

Riverbed on creating a partner services economy

The five guiding principles of consistency, predictability, cross product and services, value-base and simplicity are vital for growth says Elie Dib, Senior Managing Director, METNA at Riverbed.

As a WAN optimisation company, describe the product profile, market opportunities and partner programme for regional channels.



► Elie Dib, Senior Managing Director, METNA at Riverbed.

Partners are a key component of our go-to-market and 100 per cent of Riverbed's business in the Middle East comes through the channel. Our strategy for the channel is straightforward: build a portfolio of partners who can cover us in all our areas of business.

Riverbed's integrated platform enables organisations to modernise their networks and applications with industry-leading SD-WAN, application acceleration and visibility solutions. We are making resource, programme and IP investments designed to engage with our partners at the customer level, building differentiated embedded solutions and services, creating a partner services economy, and developing revenue and services opportunities for our partners in the channel-led space. We have designed the Embedded Solutions and Services Programme to encourage partners to build out standard offerings around Riverbed technology, versus one-off offerings. With pre-engineered technologies or services, they can achieve lower costs and higher margins.

In the Middle East, Riverbed has adopted a two-tier channel model, whereby resellers transact through value-added distributors (VADs). Our strategy has been to increase our focus and engagement with resellers who drive value to the

business. As a result, it is really about the partnership driving value, not volume. The same can be said for our VADs, and we work very closely with those who bring additional value to Riverbed. This helps them become more relevant and further increases their focus and outcome. At the same time, we are open to inviting new partners if they have a solid business plan and are determined to reach the top tier of our partner ecosystem. It is encouraging to see that regional resellers have gradually been moving towards solutions and value-added selling. For this reason, we position the solutions in our portfolio to address key areas that partners can focus on to accelerate their cloud and digital strategies with end customers. Our platform approach makes us the ideal go-to-market partner in a dynamic industry. It is not only about what we can do better than others, but rather what we can do that other vendors simply can't.

In the Middle East, one of the key solutions we have been focusing on has been SteelCentral Aternity. Today, businesses rely on enterprise applications running on physical or virtual devices, or in the cloud, which creates an IT monitoring visibility gap. Attempting to solve this with point products only results in a fragmented view of what end users might

be experiencing. The channel understands this and is keen to deliver an end-to-end visibility and monitoring solution. SteelCentral Aternity fills this gap by providing accurate, real-time information about how end users actually experience and interact with their applications, devices and network.

We are also working with partners to tackle the challenges of cloud networking. With Riverbed SteelConnect SD-WAN, we deliver an intelligent and simplified approach to designing, deploying and managing distributed networks for today's cloud-centric world. Partners need to begin to invest in SD-WAN now or risk falling behind, as our regional survey has shown that 78 per cent of Middle East organisations agree that SD-WAN will be a critical part of their network infrastructure within the next five years.

With regards to our partner programme, it has always been based on five guiding principles: consistency, predictability, cross product and services, value-base and simplicity. With the recent update, we unveiled more partner incentives that build on the existing programme benefits of joint engagement, embedded solution and services, and selling across the Riverbed solution portfolio with accelerators to drive growth for partners. ■



► Nirmal Manoharan, Regional Director of Sales, ManageEngine.

Joint operations with ME partners

Equipping regional partners to promptly and effectively address customer requirements is a core strategy says Nirmal Manoharan, Regional Director of Sales, ManageEngine.

As a real-time IT management company, describe the product profile, market opportunities and partner programme for regional channels.

ManageEngine was established in 2002 as the enterprise IT management division of the Zoho Corporation, providing easy to use IT management software. Our product suite includes affordable solutions for network performance management, an IT help desk, application performance management, desktop and mobile devices management, log analysis and security, privileged password management and active directory management and reporting. It is, by and large, an R&D-focused company and the business objective has been to break down the complexity in IT management. We are also trying to align IT with business by building contextual integration within products (both in-house and third-party products) thereby bringing IT together. The company has built its portfolio of IT management products from the ground up rather than via

merger and acquisition. The underlying philosophy at ManageEngine has been to build great products that can be quickly deployed and evaluated. Most of our fully functional products are available as a free downloadable edition with the file size as low as 30–40Mb for evaluation for up to a month.

In the Middle East, we operate jointly with our partner network and have more than 12 elite partners (Silver and Gold) and dozens of entry-level partners in the region. Our strategy has been to equip regional partners – our ground soldiers – to promptly and effectively address customer requirements. Our partners have ManageEngine-certified technicians who can provide consultation, training and implementation services. ManageEngine User Conferences, seminars and training events are great forums for customers to exchange best practices. They are also excellent opportunities for us

as a company to learn about the IT challenges specific to a given region and to improve our products in response. Our products are backed by impeccable customer support; and training offers customers another avenue to master our software and ultimately manage their IT in the most secure, simple, fast and efficient manner possible.

The ManageEngine User Conference is a yearly signature event conducted in the United States and Dubai to facilitate knowledge sharing, IT best practices and ManageEngine product training. The conference is centred on major IT management disciplines, including IT operations management (ITOM), IT service management (ITSM), Windows and Active Directory management and IT security. Beyond formal sessions, networking with IT colleagues from various industries has become a highlight and trademark of the conference. ■



► Pui-Chi Li, Head of Marketing, Xerox.

As a global corporation that sells document solutions and services, and document technology products, describe the product profile, market opportunities and partner programme for regional channels.

Xerox, the company built on innovating the way the world works, is leading another workplace revolution; this year, we are launching 29 ConnectKey-enabled printers and multifunction devices with simple and secure on-the-go capabilities, cloud connectivity, and access to productivity boosting features and apps. The new ConnectKey portfolio transforms traditional printing devices into smart, connected workplace assistants that reflect the evolving needs of today's businesses.

Equipping the channel with the right tools to sell

The Xerox Partner Plus Programme is a competency-based programme focused on developing people skills as a basis for capturing new market opportunities says Pui-Chi Li, Head of Marketing, Xerox.

Personalized workflows, one-touch access to the cloud and multilayered security features are the new print, copy and fax.

The family of products includes a variety of sizes, speeds and capabilities to match the needs of small and medium-sized businesses (SMBs), as well as large enterprises, with a consistent user experience across the portfolio. We understand the changes that are occurring in the workplace. The process of getting work done has moved from the desktop to your pocket. It's very personal and we've built a portfolio of true workplace assistants tightly connected to the mobile and cloud technology environment that accommodates this evolution.

We automate, personalize, package, analyse and secure information to keep our customers moving at an accelerated pace.

The Middle East and Africa market continues to be one of our most strategic and important markets. In previous years, we have seen 5–15 per cent year-on-year growth and, despite challenges in the region, we continue to see positive signs of

recovery. Of particular interest for Xerox is the SMB segment which, on average, accounts for 33 per cent of a country's GDP and 44 per cent of employment (World Bank Statistics); as such, we ensure that our offering is relevant and scalable to suit businesses of all sizes, including our recent Connectkey launch.

We currently have a Xerox Partner Plus Programme for the Developing Markets region, which we have been rolling out gradually across the Developing Markets region since the beginning of 2016.

The Xerox Partner Plus Programme is a competency-based programme focused on developing people skills as a basis for capturing new market opportunities. Available to second-tier resellers and service providers in emerging markets, the Xerox Partner Plus Programme offers a defined set of training, certification and learning paths to equip sales representatives and technicians with the skills they need to sell and support products, solutions and services in the marketplace today. ■

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The deployment of secure processing technology environments is an arduous and costly process. With legacy systems still mainframe-based; and even relatively recent processing platforms burdened down with hardware security, key management and encryption devices; deploying quickly - or changing anything at all - is something not to be undertaken by the faint hearted.

The rulebook has now been re-written.

NEC Payments ground-breaking approach to software-based security by design; coupled with the power, scalability and speed of the Microsoft Azure cloud is enabling digital transformation and delivering new deployment options for secure processing workload: right here, right now.

Please contact us at www.necpayments.com to find out what we can help you to achieve.

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