

# CHANNEL

MIDDLE EAST

Building and delivering IT solutions for the Middle East

An ITP Technology Publication >> ☐ >] = {"|"} \*/ ☐ [o] \--> oo {}

Vol. 10  
Issue. 10

www.itp.net  
OCTOBER 2012

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# CHANNEL STARS

## YOU SHOULD MEET AT

### GITEX TECHNOLOGY WEEK

EMPOWERING.CONNECTING.ENTERTAINING.



When it comes to exhibitions such as the Middle East's ICT trade fair GITEX, planning is critical. While there is no denying that GITEX Technology Week offers an excellent avenue for the Middle East's IT movers and shakers, those involved in the regional channel that utilise GITEX as the platform to meet potential and existing customers need a proper plan to achieve this. *Channel Middle East* is providing a helping hand by bringing you a guide on some of the channel players that you should meet at GITEX 2012 ICT trade fair.



## MITSUMI IT DISTRIBUTION

As part of GITEX's 'Africa in Focus' campaign, the World Trade centre has concluded a series of successful GITEX road shows in East, West and North Africa. Last year, the company witnessed a huge increase in visitors from different parts of Africa hence, Mitsumi Distribution has decided to participate this year. "We

realise that GITEX is an excellent platform to showcase Mitsumi's Africa operations and consolidate partnerships. At GITEX 2012, our main message and thrust will be to increase partnerships thereby, propelling our PC and components portfolio forward," said Jagat Shah, chairman & CEO, Mitsumi Distribution. "We are

an Africa-centric distributor and have our main hub and business team headquartered in Dubai for smooth vendor and logistical support to all our operations in Kenya, Tanzania, Ethiopia, Uganda, Rwanda, DRC, South Sudan, Nigeria, Ghana, Benin, Algeria, Tunisia, Morocco, Mozambique, Zambia, Namibia, Mauritius and Madagascar," he said.

Shah said because Mitsumi is participating for the first time, it will bring to partners and businesses alike best-of-breed brands throughout the fair.

03



▲ Shah says Mitsumi is hoping to forge new alliances as it debuts at GITEX this year.

Where to find them: **HALL 8 A8-10**

## IRIS

IRIS has devoted most of its efforts this year to simplifying the access of information by channel partners. Mohamed Berrihi, senior accounts manager, IRIS said this initiative has focused on making sure that channel partners across the region understand the company's portfolio and how to sell.

He said since the company is experiencing huge demand for its document management/mass scanning and indexing solutions, the company aims to emphasise on these and other solutions offerings during GITEX. "As proof of the importance of GITEX to IRIS in the Middle East, we have decided this year for the first time to have a full booth dedicated to IRIS rather than participating under the Belgian National Pavilion as was the case in the past," he said.

▲ Having a stand will allow IRIS to get closer to channel partners, says Berrihi.

Berrihi said having a stand will allow the company to present demonstrations, success stories and meetings with pre-sales engineers. We want to ensure easy access of these solutions to partners and make them digest all the techniques they need to know to make a successful sale," he concluded.

04

Where to find them: **HALL 4 A4-30**

## THEATRO

Specialist distributor Theatro is preparing to revolutionise how audio visual kit is sold and implemented in the Middle East region. Vangelis Vorgias, MD, Theatro, said the company's goal for the next two years is to educate the IT channel on the virtues of digital audiovisual products and technologies. Vorgias said having made the transition from IT to AV a few years back, he is a strong believer that the IT channel can be trained, with no great difficulty, to

successfully fulfil both technology roles. "We are therefore calling all IT integrators to fully embrace AV technologies, with the assurance that Theatro is behind them for training, design services, product and technology supply," he said. He said it is for this reason that Theatro is for the first time demonstrating possibly the best AV processor for home theater, as well as a number of matrix switching family of products, for both the commercial and residential markets during GITEX.

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◀ Vorgias is urging regional SIs to fully embrace AV technologies.

Where to find them: **SHEIKH SAED HALL TA-G20**