

THE

REVIEW

OCTOBER 2016

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

Business insights for IT solution providers



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Cloud Marketplace





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Dear Partners,

The adoption of cloud in the Middle East is growing at an escalating rate. An increasing number of vendors are launching cloud-based subscription offers.

Existing systems integrators are gradually adopting new strategies to offer cloud services to their customers.

In order to provide a fully automated cloud platform that enables resellers to offer a wide range of solutions to their customers, there is a very high barrier to entry. There is a significant cost for developing, running and supporting such a platform.

Ingram Micro has made substantial and new investments to develop an automated Cloud Marketplace. The most recent acquisitions include Odin and Ensim, taking the number of software developers close to 1000 programmers.

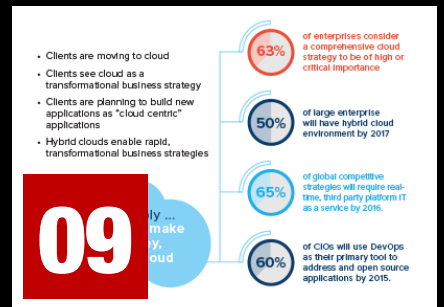
Come see us at GITEX 2016 where our focus will be on the launch of Ingram Micro Cloud, exciting new vendors and all the services we plan to offer.

Ali Baghdadi
SVP & Chief Executive
Ingram Micro META



08

How SMBs can be enabled with Microsoft's offerings



Partner prospects with IBM's full spectrum of open cloud deployment models



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NetApp shares insights on the benefits of all-Flash data centres



Learn about Ingram Micro's Cloud Marketplace



16 - 20
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Where to Find Us

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APTEC ACCOLADES

VENDOR AWARDS



Best Value-Added Distributor of the year 2015



Cisco & Ingram "Above and Beyond 2016"

Sam Johny, Product Manager CISCO Gulf, Aptec, for contribution to Gulf & UAE business growth and Shankari Gnanadesikan, Marketing Manager Gulf, Aptec for marketing contribution and FlyHigher Program



MEDIA AWARDS

IT Training Provider of the year – Channel Middle East Awards 2016



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



HOT 50 Best partner empowerment initiatives – Reseller Middle East Hot 50 Awards 2015



INGRAM MICRO CLOUD SUMMIT

Ingram Micro Cloud Summit – META, which will take place in November 2016, is the company’s first and biggest cloud focused event in the region. The event will have over 120 cloud resellers and over 10 leading cloud vendors across the region. The key benefits for the resellers to attend this event include learning best practices, knowing about new cloud products and talking to industry experts.

The event will feature strong content and knowledge from keynote speakers and a panel discussion from the cloud industry leaders. It will also have over 9 breakout sessions on the leading products and vendors will explain and share their experience on how to build a successful cloud business in the region.



The event will also see the launch of Ingram Micro Cloud Marketplace, which is a fully automated portal for resellers to order, provision, manage and bill the cloud services from multiple vendors in a single place.

“This event is one of the most exciting ones for not only us but also our cloud vendors and resellers as it provides the right perspective for the region on cloud from a channel point of view,” says Rahul Bhavsar, Director Cloud – Sales, Ingram Micro META.

Only key management of resellers and other partners who have started their cloud journey are eligible to register for this event. For more information, please visit www.ingrammicrocloudsummit.me ■

OTHER NEWS

1 Ingram Micro Training MEA announced the addition of the cloudmaster certification programme courses – Cloud Technologies, Cloud Operations, and Cloud Architecture to its public training schedule.



2 Ingram Micro Training MEA unveiled its new training facilities in Dubai Internet City in June 2016.

Ingram Micro Training is a standalone business unit within Ingram Micro and has dedicated training teams in North and South America, Europe, Australia, Asia and MEA.

Ingram Micro Training MEA covers all of the Middle East and Africa from Turkey to South Africa, and from Pakistan to Morocco, or a total of more than 75 countries. It is increasingly a one-stop shop for the skills development needs of IT professionals worldwide.



3 Falcon Group has partnered with Aptec, an Ingram Micro company, allowing the company to offer extended payment terms to its resellers, above and beyond its current payment period – creating differential advantage in the GCC region.

4 In April 2016, Ingram Micro announced its Microsoft Silver Learning Partner status across the Gulf region. Attaining the Microsoft Learning competency exhibits partner expertise in Microsoft comprehensive training solutions. Equipped with exclusive educational resources, the latest software and support, Ingram Micro as a learning partner has the tools necessary to provide training based on Microsoft technologies and solutions. ■

NEW VENDOR PARTNERSHIPS



Middle East



MEA region



an HP company

Middle East, Turkey and Africa



Middle East, Turkey and Africa



Avaya Enterprise Business
Middle East, Turkey and Africa



Middle East, Turkey and Africa



Gulf region



change your perspective

Middle East, Turkey and Africa



Middle East, Turkey and Africa



Gulf region



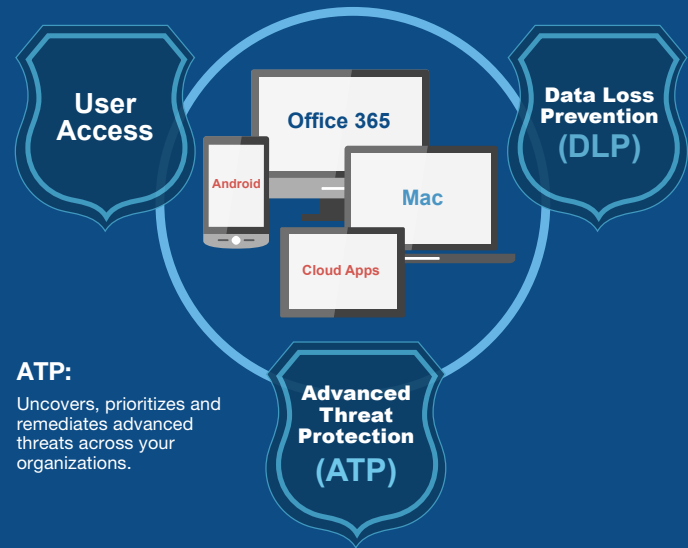
Gulf Region

Securing Office 365 as part of your wider network

Prepare to Respond

Companies must also respond to the substantial threat posed by Malicious Insiders and Compromised Credentials.

Protect your information from data loss or theft by adding security layers on top of and beyond the Office 365 Platform:



Solutions to Consider

Email Security:

Email Security.Cloud is a cloud-based email security service filtering unwanted messages and protecting your mailboxes from targeted attacks. The service has self-learning capabilities and Symantec intelligence to deliver highly effective and accurate email security.

Authentication:

Places a layer of protection in front of applications or on single sign-on (SSO) portals for cloud apps to validate users beyond the username and password through Microsoft.

DLP:

Provides the added layer of security & visibility needed to understand where information lives & how it is used across cloud applications.

ATP:

Uncovers, prioritizes and remediates advanced threats across your organizations.

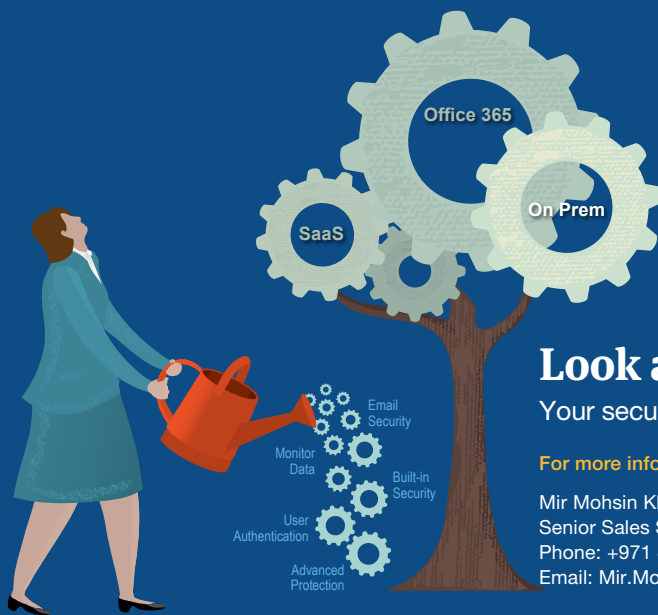


of companies believe threats originate from Internal Sources



sources of successful attack: User Credentials

Comprehensive security offers a smart defense



Office 365 touches the entire network, so your security solution should be complete and cohesive.

- Emphasizes user authentication & access.
- Addresses Email Security.
- Monitors data anywhere it resides not just Office 365.
- Provides advanced threat protection across all control points.
- Enhances the built-in security of Office 365.

Look at the whole forest, not just one tree

Your security solution, should encompass areas outside of Office 365 as well.

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A close-up photograph of a hand moving a wooden chess king piece on a chessboard. The piece is being lifted from its square. The background is softly blurred, showing other chess pieces and the board's surface. The lighting is dramatic, highlighting the texture of the wood and the skin of the hand.

DATA GIVES YOU THE ADVANTAGE.

BACKUP SHOULDN'T STOP
YOU FROM MAKING THE
RIGHT MOVES.

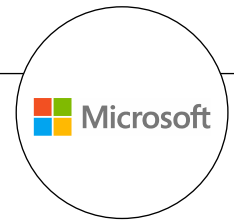
It's time for backup that fits with your game plan.
IT'S TIME FOR VERITAS.

Backup Exec™ lets you choose the right licensing model for your environment at a price point you can afford. Flexible licensing options include per TB with our capacity offerings that are scalable to accommodate data growth.

Discover backup that believes in fair play at
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VERITAS™



ARE YOU READY FOR THE GAME?

Haider Salloum, Channel Sales Director – SMB, Microsoft Gulf, discusses how they enable SMBs with the latest tools to cope with the digital future and shares insights on how Microsoft Dynamics, cloud-based CRM solution, can transform businesses.



Haider Salloum, Channel Sales Director – SMB, Microsoft Gulf

What happens when you enter a shop and the salesperson understands exactly what you need and even goes beyond in making you realise what you may need in the future? It creates a business opportunity tapped at roots and a strong pipeline for the future, which could bring tangible results in terms of profitability.

According to numerous reports, SMB businesses in the UAE contribute around 60% to the GDP with the government planning to increase this figure to 70% by 2021. Moreover, there are currently a total of 350,000 companies operating in UAE. To keep up with the pace and meet customer expectations, SMBs need to be equipped with the right technology partner in order to scale and achieve their business goals.

At Microsoft, we go beyond being a technology

company providing cutting edge technology and addressing an organisation's current and potential pain points. This is done through the different products and solutions we offer for every aspect of business operations that assures complete customer satisfaction not just for our customers, but your customers as well.

A complete gamut of solutions starting from communication with our enterprise grade mailing and collaboration solution – Office 365 to cloud based enterprise resource planning solutions and most crucial CRM applications such as Dynamics. We stand by our mission to empower every person and every organisation in the market to achieve more.

Customer relationship is at the core of our business. Any business gets the customer edge with customer information. Microsoft addresses this scenario with the **CRM suite - Microsoft**

Dynamics, which is the right solution for any kind of SMB. Here are some points that elucidates the transformation that your business can enjoy with Microsoft Dynamics:

Moving from the basics with a strong foothold: Any business establishment, irrespective of the industry or the scale of operation depend on customer information and market information. Gone are the days of human estimation of customer behavior and market prediction. Today, any business can carve a niche in the world of cut-throat competition only with system generated customer metrics at various levels. The wealth of customer information at the click of button translates into creating consistent customer experience by taking people, process and technology on the same plane.

Unearthing the raw data to a polished result: Remember the food chain? A simple concept that explains the crux of human life - production and consumption. Businesses also depend on a similar connected chain of information production and information consumption. With Microsoft Dynamics, the information from the front-line service representatives can feed in the insights and feedback from the customers and market which can be consumed by the solution architects. The same information can be maneuvered by the marketing department to decide on launching a big product promotional campaign.

Customer satisfaction to customer delight: Bestselling customer service author Shep Hyken says it best: "the company telling the story is one thing, but the customer telling the story is even better." Microsoft Dynamics makes sure that customer service is actively connected to customer story collection and creation. Thus, resulting in customer issue prediction and proactive solution more knowledge-based.

Customer experience is not a matter of perspective. Organisations cannot deliver what customers want by assuming the organisation knows. A vigilant look at the current and future requirement based on data and collective information is the mandate of the hour. Evolving as a trusted service provider in the eyes of your customer is a long process. You can cut it smart with Microsoft Dynamics in place.



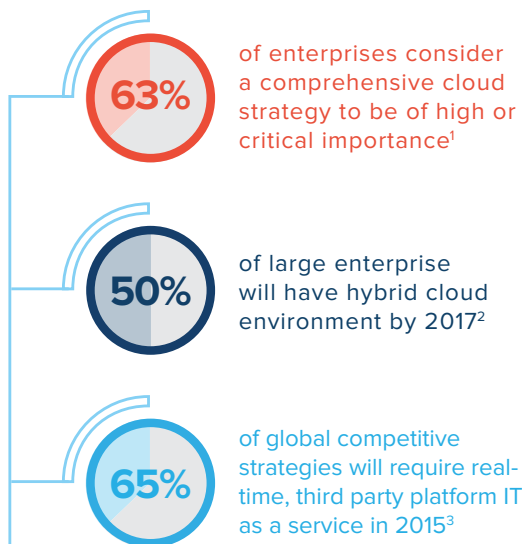
WHY CLOUD? WHY IBM?

We are intensely focused on cloud

Because....

- Clients are moving to cloud
- Clients see cloud as a transformational business strategy
- Clients are planning to build new applications as “cloud centric” applications
- Hybrid clouds enable rapid, transformational business strategies

To put it simply ...
If you want to make more money,
Think IBM Cloud



What will you build?

With up to \$500 in cloud servers and services, the sky's the limit.

Try IBM Cloud for free...



We Offer...

- **DevOps Productivity** to give you the speed to innovate, experiment and continuously deliver the things you need.
- **Hybrid Integration** to build on what you have today and only change what needs to change.
- **Powerful, Accessible Data & Analytics** to get closer to the customer and to make smarter decisions in real time.
- **Cognitive Solutions** to go to the next level in natural human engagement and deeper understanding of dark data.
- **Choice with Consistency** because where and how you develop and deploy data and apps does matter.

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Everything as a Service (XaaS)

Only IBM has the full spectrum of open cloud deployment models from shared, dedicated and on-premises along with the continuum of cloud software and services. Identify the business model that is best for you to help you assure success for your client's initiatives.

Infrastructure (IaaS)

IBM offers the flexibility and choice to deploy cloud either on-premises, dedicated or shared. Fully automated cloud environments can be deployed in days instead of months. SoftLayer helps IT leaders grow as trusted service providers by mastering hybrid cloud for digital transformation.

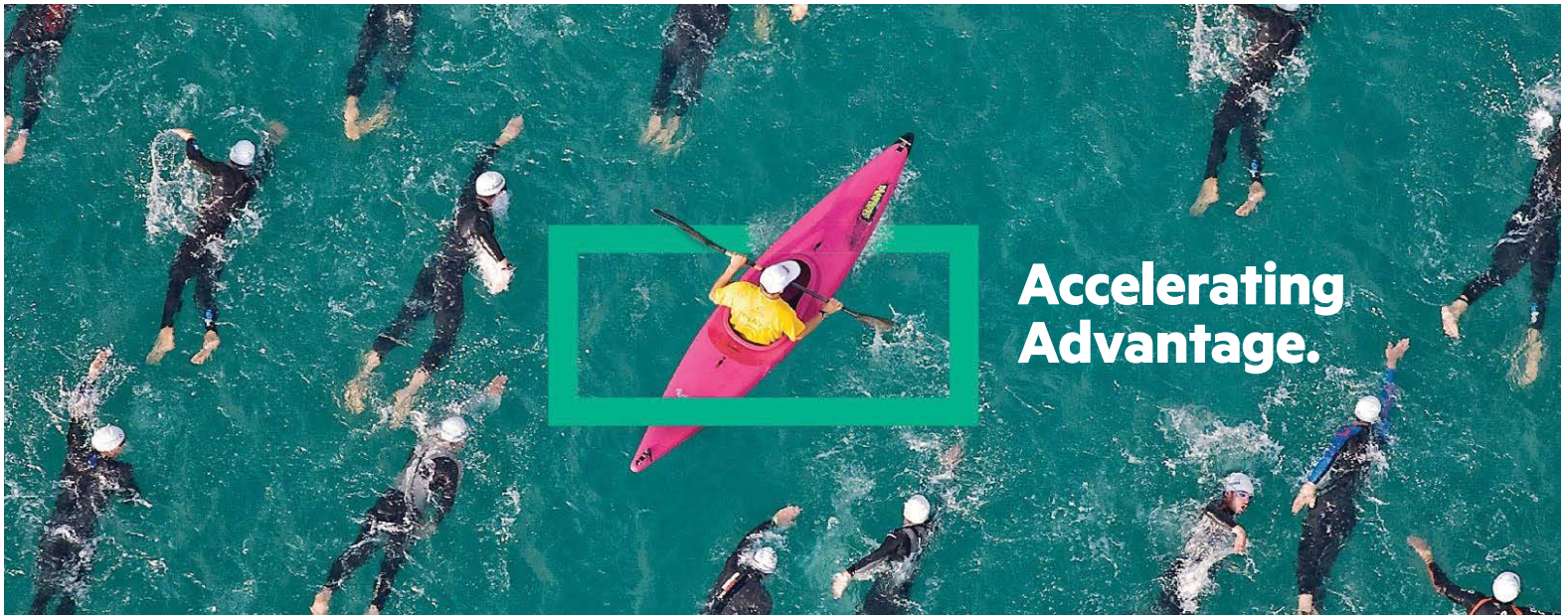
Software (SaaS)

Research shows that leading organizations are leveraging ready-built SaaS applications to run their businesses. Leverage IBM's portfolio of more than 140 SaaS business applications.

Platform (PaaS)

The world of developers and programmers is changing. They are assembling and composing APIs and quickly putting them together in new and unique ways. Learn more about IBM Bluemix to easily create, deploy, and manage web/mobile applications on the cloud.

1. Forrester Research, Benchmark Your Enterprise Cloud Adoption, Sophia I. Vargas and Dave Bartoletti, September 19, 2014.
2 Forrester Research, The New Software Imperative: Fast Delivery With Quality, commissioned by IBM, October 2014.
3, IDC, IDC FutureScape: Worldwide CIO Agenda 2015 Predictions, Doc # 252235 , October 2014



**Accelerating
Advantage.**

HPE 3PAR StoreServ Storage

Tier 1 all-flash array data storage that can scale midsize to the largest enterprises and service providers, for instant application provisioning and high levels of service – at a fraction of the cost.

Designed to Accelerate Business and Simplify IT

HPE 3PAR StoreServ was built to meet the extreme requirements of massively consolidated cloud service providers. Its remarkable speed – 3M+ IOPS – and proven system architecture have been extended to transform mainstream midrange and enterprise deployments, with solutions from a few TBs up to more than 20PB scale.



8x

Faster Provisioning

75%

Capacity Savings

563 TB

In Just 1U

Effortless

Self-management and automation speed service provisioning.

- HPE OneView automation
- OpenStack Integration
- Federated data mobility

Fast

Unique hardware acceleration for mixed-workload performance.

- HPE 3PAR Gen5 ASIC
- Assured QoS
- 0.2 to 0.8ms latency

Affordable

Lower TCO with efficiency technologies so powerful we guarantee savings.

- Thin Technologies
- Deduplication
- Adaptive SSD Sparring

Protected

Avoid downtime with tier-1 data services and multi-tenant security.

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- Flash-optimised data protection



HPE 3PAR StoreServ Storage

powered by Intel® Xeon® processors.
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HPE SOFTWARE AS A SERVICE

SaaS helps IT and Business Application teams drive digital business innovation.

SaaS, or Software as a Service has become a fundamental and proven approach to delivering IT and business application solutions that help organisations innovate digitally and deliver an outstanding customer and user experience. Whether it be private or public cloud implementation, SaaS is proven to deliver rapid returns and optimise resources so that you and your teams can focus on the innovation to drive your business outcomes through the efficacy of the SaaS approach.

Achieve greater operational efficiency

The fundamental driver for SaaS adoption is the increasing reliance on IT as a core part of enterprise strategy

HPE enterprise-class SaaS solutions meet five key organisational requirements of competitive companies:

- Faster time-to-value for IT initiatives
- Subscription-based model to minimise upfront expenses
- High service-level objective (SLO) performance
- Relief from costly technology upgrades
- Scalable IT support that maps to changing business needs

Avoid upfront capital expenditure

The service-based SaaS model can make a strong contribution in reducing the IT capital expenditure (CAPEX) budget. As a subscription service, SaaS costs are accounted for as operating expenses (OPEX). This helps avoid the need for upfront capital expenditure as well as complex multiyear accounting for depreciation.

Improve and expand ROI

The return on investment (ROI) for SaaS is very compelling. Compared to an on-premise solution, SaaS can deliver up to 40 percent higher ROI. The ROI of SaaS cannot be narrowed only to comparing CAPEX versus OPEX against the three-year costs of hardware, software, and operations, versus the subscription-only cost of SaaS.

Easily add new capabilities to existing IT infrastructure

Many organisations are turning to SaaS because they lack resources or don't have sufficient data centre capacity to help projects scale. HPE SaaS solutions are not only suitable over the long term, but can help support a specific business need, such as application testing, at a specific point in time. A mix of traditional IT and SaaS delivery methodologies allows for a hybrid model, an emerging approach that is often the best choice for many organisations.

Minimise costly and risky IT upgrades

Enterprise application upgrades often prove expensive and time consuming, and in many cases, new features are not implemented or are delayed because of the difficulty and expense.

Stay focused on core innovations

As the degree of end-user application complexity continues to rise, the burden of administering tools on-premise can prove inefficient and ineffective. On-premise deployment diverts the efforts of employees at a number of levels away from the core mission of the organisation.

Minimise costly and risky IT upgrades

Enterprise application upgrades often prove expensive and time consuming, and in many

cases, new features are not implemented or are delayed because of the difficulty and expense. These issues can include:

- Project cost
- Training and enablement cost
- Unpredictable costs when things go wrong
- Cost of preserving customisations and integrations with the upgrade

Why HPE SaaS?

For SaaS to deliver promised benefits and meet enterprise-class SLAs, vendors not only need robust servers and networks, but they must also have secure and available data centres to serve business-critical software. For HPE SaaS, this means annual ISO 27001 process certification (issued by IQNet) of our data facilities by the Standards Institution of Israel (SII), including organisation, processing facilities, customer data and privacy, technology and services, marketing, financial, and HR data.

In addition, these offerings integrate with other HPE Software solutions, both on-premise and delivered as a service, to create even more comprehensive solution sets. Among the innovative HPE SaaS solutions are:

- HPE Service Anywhere – A SaaS-based service desk that is quick to deploy, easy to use, and simple to maintain, and includes unparalleled configuration, incident, problem, and change management.
- HPE ALM on SaaS – A SaaS solution that accelerates application transformation by empowering application teams to plan, build, and prepare for the release of applications, components, and services with fewer delays and better quality.
- HPE Agile Manager – A SaaS-based project and development management solution that aids in developing and managing application development using Agile methodology.
- HPE StormRunner Load – Unify fault, availability, and performance monitoring. This network management software helps you improve network uptime and performance, and increase responsiveness to business needs.
- HPE AppPulse and HPE AppPulse Mobile – This solution is part of a business service management software suite that consolidates and correlates events, metrics, and topology data from multiple tools.

HPE SaaS solutions are not only suitable over the long term, but can help support a specific business need, such as application testing, at a specific point in time.

AT&T Cabling Systems

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AT&T Cabling Systems provides complete and state-of-the-art LAN cabling solutions and components for all needs of enterprise customers.

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CLOUD DYNAMICS

Rahul Bhavsar, Director Cloud – Sales, Ingram Micro META, explains how channel partners can optimise the opportunities in its recently launched Cloud Marketplace.

Cloud solutions have changed the way businesses operate in the last five years. This has also enabled reseller partners to grow their business in the region. Although, the cloud model is quite different to the traditional on-premise IT business, partners have learned that cloud is all about subscription.

According to Rahul Bhavsar, Director Cloud – Sales, Ingram Micro META, this subscription is by user or by consumption of the resources, which keeps billing on a monthly or a yearly basis.

He says, “Cloud business also means a strong customer ownership where the customer keeps coming back to you for his needs and support. This makes cloud business model very different and sticky in nature.”

Resellers who ventured into the cloud space a few years ago are now enjoying the benefits and growing their business year-on-year.

“Resellers who haven’t yet got onto the cloud bandwagon, should get started right now before it’s too late. Ingram Micro can help resellers to get started with cloud and be the cloud partner throughout their journey.

“If you follow the cloud business model, you have to consistently add new business year-on-year but simultaneously ensure that you focus on the renewal business, which will keep growing.”

The most critical aspect of building a cloud business is the automation of the backend operations. Achieving that begins from customers, provisioning

system, subscription management, renewal management and billing.

Bhavsar adds, “It is important to handle it in an automated way otherwise it is tough to manage and scale the growing business of cloud.”

The biggest change in the cloud space is to focus on the small and medium businesses. Vendors have realised that if they want to be successful in cloud business, they have to start from SMB and not enterprise.

“SMB is a clear growth factor due to the volume and potential of cloud in this space. Resellers who have started focusing on the SMB segment are clearly getting that run rate business, which is very critical in today’s time,” he adds.



Rahul Bhavsar, Director Cloud – Sales, Ingram Micro META

The key points to note here are the following:

Security and privacy concerns: This is lowest in small businesses and highest in government sector, which is expected. Therefore, resellers should have a small dedicated team who can look after their small business and work towards building and growing that business.

Benefits of cloud: The benefits of cloud are OPEX model, mobility, agility, availability and scalability. These benefits are of very high relevance to small businesses as compared to enterprise and government. Therefore, it is easy to get a small business to move on to cloud as compared to enterprises.

Growth: The SME segment is consistently growing both, globally and regionally. The growth is high when compared to enterprise and government. The growth in employees and business has a direct impact on the cloud business for a reseller. This is because if the customer is growing his business and adding more employees, it means he needs more licenses and seats for the cloud services.

“Channel partners should start with building the right teams and practices to ensure that the cloud business is supported well when the business grows. The cloud business is about recurring revenue and customer ownership, it really means that your number of customers are just going to grow and partners have to be prepared for this.

“Partners have to ensure that they have a system to deal with the operational load, billing and support. Partners should plan to deploy a system, which can efficiently handle all this and there are a few applications that can also help,” he adds.

On the business development side, partners should adopt the right strategy to build a good line of products and services which can help them to increase the ARPU (Average Revenue Per User).

This can be done in the following ways:

Primary product line – This is the primary customer acquisition strategy which should be a product that is fast-moving and easy-to-sell as it should enable attracting as many customers as possible and build on it. The key products a partner should consider are Office 365, desktop or laptop backup on cloud, End-point security, website on cloud, File and Folder Sharing and so on. These products are in good demand and have a

considerable short sales cycle with high stickiness.

Services – This is key to cloud business. Without services, one cannot build a cloud business as that’s the foundation of having customers coming back year on year. Also, services are the primary and major contributor to a partner’s margins. Under services, resellers should start with primary services, which include deployment, migration, training and support services. The secondary services such as Development Services (Portal, Integration, Application) and Managed Services, should be built once they have more than 50 to 75 customers.

Upsell and cross sell products – Once a partner attracts the customer with his primary product line then immediately he needs to get back with his upsell and cross products, which will increase his ARPU. The cost of acquisition (COA) is much lower for upsell and cross than a new customer.

Managed services – This is a stage where a partner wants to drive the profitability to the next level from the existing client base. Managed services, though an investment in both technology and people, have very good returns, provided the partner has the right set of customers.

IP/Product – This is the final stage of being a successful cloud reseller, where the partner has to start focusing on building his own intellectual property or product. This will clearly differentiate him from the competition. The IP or product can be an aspect where the partner is an expert and can clearly add value or solve a customer’s pain point. This could be sold as a bundle or an add-on to the customer. This will have many benefits such as additional revenue, strong competitive advantage, increased stickiness with the customer and higher renewal rates.

Ingram Micro also has its dedicated Cloud Marketplace, which is an ecosystem of buyers, sellers and solutions that enables partners to purchase, provision, manage and invoice a wide range of cloud solutions from a single portal.

This is part of the company’s global cloud strategy, says Bhavsar. “Ingram’s core strategy is to leverage on our existing relationship of channel partners by providing them with a platform, which is easy, highly scalable and can automate the ordering, provisioning, management and billing of the cloud business.”

Additional enablement support

Ingram Micro also provides a strong knowledge and expertise in helping its partners on enablement at all four levels, which are:

Business – To enable partners at the ownership or management level to understand why it is critical for them to invest and get started on the cloud business today, and how they can begin to build their cloud business.

Sales – Ingram Micro provides a strong enablement programme for the sales team of its partners to educate them on how to sell and position cloud solutions to their customers in the most effective way and reduce their time-to-market. Ingram Micro’s cloud team runs sales webinar every alternate Wednesday at 3pm Dubai time for the whole META region, which is branded as #WeSell.

Technical – The technical webinar series are specially designed to provide the right knowledge to its partner’s technical team, right from the presales to post sales, where the distributor enables them on how to deploy the best practices of the solutions. The technical webinars run alternate Tuesdays at 3pm Dubai time, which is branded as #TechTune.

Marketing – Ingram Micro also ensures that the marketing team of its partners get the maximum advantage of its global practice, so that they can leverage on the company’s global learnings and best practice.

For more details on enablement on Cloud, visit: www.imcloud.me/events



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THE D-LINK CLOUD mydlink™

Automate, Connect, Monitor, Share and Work



The explosion of lightning-fast broadband and the ready availability of Internet connectivity to pretty much every home across the globe has turned the idea of the 'Connected Home' from sci-fi pipedream to reality in just a few short years. From the early days of the world-wide web, the Internet has become as commonplace as international air travel, city-center traffic jams or Mediterranean sunshine – we just take it for granted.

These days it is possible not only to have a reliable Internet connection to check your emails and browse the web at home, but to be able to share pictures, movies, music and more both within the boundaries of our homes and beyond. The personal 'Cloud', a repository for our digital life, is now very much a reality.

With D-Link Cloud Services you can install, manage and maintain a home network that enables that digital life to evolve and expand, where you are in control of the technology and which will enable everyone in your home to live in digital harmony – irrespective of whether your preference is for Macs or PCs, iPhone or Android. At D-Link we not only understand your need to be permanently connected within and beyond your home, but we strive to meet your expectations of technological simplicity.

At the heart of all human interactivity is communication, and that's what D-Link does; we make devices that communicate with each other, so that people can do the same. D-Link Cloud is a revolutionary product series provided by D-Link, which currently includes D-Link Cloud Routers, Cloud Cameras, Cloud Storage devices and Home automation products.

mydlink is a set of services which consists of the mydlink platform and mydlink mobile apps that provide cloud services. By registering D-Link Cloud products to the mydlink platform, you can effortlessly enjoy cloud services like never before.

A router acts as an important role in a home or office, providing Internet connectivity, routing, security, and quality of service to your network. In addition to these features, D-Link Cloud Routers make it possible to manage your network anytime, anywhere. Utilize the cloud services to manage the Internet usage of your family and

staff, keep your network secure, and stay in control, even while you are away from home or work. In addition, some D-Link Cloud Router products are equipped with sharing capability, where you can connect an external hard drive to the router via USB, providing you and your friends access to your personal cloud anytime, anywhere.

As your collection of documents, movies, and music continues to grow and spread among several devices, you should think about owning a storage system. The storage system acts as a central archive for all of your digital content. Conventional storage systems are designed for local use and are typically not easily accessible while you are away. Through cloud services, D-Link Cloud Storage products make it possible to easily access your storage system from anywhere, conveniently sharing your digital content with your friends and family.

Conventional surveillance equipment does not allow you to view your cameras while you are away. Using IP Cameras, it is now possible to access your cameras via the Internet. However, since IP cameras are typically set up at homes or offices behind a firewall, comprehensive networking knowledge is required. D-Link Cloud Cameras relieve the burden of configuring your cameras behind firewalls. The cloud services make it extremely easy to set up and install D-Link Cloud Cameras. No matter where you are, you can effortlessly monitor your kids, family, pets, and valuables.

The time really has now arrived to get your home talking. With D-Link's range of home automation solutions, there is almost nothing that you can't control or monitor in your home, and with prevention being better than cure, notification and warning also plays its part. That's because the entire range of mydlink Home products all talk to each other. They communicate seamlessly and without boundaries or barriers to simplify your life.

The mydlink Home range of home automation devices is a truly integrated series of affordable, software-connected products that help you to control, monitor and protect your home in more ways than are imaginable. From the moment you open the first of your

THE D-LINK CLOUD

Automate, Connect, Monitor, Share and Work

mydlink Home devices you realize you have something special in your grasp. Install the free app on your smartphone or tablet and the story just gets better. Why? Because ALL the mydlink Home products talk to each other in a seamless, intelligent way such that setup is quick and intuitive, with control and notification thereafter being exactly as you desire, exactly as you set it.

No other home automation manufacturer has the integrated range of hardware and software, with such a diverse range of sensors, detectors, sirens, cameras, alarms and smart plugs, backed up by an industry-leading Cloud infrastructure several years in the making. All of which translates into the most positive experience yet of home automation. Here, at last, is proper, affordable home automation for all.

The mydlink™ Home smartphone and tablet app is the command center for the D-Link range of smart home technology devices, enabling you to set, control, monitor and automate. What felt like science fiction not that long ago is now very much science fact.

You can detect motion, and have that detection trigger an action with a few swipes and taps on our customizable app; you can even monitor the power usage of all your electrical appliances and turn them on and off manually or automatically, whenever and from wherever. And you can keep an eye on your home using our home monitors, have them record action based on certain criteria and even set them to email you when they do so.

D-Link has been the digital lifestyle brand of choice for millions of customers since way back in 1986. Back, in fact, since the Internet was in its infancy. We have grown with it, led the trends and continuously developed leading-edge consumer products that are reflective of the needs and demands of real people who want to connect their growing range of electronic devices in and around the home.

As a billion-dollar company and a legacy of 30 years, D-Link has both the resources and expertise needed to stay abreast of and, in many cases, pioneer technological trends through ongoing research and development programs. All this translates into affordable, market-leading Cloud products that make your life easier, and that fit seamlessly into your modern, busy lifestyle.

D-LINK CLOUD PRODUCTS

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DIR-895L AC5300 Ultra Wi-Fi Router



AC5300
Wi-Fi

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ALL-FLASH DATA CENTRE: ROADBLOCKS TO REALITY

Fadi Kanafani, Regional Director Middle East & Africa at NetApp, shares insights on the numerous business and IT benefits of all-Flash data centres.

Within our corner of the storage industry, the idea of a data centre entirely built on Flash has been an idea long passed around, built upon and aspired to. Yet, it has remained at some distance from becoming a reality. While Flash is ideal for programmes and data where fast and regular access is key, it has been seen as an expensive approach to deeper storage and the operation of less mission-critical apps. Now, however, the roadblocks to the all-Flash data centre may well be falling away both from a business and a technical point of view. In fact, Gartner predicts that while only 1% of data centres use all-Flash arrays for primary data today, it will go up to 50% by 2020.¹

These new possibilities for an all-Flash data centre begin with the growth of the 'expectation economy', the idea that the convenience created by technology, particularly smartphones, has led to an expectation by consumers that they are able to access services and information instantly and from anywhere. This puts businesses under immense pressure to deliver experiences that are seamless, and creates huge opportunities for those that can deliver on that expectation. Businesses like Uber, AirBnB and Deliveroo are products of this expectation economy. They've built their businesses around speed and agility, from the experience they provide to the consumer through to their data management operations and infrastructure.

Flash storage provides opportunities for these businesses across the board. It's a reliable and cost-effective underpinning for extremely high and intense usage of their apps, but it's also a weightless approach.

In terms of basic economics within the data centre, Flash is becoming increasingly more inexpensive to buy, eliminating the long standing barrier that the low comparative cost of Hard Disk Drives (HDD) has created. Nevertheless, it has always represented savings in OPEX – lower



Fadi Kanafani, Regional Director Middle East & Africa at NetApp

power, space and maintenance needs. The two combined increasingly make Flash the obvious choice of primary storage.

Technologically, Flash, once designed for only extreme performances, has now seen continuous expansion and deepening capabilities with dedupe, compression, greater scalability, performance acceleration and encryption introduced in recent years. These developments have made Flash storage a viable solution for an ever growing number of applications and needs. This area is, admittedly, the one which may hold the all-Flash data centre back. There is still a significant number of applications that Flash is not considered a valuable option for due to their non-mission critical nature.

And so it seems it is the moment for the all-Flash data centre to come to life. In addition to Gartner's predictions of the rapid growth of the all-Flash data centre, IDC is optimistic: the worldwide Flash-based array market grew 87% year over year in the first quarter of 2016.²

On the business side, a Flash array across the data centre will make every application

and piece of data, mission-critical or not, available instantly – no wait times, wasted time or frustration. This, as the expectation economy leads to more applications within the business being viewed as mission-critical – from web hosting to CRM systems, makes reliable performance a must, and only deliverable via Flash storage. Add to that the increasing use of virtualisation within the enterprises and each of those mission-critical applications may be running multiple instances, simultaneously – ever more instant access requirement.

At the data centre level, an all-Flash implementation will change not just what's in the data centre, but the very face of it. Since Flash is smaller in size and has lower heating and cooling requirements it could reduce the cooling requirements of data centres and allow enterprises to run their services from far smaller, less specially constructed rooms.

Finally, it's green. Flash storage uses significantly less power, consequently it runs at a lower temperature than a typical HDD and needs less cooling technology in the data centre. These factors add up to a significantly reduced environmental impact across the data centre (and of course lower the costs).

With these benefits across the board, the question becomes, why wouldn't businesses migrate to an all-Flash data centre? It's smaller, it's cheaper in terms of both OPEX and, increasingly, CAPEX, it's greener, it's ready for your applications of it, and thanks to its reliability and read/write speed across all of the data it holds, it's the ideal platform for businesses looking to embrace the expectation economy. The expectation economy values speed and reliability, and the all-Flash data centre can deliver both far more effectively than more traditional data centre approaches. We may be trepidacious, but the first to adopt the all-Flash data centre will reap huge competitive advantage.

[1] Gartner, „Magic Quadrant for Solid-State Arrays,” 22 August 2016, <http://www.netapp.com/us/forms/campaign/gartner-mq-2016.aspx>

[2] IDC, “Worldwide Enterprise Storage Market Sees Continued Decline in First Quarter, According to IDC,” 3 June 2016, <http://www.idc.com/getdoc.jsp?containerId=prUS41282316>



OPEN DNS: THE ONLY OFF-NETWORK SECURITY FOR WHEN THE VPN IS OFF

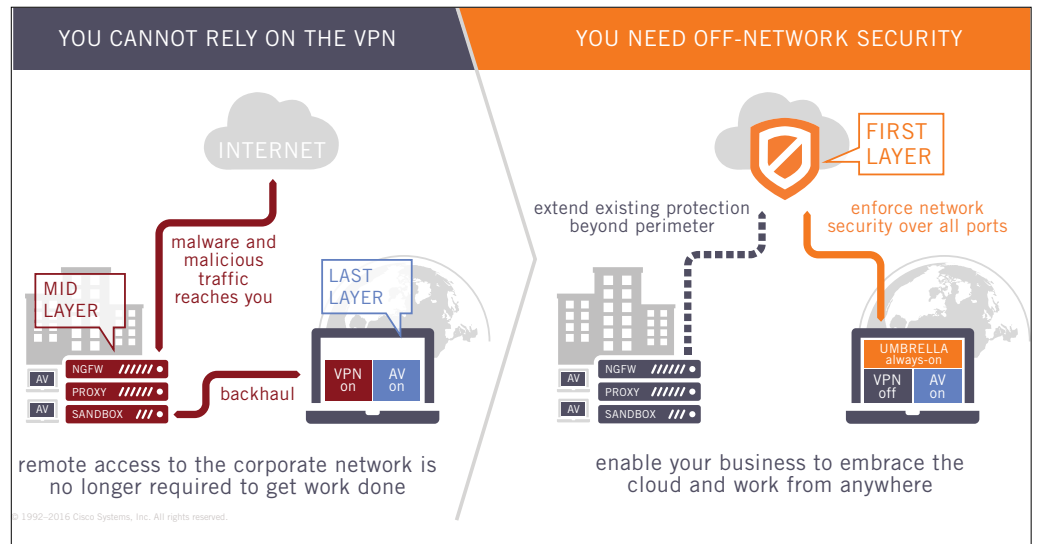
OpenDNS Umbrella is Cisco's cloud-delivered network security service that adds better breach protection and Internet-wide visibility both on and off the corporate network. Cisco global network and lightweight endpoint footprint enforces security at the DNS and IP layers over any port. Umbrella prevents known and emergent threats using predictive intelligence as well as your existing locally-sourced intelligence. And service is transparent to the employees and devices because it leverages existing Internet



Sam Johny, Product Manager - Cisco Aptec - an Ingram Micro Company

“It enables your business to embrace the cloud and it's the easiest and fastest security layer to deploy with no hardware to install and software to maintain.”

infrastructure, VPN agents, and OS components. It is the fastest and easiest way to significantly reduce malware from getting in and data from being exfiltrated. The Major Benefit of adding a DNS layer Security is that “It enables your business to embrace the cloud and it's the easiest and fastest security layer to deploy with no hardware to install and software to maintain.” You need OpenDNS if you are worried about too Much Malware reaching you and not open to embracing Cloud Due to Security Vulnerability:



BENEFITS OF ADDING DNS-LAYER NETWORK SECURITY

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- Prevent both garden-variety and advanced threats before an IP connection is ever attempted or a file is ever downloaded, so there are far fewer alerts to triage and prioritize.

2-10X FEWER ALERTS

INTEGRATE IN MINUTES,
BLOCK IN SECONDS

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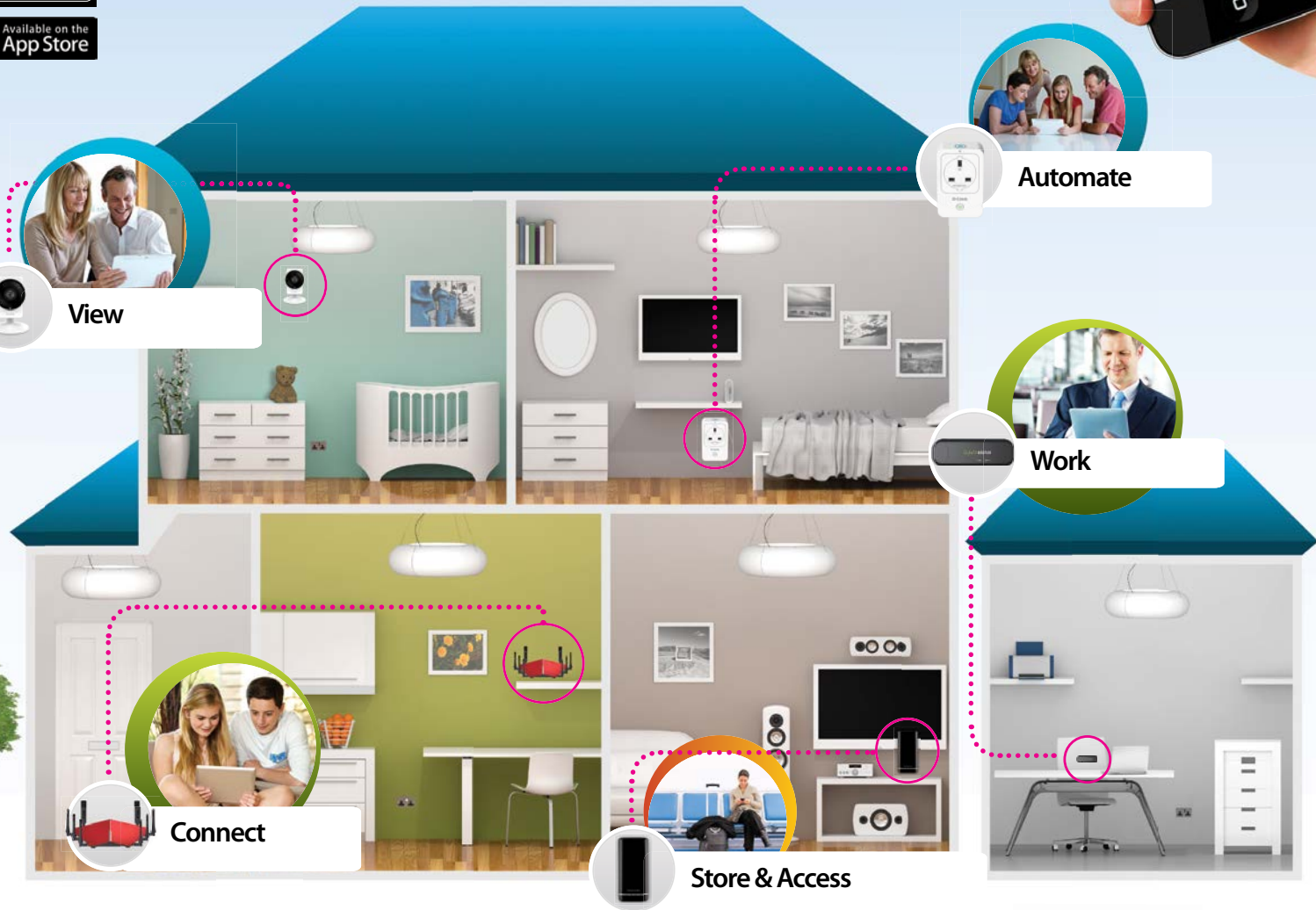
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GROW YOUR CLOUD BUSINESS

Rahul Bhavsar, Director – Cloud Sales, META Ingram Micro on the company’s Cloud Marketplace.



The Ingram Micro Cloud Marketplace is an ecosystem of buyers, sellers and solutions that enables partners to purchase, provision, manage and invoice a wide range of cloud solutions from a single portal.

This is part of our global cloud strategy. Ingram’s core strategy is to leverage on our existing relationship of channel partners by providing them with a platform, which is easy, highly scalable and can automate the ordering, provisioning, management and billing of the cloud business.

This platform places us among the world’s leading cloud aggregators. Our own platforms, Odin and Ensium, along with 1700 plus global vendor relationships make us unique in the world.

This initiative adds great value to our resellers because they can take advantage of the world’s leading cloud management platform at no additional cost and we help them build a strong cloud business.

The four key building blocks of the Cloud Marketplace are Order, Provision, Manage and Billing. When an order is placed, the provision of the services happens in real time, thus eliminating the entire manual procedures of order processing. The details of the four building blocks are as follows:

Ordering – All cloud partners will be provided with an online account and a Cloud Credit Limit. With this account, our partners will be able to place the orders for their customers for various cloud services, which will be made available through our marketplace such as Microsoft Office 365, Skykick,

Dropbox for Business, BitTitan, Acronis, etc. This process completely eliminates the order processing time, and partners can place orders 24x7 as long as they have credit limit with us. The Marketplace is only for our partners and no end customer has access to the portal and prices.

Provisioning – This is the real engine behind the automation. Once the order is placed by the partner, the provisioning process starts by triggering the API call to the respective cloud provider. Within a few minutes, the selected customer’s profile is created in the respective cloud provider and the selected services are made active. All of the service information is made available to the partner on their account of Ingram Micro’s Cloud Marketplace.

Managing the services – The key differentiation of Ingram Micro’s platform is that the reseller will be able to manage the services from within the marketplace for all the basic functions of the services for his end customers. This leads to saving time and also brings a single window of management for the reseller’s cloud services for their customers. This may not seem like a big differentiation in the beginning, but as the reseller starts growing the customer base and selling more services, this function becomes the most critical part of the partner’s day-to-day management. It is important that as a cloud reseller, you are able to reduce the number of management portals you need to manage to serve your customers on time.

Billing – Ingram Micro Cloud Marketplace provides an automated and consolidated monthly

billing to make it easy for partners to understand and interpret it, unlike other competitors who provide multiple invoices per month. Ingram’s Cloud Marketplace provides a single invoice. All the changes made by the partners such as additional licenses, change of plan, reduction of licenses or cancellation are calculated by the system automatically. It also provides an easy export of the usage and billing reports in an excel format so that you can import in your ERP.

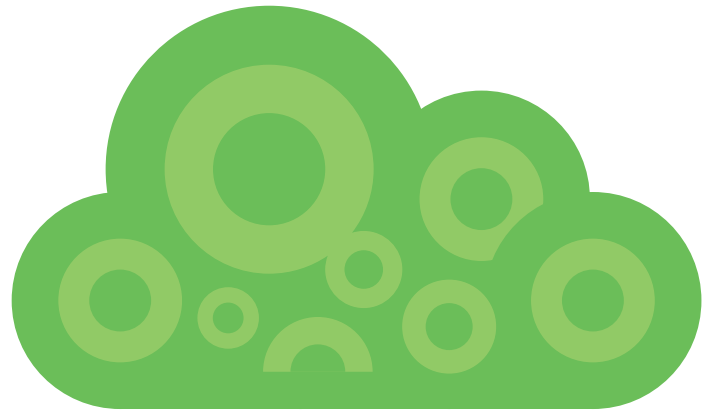
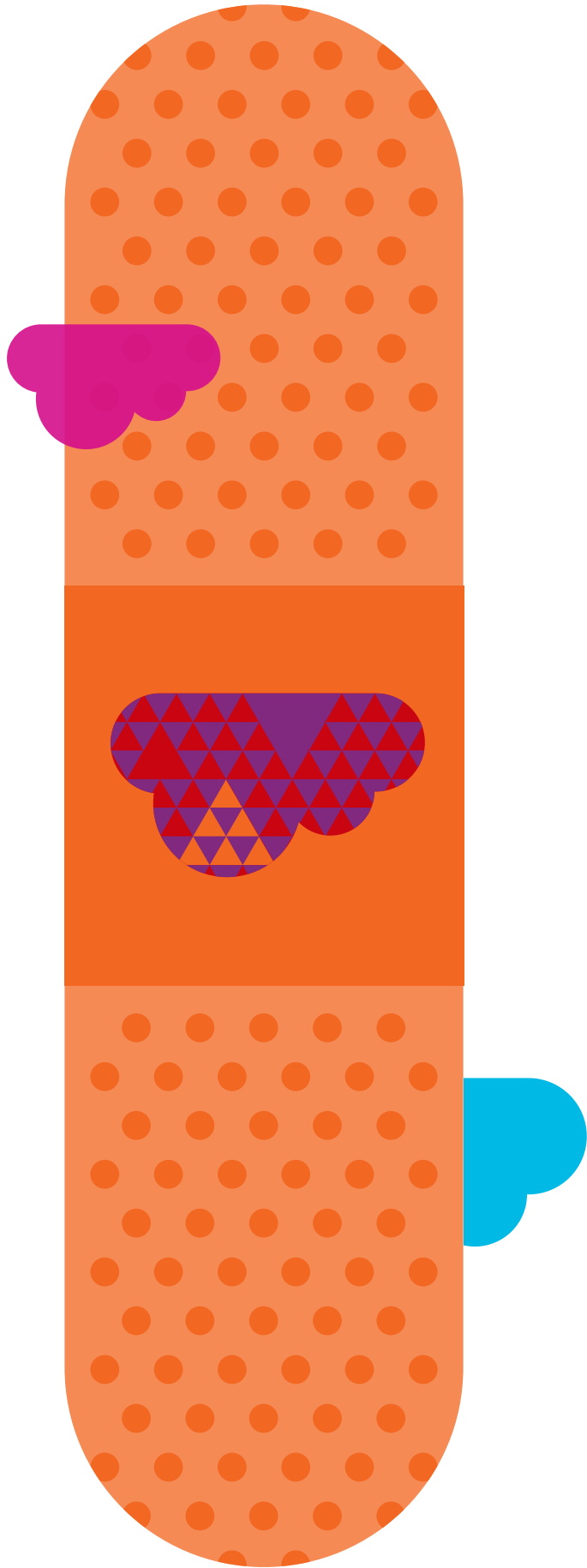
Additionally, Cloud Store is one of the key differentiators which enables our key partners to take advantage of our marketplace and launch their own mini-marketplace with their branding, their domain name, and their payment gateway (PayPal) for their customers. Cloud Store allows our partners to practically be up and running in a few days after they sign up for it, and launch their own fully automated marketplace platform, which is actually an extension of our core platform and this comes at a very affordable price of USD 199 per month.”

Another key differentiator is that it’s managed by our global team and it is a part of our multiple Cloud Marketplace worldwide. Our global team that manages the system are constantly updating the platform and onboarding new vendors. So, every few weeks we have an improvement or new product/vendor coming on the marketplace. This makes our partners more competitive and profitable as they can go back to their customers to get more business.

The criteria for a partner to join the marketplace is pretty straightforward – they must have a focus on cloud business. This is because it’s not just about providing them an account and a credit line, it’s a long-term investment both from the partner and Ingram Micro to help grow the partner’s cloud business.

Other general criteria include:

- Top management are committed to change and investing in cloud business
- Have or willing to focus on small business
- Willing to invest in resources dedicated for cloud business
- Has existing software or any cloud product portfolio
- Has a services business focus
- Have or willing to build a services team



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