each area, sensors, trackers, intelligent edge, analytics platform, backend infrastructure or cloud services in addition to the AI and machine learning solutions where applicable. ●



Ingram Micro Makes IoT Happen

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.

Smart Fleet



- Law Enforcement & Rapid Response
- Public Transportation Management
- Traffic Management
- Logistics Fleet Management
- Smart School Bus
- Car Service Agency

Smart Retail



- Shops/Malls Marketing
- Sales Campaigns
- Retail Analytics
- Intelligent Digital Signage
- Queue Management

Smart Building Management



- Climate Control / HVAC Integration
- Critical Infrastructure Monitoring
- Smart Parking, Lighting & Elevators
- Smart Rooms / Offices
- Building Physical Security

Smart Cities Solutions



- Smart Grid, Alternative Energy
- Demand Management
- Water Utility Management
- Waste Management
- Public Safety
- Digital Signage





Office Everywhere

LATITUDE 2-IN-1

Latitude 2-in-1s' exceptional security and array of accessories empower the way you work. Because your success relies on the ability to maintain office-level productivity, wherever your job takes you. With an Intel® Core™ i7 processor.

[VISIT DELL.COM/LATITUDE](http://DELL.COM/LATITUDE)



SECURE



MANAGEABLE



PRODUCTIVE



Ultrabook, Celeron, Celeron Inside, Core Inside, Intel, Intel Logo, Intel Atom, Intel Atom Inside, Intel Core, Intel Inside, Intel Inside Logo, Intel vPro, Itanium, Itanium Inside, Pentium, Pentium Inside, vPro Inside, Xeon, Xeon Phi, and Xeon Inside are trademarks of Intel Corporation in the U.S. and/or other countries. © 2017 Dell Inc. or its subsidiaries. All Rights Reserved.

Intel Inside®. Powerful
Productivity Outside.