Company profile

Company >

ManageEngine

Company type >
IT Management

What is your company's history, including Middle East history?

ManageEngine was started in 2002, as the enterprise IT management division of Zoho Corporation, providing easy to use IT management software.

The wide product portfolio includes affordable solutions for network performance management, IT help desk, application performance management, desktop and mobile devices management, log analysis and security, privileged password management and active directory management & reporting.

Over 120,000 companies around the world – including three of every five Fortune 500 companies – trust ManageEngine products to manage their IT. Apart from over 50 free tools, most ManageEngine products come with a lifetime free edition for a limited number of users or devices for SMBs. The free editions are now utilised by over 300,000-plus admins optimize their IT.

We started our operations in Middle East in 2003. Now, the Middle East contributes to almost 10 percent of our global revenue, predominantly coming from medium and enterprise customers.

What is your company's core competence?
ManageEngine is by and large an R&D-focused company. From its inception, ManageEngine's business

↑ Nirmal Manoharan, regional director, Sales, Middle East at ManageEngine

MILESTONES IN MANAGEENGINE'S HISTORY

'02 ManageEngine is started as a division of Zoho Corporation

'03 ManageEngine's operations in the Middle East

'03 ManageEngine Applications Manager 5 is announced

'04 ManageEngine OpManager 5 is launched, targeting SMEs

'05 ManageEngine Applications Manager 6, a monitoring tool for enterprise IT is launched

objective has been to break down the complexity in IT management. IT management was traditionally a costly and complex affair wherein most organisations would deploy a solution, investing a lot of time, effort, and money in it.

Moreover, most organisations had little to no expertise with those complex products, so they wound up hiring consultants to get them up and running at considerable, additional costs to them.

The underlying philosophy at ManageEngine has been to build great products that can be quickly deployed and evaluated.

Most of ManageEngine's fully functional products are available as a free downloadable edition with the file size as low as 30-40 MB for evaluation for up to a month.

What are some of the trends impacting your sector?

Mobility, cloud, and analytics are a few trends that are currently transforming the IT industry. These trends are opening new channels for vendors like us to provide better and simpler IT management tools, and

> " The underlying philosophy at ManageEngine has been to build great products that can be quickly deployed and evaluated"

at the same time, provide value and better insights to the customers.

What is your presence in the Middle East?

ManageEngine operates extensively through partners in Middle East. ManageEngine has over 12 elite partners (Silver & Gold) & dozens of entry-level partners in the region.

ManageEngine conducts periodic user conferences, seminars and webinars on various industry trends and on its latest product feature additions in order to educate the users on the latest technologies available in the market and from ManageEngine.

These engagements are designed to be interactive sessions so that there is room for knowledge sharing and potential for collaborative learning. These sessions have been enabling both the partners

and customers in the region to reap better results from the products and thereby increase productivity.

ManageEngine also conducts training programs for the resellers and the distributors in order to update them on the new capabilities of the feature additions/ plug-ins to the product offerings.

Describe some of your biggest successes in the region

Simplifying IT management for our customers has been our success over years, and it will continue to excite us in days to come with our new set of product updates. We have been receiving testimonials from our customers that ManageEngine has been their one stop solution for all their IT management needs. This is something remarkable for us.

Staying ahead of the

global IT industry curve helps ManageEngine to provide state of the art technologies in the region, which offers the customers a good array of products for all their IT needs.

In addition to these, productivity increase and providing better ROI speak volumes about why a customer starts with one product and goes for many others from our offerings.

Six of the top 10 GCC banks are ManageEngine customers. This is a living testimony of our success in the region.

What are your regional goals for the rest of the year and beyond?

The Middle East has been one of our best performing markets next to the U.S. and Europe markets. We have been having year-over-year revenue increase of over 30 percent in the region.

As the technology adoption rate in the region is exponentially increasing with the introduction of new technologies, we have aggressive plans, and we are also looking for more channel partners to reach out new avenues in the Middle East region. ●

'06 **General availability of Net-FlowAnalyzer is announced**

'08 **ManageEngine announces NetFlow Plug-in for OpManager**

'10 **ManageEngine adds Security Analytics to NetFlowAnalyzer**

'12 **First ManageEngine Middle East user conference commences in Dubai**

'12 **ManageEngine launches Mobile Device Management Services at Mobile World Congress**