Raj Sabhlok

IT management skills boost

ManageEngine puts the focus on training at end user conference

ManageEngine customers and partners can take advantage of the company's regional User Conference to attain official certification as ManageEngine Product Associate at no cost.

The Middle East User Conference, being held from March 7th to 8th in Dubai, comprises of two days of learning with expert industry analysts, peers and product managers. The conference will have training sessions on new features, integration, product development, case studies and current industry trends.

The ManageEngine User Conference is a yearly 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 the formal sessions, networking with IT colleagues from various industries has become a regular highlight of the conference.

According to the company, the Middle East

↑ Sabhlok believes training is critical for organisations to implement best practices.

User Conference will also highlight a group of speakers who'll discuss ManageEngine's technology experience, participation in customer panels and one-on-one sessions with experts from ManageEngine.

"At ManageEngine, we believe training and certification programs can be critical for an organisation to build its IT skills and implementing best practices, says Raj Sabhlok, president, ManageEngine. "Our train-

ing sessions focus on the skills needed to simplify IT management and maximize business productivity," Sabhlok adds.

Additionally, ManageEngine designs these programs to enable the IT teams and partners to better understand how IT management tools can be used to provide even higher service levels to the organisation through proactive management and automation, Sabhlok explains.

Sabhlok says there's a high level of interest for the company's certification programs in the Middle East, including the Product Expert Program, Domain Expert Program, and Solutions Expert Program.

Apart from the certification programs, the company conducts periodic user conferences, seminars, trainings, and webinars. These are all designed to keep IT professionals abreast of the latest trends in IT, and up to date on ManageEngine product releases and enhancements, says Sabhlok. "These engagements are tailored to be interactive sessions to promote knowledge sharing and collaborative learning," he adds.

Resellers, channel partners, and customers are the prime target for ManageEngine's user conference and training programs, says Sabhlok. "We also look forward to meeting potential partners and customers at the events, especially when a ManageEngine technology expert steps off the stage after demonstrating how one of our products surpasses the competition. So these events are great opportunities to showcase the superiority of our solutions for the people who are evaluating

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us as a strategic vendor and partner," he adds.

ManageEngine's business objective has been to break down the complexity in IT management and provide easy-to-use products at affordable prices, says Sabhlok. "We have built a portfolio of IT management products from the ground up unlike most of our competitors, who achieve their breadth of offerings via mergers and acquisitions."

From a training standpoint, this ground-up approach means that the company can take advantage of contextual integration and other design principles that make its products easier to use, scale and integrate, all with less training overall, Sabhlok asserts.

IT management skills in the Middle East are very much at par with a developed market like the US, Sabhlok contends. "From a very early stage, most organisations in the Middle East recognise the business advantages of information technology. So it's no surprise to us that the region has a high technology adoption rate and a strong base of highly skilled professionals in IT management. I think the business results that Middle East companies are delivering bears out that assessment," he adds.

Training at ManageEngine is offered through various channels, including onsite training, classroom training, online training, and specialised training pack-

ages based on our customers' requirements. "We also provide product demos and detailed descriptions of new features on request as a part of our educational program," says Sabhlok, adding, "During events like a ManageEngine User Conference or a seminar, we keep things interactive so attendees have opportunities to collaborate, share their experience and knowledge, and learn from each other as well as from us."

Partner firms have ManageEngine certified technicians that can provide consultation, training and implementation services. Additionally, partners in the region are trained to provide Level 1 and 2 end user technical support. "Mana-

geEngine provides direct support to our partners, as well as access to support tools that enables them to provide comprehensive support to customers in the region," he adds.

ManageEngine User Conferences, seminars, and training events are ideal forums for customers exchange best practices, Sabhlok contends. "They are also excellent opportunities for us to learn about the IT challenges specific to a given region and to improve our products in response. Our training offers customers another avenue to master our software and ultimately manage their IT in the most secure, simple, fast, and efficient manner possible," he concludes.