



**CHANNEL
ELITE
2014**

THE ANNUAL INDUSTRY SURVEY

RANKING OF CHANNEL PLAYERS

TOP 10 RANKING						
NAME	OVERALL RANK	CATEGORY	INDUSTRY RANK	TOP EXECUTIVE	TITLE	REVENUE (\$M)
Redington Gulf	1	Distribution	1	Raj Shankar	Managing Director	2320
MDS UAE	2	Systems Integration	1	Sami Esber	President	850
BDL Group	3	Distribution	2	Tamer Ismail	Chief Executive Officer	770
Metra Computer Group	4	Distribution	3	Mohammed Eissa	Executive VP	723
Logicom	5	Distribution	4	Sajith Raj	General Manager	510
Emax Electronics	6	Retail	1	Neelesh Bhatnagar	Chief Executive Officer	500
FDC	7	Distribution	5	Marissa Safe	COO and Vice President	465
Global Distribution	8	Distribution	6	V M Chandrasekar	Group CEO	464
Almasa IT Distribution	9	Distribution	7	Mehdi Amjed	CEO and Chairman	370
Mitsumi Distribution	10	Distribution	8	Jagat Shah	Chairman and CEO	320

NEXT 15 RANKING (11-24)						
NAME	OVERALL RANK	CATEGORY	INDUSTRY RANK	TOP EXECUTIVE	TITLE	REVENUE (\$M)
Jacky's Electronics	11	Retail	2	Ashish Panjabi	COO	*300+
Asbis Middle East	12	Distribution	9	Hesham Tantawi	Vice President	294
Mindware	13	Distribution	10	Mario Gay	General Manager	240
Alpha Data	14	Systems Integration	2	Fayez Ibbini	Founder and CEO	220
Westcon Group	15	Distribution	11	Steve Lockie	Group Managing Director	205
CNS	16	Systems Integration	3	Ihab Al Saheli	General Manager	*190
Trigon	17	Distribution	12	Arun Chawla	Chief Executive Officer	160
Gulf Shadows Computers	18	Distribution	13	Eyas Shoman	Chief Executive Officer	135
Arrow Electronics	19	Distribution	14	Gareth Morgan	General Manager	*130
Visionaire	20	Systems Integration	4	Aneeta Gupta	Chief Executive Officer	129.8
Al Jammaz Distribution	21	Distribution	15	Asim Al-jammaz	Vice President	125
Despec	22	Distribution	16	Jaison Korath	Group CEO	124
Prologix	23	Distribution	17	Sarwan Singh	Managing Director	100
Seven Seas Computer	24	Systems Integration	5	Nayagam Pillai	Group CEO	95
Experts Computer	24	Reselling	1	Shailendra Rughwani	Managing Director	95

FOLLOWING 15 RANKING (25-39)

NAME	OVERALL RANK	CATEGORY	INDUSTRY RANK	TOP EXECUTIVE	TITLE	REVENUE (\$M)
FVC	25	Distribution	18	KS Parag	Managing Director	80
Exclusive Networks	26	Distribution	19	Fari Boustantchi	Chief Executive Officer	75
Emitac Enterprise Solutions	27	Systems Integration	7	Miguel Villalonga	Chief Executive Officer	60.1
StarLink	28	Distribution	20	Nidal Othman	Managing Director	55
MaxTouch	29	Reselling	2	Ramesh Belani	Managing Director	52
Intertec Systems	30	Systems Integration	8	Naresh Kothari	Managing Director	50
ComGuard	31	Distribution	12	Ajay Chauhan	Chief Executive Officer	44
Oxygen	32	Distribution	21	Khalid Laban	Chief Executive Officer	38
Almoayyed Computers	33	Systems Integration	9	SM Hussaini	General Manager	36.2
Printek Supplies	34	Reselling	3	Manoj Tiwari	Managing Director	35
HelpAG	35	Systems Integration	10	Stephan Berner	Managing Director	34
Al Rostamani Communications	36	Systems Integration	11	Mohammed Zameer	General Manager	30
StorIT	36	Distribution	22	Suren Vedantham	Group Managing Director	*30
Nanjgel	37	Systems Integration	12	Jude Pereira	Managing Director	25
Fast Lane	38	Training	1	Josef Miskulnig	Founder and CEO	23

OTHERS (39-47)

NAME	OVERALL RANK	CATEGORY	INDUSTRY RANK	TOP EXECUTIVE	TITLE	REVENUE (\$M)
Paramount	38	Systems Integration	6	Premchand Kurup	Chief Executive Officer	23
Lucky Star	39	Reselling	4	KU Shankari	Managing Director	22
Precedence	40	Systems Integration	13	Farook Majeed	Chief Executive Officer	10.8
EMW	41	Systems Integration	14	Serjios El-Hage	Group CEO	10
Spectrami	42	Distribution	23	Anand Choudha	Managing Director	8
Tech Forte	43	Systems Integration	15	Mario M Veljovic	Vice President Solutions	6.1
Finesse	44	Systems Integration	16	Sunil Paul	Chief Operating Officer	5.4
Quality Computers	45	Reselling	5	Vasant Menghani	Founder and CEO	5
Computer Networks Middle East	46	Systems Integration	17	Tariq Bilgrami	Managing Director	3.8
Oscomp	47	Reselling	6	Kunal Sajani	Managing Director	0.98

Key to rankings:

Companies have been ranked on the basis of the latest revenue figure (\$M) provided by the channel partner.

Overall rank refers to the rank of the player across all 50 submissions received.

Industry rank refers to the rank of the player within the appropriate category. Categories include distribution systems integration, reselling and retailing.

*RME Estimate

TOP DISTRIBUTORS

Redington Gulf
BDL Group
Metra Computer Group
Logicom
FDC
Global Distribution
Almasa IT Distribution
Mitsumi Distribution
Asbis Middle East
Mindware
Trigon
Gulf Shadows Computers
Al Jammaz Distribution
Despec
Prologix

TOP SYSTEMS INTEGRATORS

MDS UAE
Alpha Data
CNS
Visionaire
Seven Seas Computer
Paramount
Emitac Enterprise Solutions
Intertec Systems
Almoayyed Computers
HelpAG
Al Rostamani Communicatons
Nanjgel
Precedence
EMW
Tech Forte
Finesse
Computer Networks Middle East

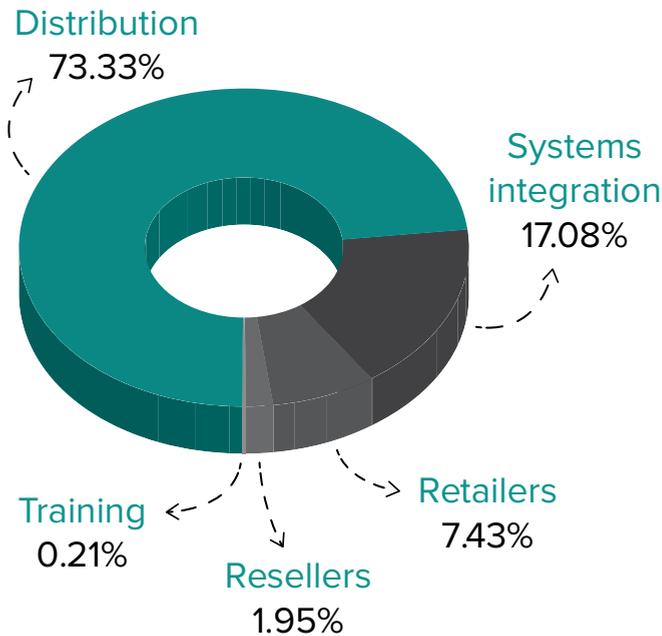
TOP VALUE-ADDED DISTRIBUTORS

Westcon Group
ComGuard
Arrow Electronics
FVC
Exclusive Networks
StarLink
Oxygen
StorIT
Spectrami

TOP RESELLERS

Experts Computer
MaxTouch
Printek Supplies
Lucky Star
Quality Computers
Oscomp

MARKET SHARE BY INDUSTRY ACTIVITY



BASE \$10.78B, 50 companies

PLAYERS WHO GAVE THE RANKING A MISS

Aptec—an Ingram Micro company
Aptec, one of the larger regional players in distribution did not reveal 2013 sales figures, citing company policy. The distributor has missed the RME ranking for the second time in a row.

Jumbo Electronics
Jumbo declined participation in the ranking as it was not willing to divulge revenue figures for 2013. However, we can expect the company to be a part of the survey next year as it aims to introduce a number of market initiatives in the following months.

01 REDINGTON GULF

\$2.32^{BN}

Redington Gulf continues to top the ranking in the regional distribution space with no close second to threaten its position. One of the few companies in the channel space who has been able to efficiently deliver both volume and value business, the distributor has a strong footprint across the Middle East, Africa, Turkey and CIS regions. It boasts of over 16,600 resellers and has a total of 24 warehouses in 14 countries across the regions.

On the volume front, the company has maintained its market leadership in Saudi Arabia for the last two years and has achieved a double digit growth in its value business across MEA.

The distributor offers services such as pre-sales and after-sales support, proof of concept along with training to its 30 plus global brands including Avaya, Alcatel, Barracuda Networks, Checkpoint, Cisco, Dell Sonicwall, Red Hat, Symantec, Trend Micro, TrippLite, Veeam and VMWare, under its value portfolio.

It has invested in several channel engagement programmes over the year, such as product training programmes and webinars for SMB partners. Raj Shankar, Managing Director of the company says, "The sales promotion and incentive programme for our channel partners were well received last year. Besides that, we also grew all our businesses, including IT volume, IT value and telco and services, significantly and has experienced a 10 percent growth year-on-year."

According to the MD, the growth largely came from brand acquisitions in the value space and by investing in product training and webinars. A rather large part of the growth also came by structuring financial solutions for partners.

In this financial year, we will see the distributor increasing infrastructure investments in countries across the Middle East. It also expects the SAP CRM implementation within the organisation to improve customer services. We will also see the company increasing its investments in marketing programmes to reach out to new partners and increase engagement with existing partners through digital channels.

"We will focus on delivering training services and increased presence across digital mediums to make it easier for value-added resellers to engage with Redington Value and will launch cloud services from this segment," adds Shankar.



Raj Shankar, MD

Year of start-up: 2000

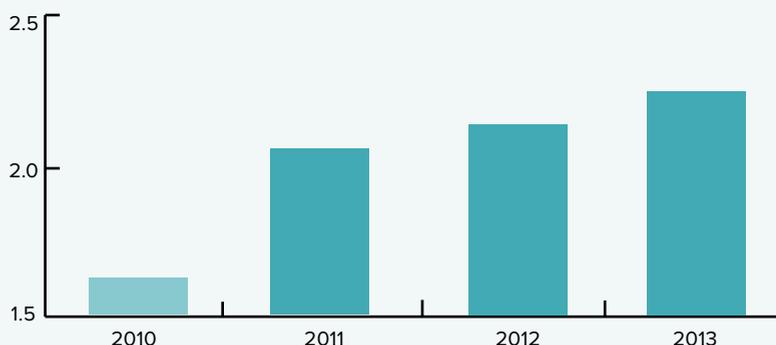
Number of sales offices: 24

Number of service centres: 48

Total staff: 1500 plus

Total engineers / technical staff: 300 plus

REVENUE CHART



BRANDS IN VALUE PORTFOLIO

Avaya, Alcatel, Barracuda Networks, Checkpoint, Cisco, Dell Sonicwall, Enterprise DB, Eaton, EMC, Fortinet, Gigamon, HP, Lifesize, Molex, NComputing, Nexans, Oracle, Palo Alto, Red Hat, Symantec, Trend Micro, TrippLite, Veeam, VMWare, WYSE



Top brands by revenue: Dell, EMC, HP, Lenovo, Samsung

02 MDS UAE

\$850M

Having set up headquarters in the UAE more than three decades ago, MDS has played a crucial role in the evolution of the regional ICT landscape. With operations in Abu Dhabi, UAE, Saudi Arabia, Qatar and Oman, the systems integrator has set shop in Kuwait last year.

The company has experienced excellent growth in 2013, says Sami Abi Esber, President, MDS UAE Holdings, and this is also clearly reflected in the ranking, as it has moved one position up, compared to last year. "This year we witnessed a growth rate of around 20 percent," he says. He attributes this growth to the several big IT service projects won last year such as replacing wireless and LAN networks at the Emirates Palace Hotel and also Dubai's Smart City project. Around 35 percent of the company's business in 2013 also came from systems and hardware segment while services and training were a close second.

The company's forte lies in systems integration and it also offers other end-to-end solutions such as software solutions and professional services, computer systems and networking, data centre and critical infrastructure consultancy. Recognising its achievements, IDC has nominated the systems integrator as the number one IT service provider in the UAE for the 10th consecutive year. The company has also made an acquisition last year under managed and cloud services which will drive its growth in 2015, more of which we will hear about in the coming months. It has also entered into an important agreement with Dell as its exclusive software partner in the Middle East and Africa. MDS also works with other top-line technology partners including HP, Apple, Oracle, Lenovo, Cisco and EMC

Esber says, "We have also expanded our services offering and our team is focusing more on delivering big projects in systems integration. We are well poised to achieve a growth of 20-25 percent this financial year." A part of this growth is also expected to be driven from huge projects the company has won in the Qatar and Oman markets.

Going forward, the IT service provider's primary focus will include managed and cloud services while simultaneously driving its core business of systems integration.



Sami Abi Esber, CEO

Year of start-up: 1981

Total staff: 1000

Total engineers / technical staff: 600

REVENUE BREAKUP BY CATEGORY

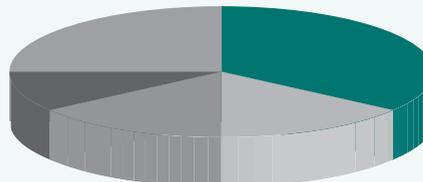
Systems and hardware: 40%

Software and security: 15%

Peripherals and storage: 10%

Networking: 10%

Services and training: 25%



VENDORS PROFILE

Systems and hardware: HP, DELL, Apple, Oracle, Lenovo
Software and security: IBM, Maximo, Microsoft, Symantec
Peripherals and storage: HP, DELL, EMC, HDS
Networking: HP, Juniper, Avaya, Cisco
Services and training: HP, DELL, EMC

➔ **Top vendors by revenue:** HP, Dell, Microsoft, EMC, Emerson Network Power

03 BDL GROUP

\$770M

A leading IT distribution brand in the Middle East, BDL has grown consistently over the last few years. CEO Tamer Ismail attributes the success to having a close and transparent relationship with its channel partners. He says, "Our continuous success is thanks to a set of many points such as our deep know-how of the distribution business, a solid relationship with the channel which has helped us to penetrate the market effectively, and the passion we have for the business along with my team, which is one of the best. These are our strengths."

Towards the end of 2013, the distributor moved its long-time headquarters in Saudi Arabia to the UAE, which was a strategic decision according to the CEO. It was also an important year for the company to emphasise its relationship with Samsung in the mobile business in KSA. "We started the business three years ago, however we have experienced significant growth and profitability in the last one year and it has also introduced us to additional 6000 resellers, strengthening our operations further," Ismail says.

We also saw the company launching its own tablet and smartphones brand – Quantum – in the GCC and African markets, adding to the growth of its mobile business. With Acer as a partner in KSA and also recently in the UAE, BDL has other brands in its portfolio such as Asus and HP which cover all segments. While 2013 was a tough year for the regional channel as there was a lot of instability in the market, it did not affect the group. "We tried to absorb the changes by implementing strategic decisions and having a good forecast from a products perspective and by not overstocking the channel," he adds.

In the next year financial year, we will see the distributor expanding its product lines and regional presence. "We want to satisfy the needs of our customers, with this in mind, we will continue to be an ICT player with a focus on consumer products," he says. "And we will continue to support the channel in all the ways we can." With proper planning and strategic decisions, the company is set to grow even further in the coming months.



Tamer Ismail, CEO, BDL

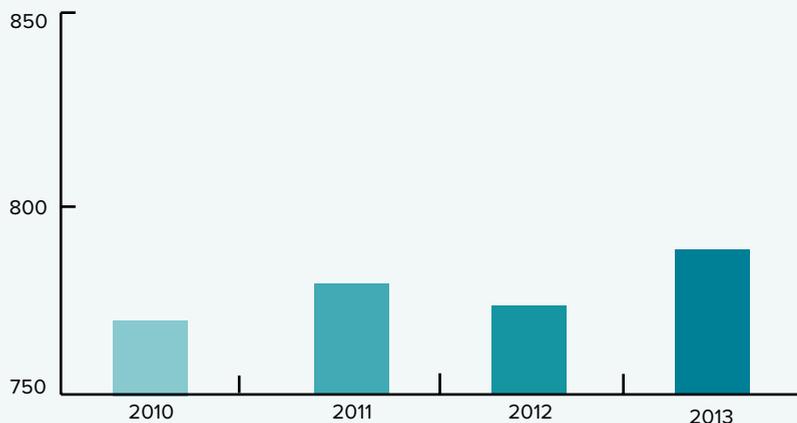
Year of start-up: 1998

Location of sales office: UAE

Total staff: 299

Location of support offices: Saudi Arabia, Oman, Qatar, Bahrain, Kuwait

REVENUE CHART



VENDORS PROFILE

Systems and hardware: HP, Asus, Acer, Samsung, Quantum, MSI

Components: Intel



Top vendors by relationship: Asus, Acer, MSI, Samsung, HP, Quantum

04

METRA COMPUTER GROUP

\$723M

The Egypt-based Metra Computer Group is one of the oldest serving IT distributors in the Middle East region. With more than three decades of experience backing the regional distributor, it represents more than 30 brands in both volume and value segments of the business. Some of its top brands across both divisions include HP, Apple, Dell, Intel and Microsoft.

One of the most significant developments for the company in the last financial year was the acquisition of EMPA Middle East, a specialist volume distributor. The EMPA takeover was a part of its overall strategy to further strengthen and develop its value business and also an attempt to widen its business spectrum. EMPA's brands were a perfect match with the distributor's existing portfolio of vendors. The company is looking at investing heavily into its value business in the coming months and has brought in a new team to handle the value operations. Today under the value segment, it boasts brands such as HP, Lenovo, Tripp Lite, IBM, Aruba and Ubiquiti.

However, even with such an important development within the company – the EMPA buyout, we haven't see the distributor being too vocal about it. And this also could be a part of the strategy, but we will have to wait and watch, as now the priority will be to consolidate operations internally and sustain the growth.

In 2013, the company saw a substantial growth from the networking side of the business and with a strong networking portfolio which includes brands such as HP networking, Aruba Networks and Ubiquiti, we expect to hear a lot more on this end in the coming year.

We also expect to see the distributor focusing on strengthening its service centres in the next financial year. At present, it boasts of nine service centres across nine countries and is considered to be its market differentiator. With a presence in 11 countries, the distributor is also looking at developing its business in the Iraq market, although considering the current political situation in the country, this will be challenging. Going forward, UAE, Egypt and Saudi will be key markets for the company.



Mohammed Eissa, EVP

Year of start-up: 1984

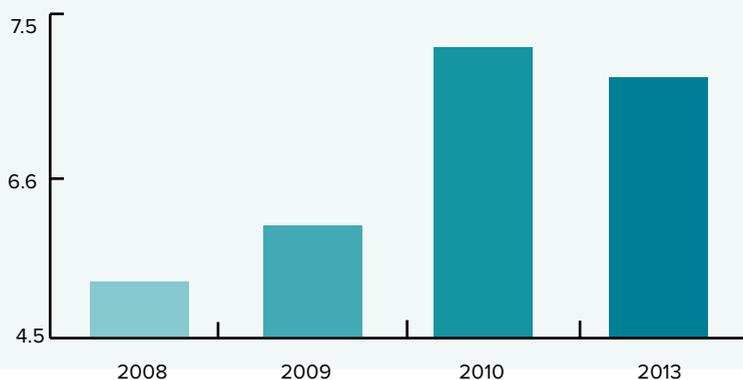
Total staff: 800

Total resellers: 5000 active partners

Location of sales office: UAE, KSA, Egypt, Qatar, Bahrain, Kuwait, Jordan, Iraq

Location of support offices: UAE, KSA, Egypt, Qatar, Bahrain, Kuwait, Jordan, Iraq, Lebanon

REVENUE CHART



VENDORS PROFILE

Systems and hardware: HP, IBM, Cisco, Aruba, Intel, Huawei, Lenovo, EMC

Software and security: Bit Defender, Autodesk, Microsoft, Vision Solutions

Peripherals and storage: Western Digital, Intel, Toshiba, Lenovo, Fujitsu, HP, EMC

Networking: HP, Aruba, Cisco, Ubiquiti, Fujitsu, Huawei



Top vendors by revenue: Dell, HP, Apple, Intel, Microsoft

05 LOGICOM GROUP

\$510M

Logicom has seen a significant increase in its revenues last year as compared to 2012, this could be attributed to its intensive market reach strategies implemented in 2013. Growing 30 percent year-on-year, General Manager, Sajith Raj, since his appointment over a year ago, has been clear about taking the company to the next level.

Logicom's aim is to continue its commitment towards establishing close relationships with the customer. Differentiating itself in this way, the distributor has carried out a number of investments in-country across the region. With professional teams based in Dubai, Abu Dhabi, Riyadh, Jeddah, Doha, Muscat, Manama, Kuwait City, Beirut, Amman, Erbil, Baghdad, the company ensures that the customer is always close to the Logicom team and has access to local inventory and credit.

In 2013, the company also moved operations to a new facility in Jebel Ali Free zone in Dubai, giving it a quicker reach to market. It offers a number of programmes to the partners which contain technology, planning, marketing and logistics elements, and the company also ensures these are relevant and useful to the channel community. Recently, we have seen it invest in significant activities across the region as well as strengthening its social media presence, which complements its overall strategy of being close to the customers.

The past year also saw the company expanding its reach, with the addition of new partnerships and regional cooperation with a number of new vendors. Logicom was also awarded the Cisco 'EMEAR Services Distributor of the year' recognition in 2013.

In the next financial year, we will see the company investing more seriously into the e-commerce and cloud space and strengthen its technology coverage with new additions to its vendor portfolio. Expecting to continue this momentum, the distributor believes the growth will come from new geographies and cloud services.

A crystal-clear focus has enabled the distributor to grow significantly especially when the overall market was undergoing a consolidation phase.



Sajith Raj, GM

Year of start-up: 1987

Total staff: 350

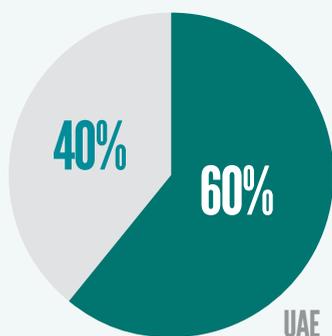
Total engineers / technical staff: 50

Total resellers: 6800 plus

Top vendors by relationship: Intel, Cisco, Microsoft, Kingston, HP

REVENUE BREAKUP

OUTSIDE OF UAE



REVENUE BREAKUP BY CATEGORY



Systems and hardware: 67%
 Networking: 11%
 Components: 10%
 Software and security: 7%
 Peripherals and storage: 3%
 Accessories and consumables: 2%



VENDORS PROFILE

Systems and hardware: HP, Cisco, Lenovo
Software and security: Adobe, Citrix, CommVault, Microsoft, WatchGuard
Peripherals and storage: NetApp, HP, Kingston, Qnap, WD
Networking: Cisco, HP
Accessories and consumables: HP, Microsoft, Jabra, & WD
Components: Intel, Kingston, WD



Top vendors by revenue: HP - 32%, Cisco - 22%, Intel - 12%, Microsoft - 15%, Kingston - 7%

06 EMAX ELECTRONICS

\$500M

Part of the retail conglomerate, Landmark Group, Emax Electronics has had a fairly stable growth last year. It has been named a UAE Superbrand for the third consecutive year in 2013 and is credited for revolutionising the big box concept. With over 56 stores across the UAE, Saudi Arabia, Oman, Qatar and Bahrain today, the retailer expects to open its 100th store by mid-2017. The company has been focusing on its presales and post-sales services in the last few years and considers it as its market differentiator. CEO Neelesh Bhatnagar says, "We have raised the bar with respect to presales and post-sales. This is where customers need guidance and people now understand the meaning of service." Presently an electronic anchor store in most prominent malls, Emax has been growing consistently at 30 percent year-on-year for the last three years. The retailer has also launched an online store through the Landmark Group, which has seen a positive response despite the fact that e-commerce is yet to take off in the region. It has run a number of successful marketing initiatives in 2013, enhancing its relationship and reach with customers. One of its promotional activities includes the 'Golden Boot' initiative which was held during the World Cup this year.

With the 100th store milestone just over the horizon, the CEO aspires the retail chain to be a place where customers can come and learn about electronics while on the floor. "We need to take the leadership in terms of bringing a technology to the common man's grasp, allow him to understand what it is all about. I tell my staff that whenever a customer walks in and out of Emax, he should have learned something about technology by walking on the floor, irrespective of whether he made a purchase or not. Personally I want Emax to be a place where customers come and learn," he says.

The retailer represents more than 800 brands over 20 plus categories across the GCC region.



Neelesh Bhatnagar, CEO

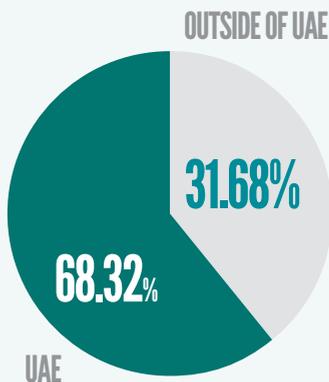
Year of start-up: 2006

Total staff: 2125

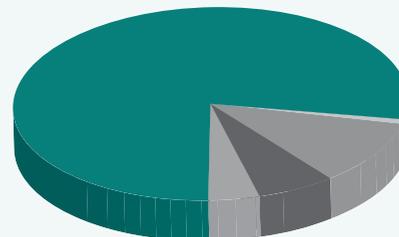
Total retail facing engineers/ technical staff: 150

Countries consolidated in group revenue: UAE, KSA, Qatar, Oman, Bahrain

REVENUE BREAKUP



REVENUE BREAKUP BY CATEGORY



Systems and components:	78.3%
Software and security:	0.8%
Peripherals and storage:	10.35%
Networking:	6.65%
Accessories and consumables:	3.90%



Top vendors by revenue: Apple, Samsung, Dell, Lenovo, HP

07 FDC INTERNATIONAL

\$465M

FDC International has been growing at a steady rate over the last few years. Despite volatile market conditions in 2013, the distributor has clocked in 10 percent more growth compared to the previous year. The 25-year-old IT company continues to fortify its portfolio of products ranging from notebooks, tablets, hard drives, motherboards, networking products and security and software. Headquartered out of Dubai, the distributor boasts some of the big brands in the industry including Acer, Lenovo, Western Digital, Seagate, Intel and more recent partnerships such as Synology and ZTE.

With the intention of being a serious contender, both regionally and locally, FDC has operations all across the GCC, MENA, LEVANT and CIS regions with offices in UAE, Taiwan, Saudi Arabia, Egypt, Jordan, Lebanon and Kuwait to name a few. Recently, the company has also expanded business to Oman and Bahrain. The distributor's wide channel database allows it to scale up and penetrate new markets efficiently. Going forward, one of the main focuses for the company will be to enhance infrastructure and add more resources in all the countries it has a presence in. CEO Marissa Safe believes strategies need to be laid out clearly and the right brands need to be added to the portfolio, this will help the company to grow even further in the next year. With profitability being a key issue in the industry, Safe says, "Middle East is complicated market and each country within it has its own nuances which as a business you must identify and understand, and accordingly align your operations."

With dwindling margins in the volume business, players are moving towards value-added distribution models. Over the last year, FDC too has invested in its value division – ProValue. And with new associations such as Array Networks, ZTE and Netgear, the company plans to further strengthen its offering here. Apart from the value division, its other business units include components, notebook and tablets, printer and mobile accessories distribution. Safe says, the value business will continue to be a focus in the next financial year.

We saw the company investing in several channel engagements, both on a regional and local level. The distributor expects to strengthen its relationship with channel partners and also aims to conduct more education programmes for the channel and end customers.



Marissa Safe, CEO/VP

Year of start-up: 1989

Total staff: 180

Total engineers: 25 plus

Total resellers: 900 active accounts and 200 preferred partners



VENDORS PROFILE

Software and security: ESET

Peripherals and storage: WD, Seagate, Synology, QNAP, Overland Storage

Networking: D-link, Netgear, ZTE

Accessories and consumables: Tech21

Components: Intel, Kingston, Asus, AsRock, ECS, XFX, Liteon, Plextor, Apacer, Geil, Micron, AMD

Notebooks: Acer, Asus, Lenovo, Ilife



Top vendors by revenue: Seagate, Western Digital, Lenovo, Acer, Asus, Kingston

08 GLOBAL DISTRIBUTION \$464M

Dubai-based Global Distribution has only begun focusing in the regional distribution space seriously a year ago. However having achieved success on a global scale, the distributor is confident of making a mark in its home ground.

Having made it within the top ten channel players in this year's ranking, it is definitely a player to reckon with. The company on a group level has clear strategies in place in four different areas of operations such as territorial expansion, solutions business, managing and acquiring franchises and growing the private label business.

The company has been strengthening its distribution business over the last year by signing up a number of vendors. The distributor believes that no matter how much face value it brings along on a global level, it is important for them to be known in the regional channel space and have trusting relationships with partners. It has signed up with Pure Storage and Overland Storage for the GCC region under the storage unit. And has SolarWinds, Kaspersky and Qnap under its software unit portfolio. The distributor was also certified as the authorised service centre for Pure Storage in the region, indicating its commitment in the channel business.

In line with its growth plans, the company has also brought in a large team on board and also plans to move to a new office by early next year. The distributor is in the process of streamlining functions and processes within the organisation and its focus will be structuring the growth it has seen so far, in the coming months.



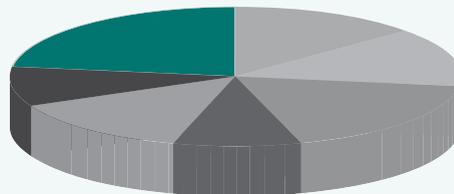
VM Chandrasekar, Group CEO

Year of start-up: 2001

Total staff: 100

Total engineers: 35

REVENUE CHART



Systems and hardware:	15%
Software and security:	15%
Peripherals and storage:	20%
Networking:	10%
Accessories and consumables:	15%
Services and training:	10%
Others:	15%

VENDORS PROFILE

Systems and hardware: HP

Software and security:
SolwarWinds and Kaspersky

Peripherals and storage:
Pure Storage, Overland Storage, Tandberg

Networking: HP, TP-LINK

Accessories and consumables: TP-LINK, Linkcomm



Top vendors by revenue: Apple, HP, Solwarwinds, Tandberg Data / Overland Storage, Pure Storage

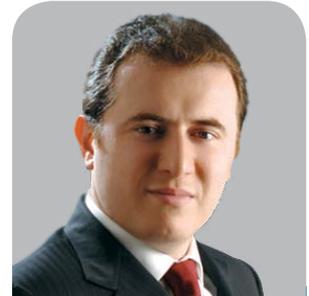
09 ALMASA IT DISTRIBUTION \$370M

Almasa IT Distribution has emerged as a key player in the regional channel over the last two decades with a focus on pure value-added distribution. In order to maximise the opportunities present in the mobility space, the distributor launched its own mobility division, Almasa Mobility in 2013 and has been focusing on this offering. Delivering services to the entire spectrum of the IT industry, Almasa works closely with its OEM, wholesalers, small and medium retailers and value-added resellers.

The company has seen a marked growth in its last year's revenues as compared to 2012 and will most likely maintain this momentum, especially with a dedicated focus on its mobility division. Currently it boasts of brands such as Acer, Asus, Blackberry, Huawei, LG, and Lenovo in this division.

Catering to the MENA region, the distributor represents an array of global brands such as Asus, Seagate, Acer, HP, AMD, Intel, Nvidia, Lenovo, LG, Dell, Fujitsu, Blackberry and other leading brands.

Headquartered in Dubai, with its main logistics hub in Jebel Ali Free Zone, Almasa IT Distribution provides in-country services in Saudi Arabia, Kuwait and Iraq.



Mehdi Amjed, CEO and Chairman

Year of start-up: 1995

Total staff: 250

Total engineers/technical staff: 6

Location of support offices: UAE, Kuwait, Iraq, KSA, Jordan, Egypt

Total resellers: 1200 active accounts

VENDORS PROFILE

Systems and hardware: Asus, Lenovo, Acer, HP, Dell

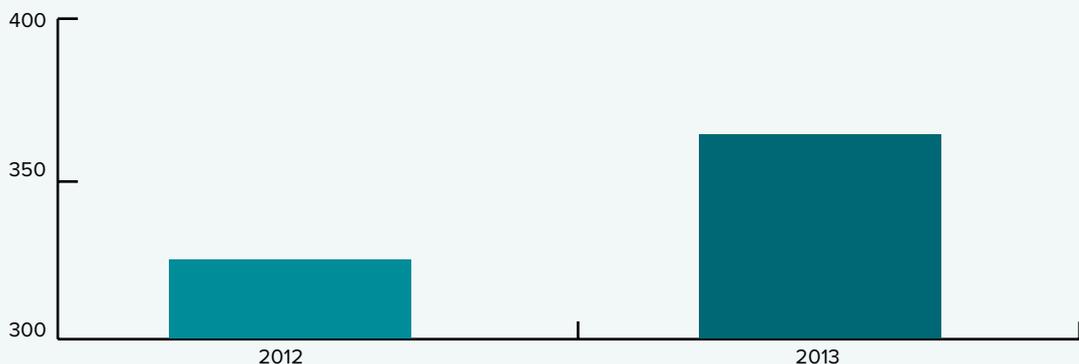
Peripherals and storage: Seagate, WD

Networking: Avaya, LG

Components: Intel, Asus, Nvidia, Patriot, Asrock

Mobility: Apple, Cat, Alcatel-lucent

REVENUE CHART



➔ Top vendors by revenue: Asus, Intel, Avaya, Lenovo, Seagate

10

MITSUMI DISTRIBUTION

\$320M

Originated in Africa, the company is one of the largest IT distributors in the region. In 2013, the company focused on creating in-country support centres to help partners with after-sales support. With 12 branches in the Middle East and emerging Africa, the company's key strength has been in-country logistics and credit to channel partners in local currency.

Jagat Shah, Chairman and CEO, Mitsumi Distribution says, "This is our innovative approach to have local stock to accommodate our in-countries partners' stock requirements."

The company's revenue has grown by \$75 million in 2013 when compared to the previous year and has increased its market share in the existing markets, specifically Nigeria and Tanzania, which were previously dominated by competitors. The distributor has also commenced its value business and signed up various brands in this segment. "We signed up with Polycom, Fluke Networks, Riverbed and APC for Africa region. We were able to increase the number of customers and also able to maintain our existing customer base," he says. "We grew HP in Libya, Lenovo in West Africa and have grown our service capabilities across the region. We are the number one distributor for Dell in the East Africa region."

2013 also saw the company signing distribution rights for global vendors such as Lenovo, Acer, Dell, Fujitsu for Morocco and APC, Asus, Epson and iSurf, while it entered into partnerships with Dell Enterprise, D-link, Linksys, HP Enterprise, IBM, Polycom and Riverbed on the value front.

Shah adds, "HP, Dell, Samsung, and Lenovo business were the main drivers for our revenue growth. We have signed an exclusive master distribution agreement with iSurf Technology for Middle East and Africa region." Next year, we will see the company focusing more to grow its mobility and value-added distribution. "In 2015, we will focus on strengthening our tablets, smartphones and PC portfolio. The African continent remains the biggest contributor to our bottom-line. Developing our mobility channel and partner enablement will contribute positively to our business development."

Mitsumi will work with its resellers and partners to certify and help them enhance technical skills by ways of trainings and seminars planned across Africa regions.



Jagat Shah, Chairman and CEO

Year of start-up: 1996

Total staff: 220

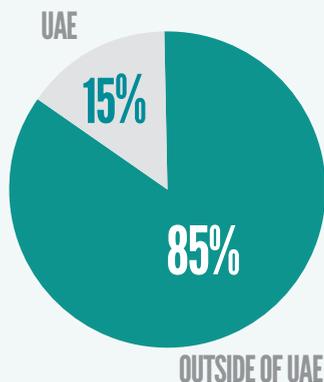
Total engineers / technical staff: 25



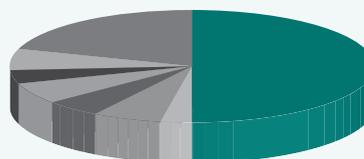
VENDORS PROFILE

Systems and hardware: HP, Dell, Acer, Toshiba, Lenovo, Samsung, Asus, iSurf
Software and security: Microsoft
Peripherals and storage: Western Digital, Toshiba
Networking: Tripplite, BenQ, Dell SonicWall, HP Enterprise, HP Networking, Riverbed, IBM, Polycom, Fluke Network, D-link, Linksys
Accessories and consumables: HP, Samsung
Services and training: Dell, Toshiba, Acer, Samsung
Components: WD, SanDisk
Lighting: Philips

REVENUE BREAKUP



REVENUE BREAKUP BY CATEGORY



Systems and hardware:	50%
Software and security:	3%
Peripherals and storage:	6%
Networking:	5%
Accessories and consumables:	6%
Services and training:	4%
Components:	6%
Telcos:	20%



Top vendors by revenue: Samsung, HP, Dell, Toshiba, Acer

11

JACKY'S ELECTRONICS

\$300+M*
*RME estimate

With more than 85 percent of the business accounting for IT, Jacky's electronics has experienced a stable growth over the years. The retailer clocked in 10 percent growth year-on-year in 2013 and expects to continue this momentum into the next financial year.

One of the major highlights for the company in 2013 was the partnership with Samsung Electronics to open Samsung branded shops across the UAE, owned and managed by the retailer. It has also focused on streamlining its B2B businesses to bring it under one entity. This includes 3D printing, digital printing and banking products.

COO, Ashish Panjabi says, "There has been a resurgence in the overall economy of the region and we are seeing an increased fold of customers coming in and with more product launches in the technology space and high customer demand, the growth will continue."

Jacky's Electronics stores are not the typical huge, big-box format, in fact this is a conscious business decision from the management side. "Our stores are between 1200 to 5000 square feet, which makes it easier for customers to get in and out more quickly. This is one of our market differentiators. We are multi-brand and multi-product, however we do not house every brand and every product. We want to go ahead with a better focus and this will also help our customers," he says.

From a retail perspective, the company is looking at more locations and innovative concepts, more of which we will hear about in the coming months. Going forward, the retailer is also looking at investing into enhancing the retail experience the customer has in order to bring in more growth. This means everyday operations such as merchandising and product display will have to be carried out from a fresh perspective.

We will also see the player capitalising on the opportunities in the wearable space in the coming year. "We see immense opportunities in the wearable segment, especially with the Apple watch anticipated early next year. Once wearables come in the picture in a stronger manner, then who we compete as retailers will increasingly blur, as then we are up against watch and sports retailers too," adds Panjabi.

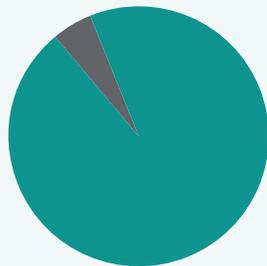


Ashish Panjabi, COO

Year of start-up: 1988

Total staff: 480

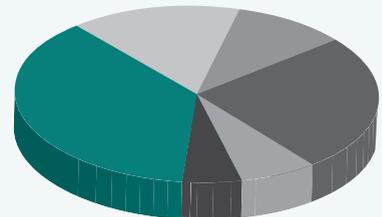
REVENUE BREAKUP



UAE: 95%
Outside UAE: 5%

REVENUE BREAKUP BY CATEGORY

- IT: 37%
- Audio/Video: 15%
- Photography: 10%
- Mobility: 25%
- Appliances: 7%
- Accessories: 6%



Top vendors by revenue: Samsung - 30%, LG - 15%, Sony - 8%, HP - 8%, Lenovo - 7%

12

ASBIS MIDDLE EAST

\$294M

Post the economic downturn, the market is now witnessing a high positivity and growth. But even then, the regional channel has had its share of difficulties. Players who have been innovative and different in their go-to-market strategies and identified opportunities early on, are now reaping the advantages.

Asbis Middle East, the 16-year-old distributor, moved its focus to mobility two years ago and is now seeing the benefits. Although the components market suffered in the last financial year, the broad line distributor has been able to sustain its growth. According to VP for META, Hesham Tantawi, the components segment will stabilise even further in the coming year. "We have grown 18 percent year-on-year in this segment," he says.

It will continue to focus on mobility and tablets in 2015 and increase its business in the new lines such as smart homes, smart health and lighting. We will also see the distributor developing its solutions business which has helped the company mature as a VAD. With these recent additions, the company is looking at growing by 35 percent year-on-year in 2015.

Tantawi says, "We are growing on our focused segments because we have defocused on some of the other industries such as notebooks. We are the biggest players in components and we will continue to focus on that besides mobility and the new lines."

According to him, what makes the company set itself apart from competition is the fact that it looks at the end user's need and accordingly come up with products. "We never sell our products without complete set of software and tools for it. We want to continue getting closer to our partners and customers. This is our competitive advantage."

Already a stable player in most of the GCC countries, the distributor has developed its channel in the Kuwait market in 2013 and is now looking at expanding into new geographies such as Kenya in the coming year.



Hesham Tantawi, VP, META

Year of start-up: 1998

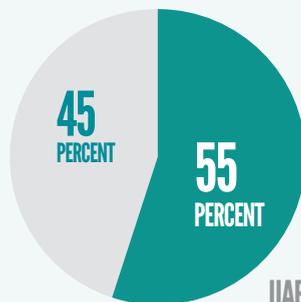
Total staff: 95

Total engineers / technical staff: 15

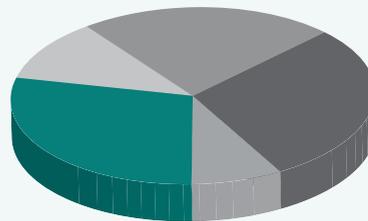
Location of support offices: Saudi Arabia, UAE, Egypt, Morocco, Algeria

REVENUE BREAKUP

OUTSIDE OF UAE



REVENUE BREAKUP BY CATEGORY



Systems and hardware: 29%
 Software and security: 11%
 Peripherals and storage: 23%
 Networking: 29%
 Accessories and consumables: 8%



VENDORS PROFILE

Systems and hardware:

Toshiba, Lenovo, Prestigio , Intel

Software and security: AVG, Symantec, ESET, Netgear, Evault

Peripherals and storage: Seagate, Netgear, ReadyNAS, Lexmark, Canyon, Prestigio, HGST, SanDisk

Networking: Netgear, TP-LINK (Remarketing), Tripp-lite, Ubiquiti

Accessories and consumables: Canyon, Prestigio

Components: AMD, Intel, ECS, Sapphire, Seagate



Top vendors by revenue: Intel – 20%, Lenovo - 18%, Seagate - 23%, Toshiba - 24%, AMD - 15%

13 MINDWARE

\$240M

Over the last 23 years, Mindware has been able to transform with the evolving market landscape by offering and being in sync with the latest technologies. The distributor reaches out to more than 2,500 resellers across the Middle East and North Africa region and brings in effective solutions to the market through strategic partnerships.

2013 saw the distributor partnering with storage solutions provider, EMC, to expand its offering in the storage and Big Data segment. And Lenovo also entered into a distribution agreement with the company early last year for its ThinkPad range of products. These two large brands have helped increase its revenues for last year.

According to Mario Gay, the General Manager for the company, 2014 has been moving on track. One of the changes it has implemented this year has been structuring its three main verticals of business – volume, value and virtualisation along with cloud computing. The distributor has put separate teams in place to handle the three divisions. From the volume front, Mindware aims to further optimise the opportunities from vendors such as Intel, Dell and Microsoft.

“We are looking at creating one unique value segment and this will be our focus moving ahead. We have implemented strategies towards achieving this. And when it comes to cloud and virtualisation, we will be taking a different go-to-market strategy both from a market and company point of view,” says Gay.

Expecting to close this year with around 15 to 20 percent growth year-on-year, the distributor says the growth in the next year is most likely to come from storage, servers, security and virtualisation. And the company plans to develop these themes going forward.

“We see a strong growth coming from Saudi, Oman and Qatar markets. We have also started operations in Pakistan this year and have grown our workforce in Qatar,” adds Gay.

With strong strategies in place, it will not be surprising if the distributor climbed the rank significantly by next year.



Mario Gay, General Manager

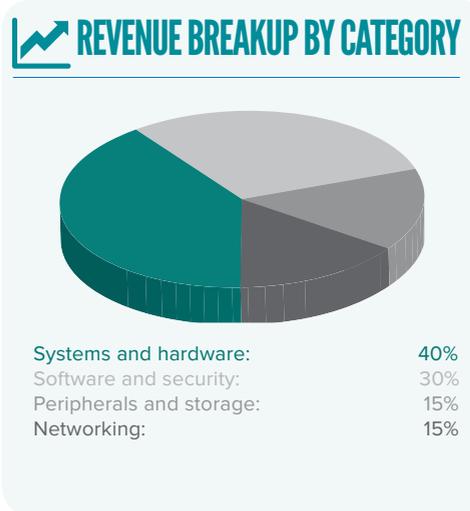
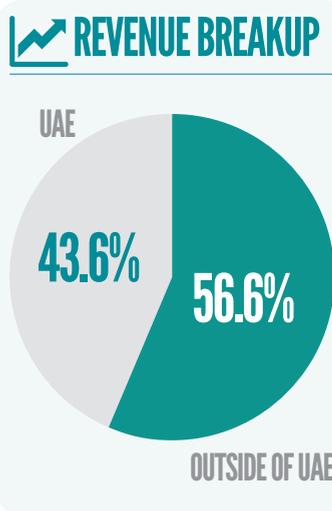
Year of start-up: 1991

Total staff: 144

Total engineers / technical staff: 6

Total resellers: 1862, out of which 860 in UAE

Location of sales offices: UAE, Qatar, Kuwait, Egypt, Lebanon, KSA



VENDORS PROFILE

- Systems and hardware: Dell, Lenovo
- Software and security: Microsoft, Symantec, Citrix, McAfee
- Peripherals and storage: Symantec, Kingston, EMC
- Networking: Emerson, Juniper, Nexans, Pace
- Accessories and consumables: Dell
- Components: Intel

Top vendors by revenue: Dell - 22.43%, Intel - 17.64%, Microsoft - 15.40%, Citrix: 11.12%, Symantec: 9.88%

14 ALPHA DATA

\$220M

Founded in 1981, the systems integrator delivers end-to-end solutions from introduction and POC of the technology to maintenance and support even after the project is completed. It works with its clients through deep-level business and technical expertise as well as an extensive knowledge of the most cutting-edge trends and technologies. This has been one of its key differentiators in the market.

Alpha Data has established a strong network, with the highest level of accreditation achieved with HP, Microsoft, Avaya, Cisco, Belden and Juniper. The backbone of the company is the creation of strong, long-term ties with both vendors and customers.

Over the last few quarters, the systems integrator has grown at a steady rate and has bagged a number of major project wins, which has contributed to its growth story. The company was recognised for excellence in sales and technical performance of Citrix mobile workspaces technologies in 2013 and also officially became a Gold Citrix Solution Advisor for the region.

The company believes public cloud and managed services will shape the future of systems integration in the region and is aligning the business with these trends. It aims at maintaining its existing enterprise business by always providing excellent service. In the coming year, we will see the systems integrator expanding to new areas such as mobility, cloud, and managed services.

Going forward, we will see the SI maintaining its existing enterprise business by providing excellent services. The company believes the two issues that end-users need to be aware of while choosing an SI to work with are the expertise of the potential SI's team and their quality of service. Customers today do not compromise on quality and it is not something an SI should take lightly. Cost is such a key factor in most customers' decision-making process, however, they can suffer if they choose a low cost SI. With this understanding, the company's offerings help customers to improve processes, reduce data centre and infrastructure costs, manage risk and governance and enhance top-line revenue. The company's business approach is based on establishing long-term partnerships that encourage success through mutual benefit.



Fayez Ibbini, Founder and CEO

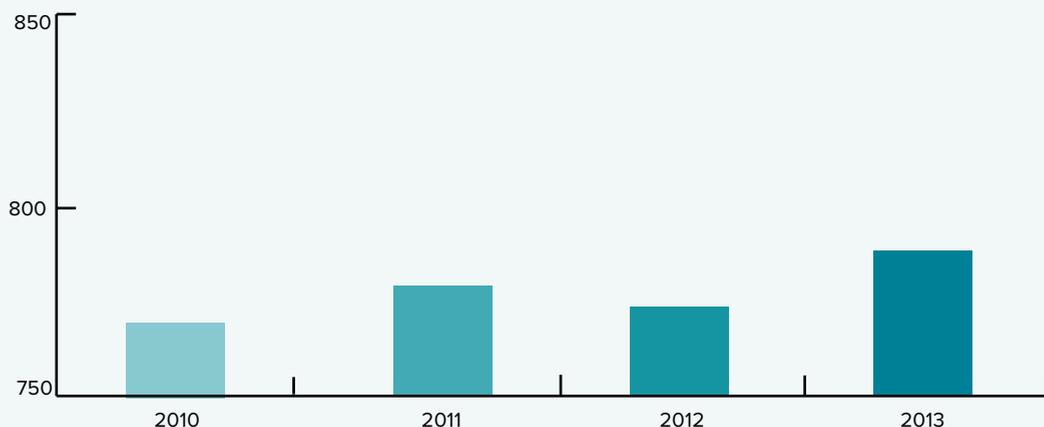
Year of start-up: 1981

Total staff: 770

Location of sales and support offices: Abu Dhabi, Dubai, Doha

Strategic partners: HP, Microsoft, Cisco, Avaya, Belden, Juniper Networks, Extreme Networks, Polycom, Samsung, Bosch, Autodesk, ASC

REVENUE CHART



15 WESTCON GROUP

\$205M

Expecting to close 2014 with strong double digits, Westcon Group offers value-added distribution for convergence, infrastructure, mobility, security and Cisco centric solutions in the Middle East and North Africa region since 1993.

Having established significant sales channels for brands such as Avaya, Blue Coat, Cisco, Palo Alto Networks, Juniper, Motorola among others, the VAD also offers proficient solutions in the convergence of voice, data and video application technologies, including VoIP, internet security and wireless.

One of its highlights in the last financial year for the company was being named as one of the best employers in the Middle East and Africa by Aon Hewitt

Steve Lockie, Group Managing Director for Westcon says, "Ensuring that everybody in the business is moving in the same direction, whether it is front office or back office has allowed us to lead and stay ahead of the market and move quickly into the new growth areas."

The VAD also signed up a number of new partnerships with brands such as HP, Palo Alto and F5 on the security front. While these brands are still in the recruit, enable and grow mode, Westcon will focus on driving these businesses further. It has also held a number of channel engagement initiatives last year.

Lockie adds, "Westcon security has experienced a high growth. And the Comstor brand has grown from strength to strength. With our dedicated focus, we have been able to grow effectively from the Cisco front as well."

In the coming year, the objective is quite straightforward, to repeat the success story and achieve it faster. "We will continue to focus on our people initiative and improve engagements with our employees, it is an on-going process and this is what makes all the difference." We will see the group paying more focus to the Cisco architecture from a Comstor point of view where it expects to see a significant growth in Unified Communications and data centre solutions.



Steve Lockie, Group Managing Director

Year of start-up: 1993

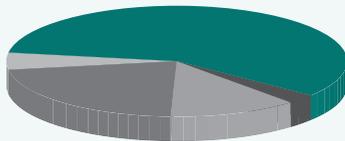
Total staff: 145

Total engineers / technical staff: 22

Total resellers: 1500

Location of sales offices: UAE, KSA, Oman, Yemen, Bahrain, Qatar, Kuwait, Lebanon, Egypt, Jordan, Pakistan, Afghanistan, Libya, Iraq

REVENUE BREAKUP BY CATEGORY



Software and security: 22%
 Peripherals and storage: 5%
 Networking: 58%
 Accessories and consumables: 3%
 Services and training: 12%

VENDORS PROFILE

Systems and hardware: Cisco, Motorola, Zebra, Datalogic, Datamax, Honeywell, PAR

Software and security: Mindtree, S2 Security, Pelco, HID, F5, Palo Alto,

AlgoSec, Arbor, Bluecoat, Cisco, Dell, Forescout, Juniper, Kaspersky, HP

Peripherals and storage: Netapp, Flexpod and Expresspod, APC, Avocent
Networking: Barco, AT & T, APC, Avaya, Acme Packet, Avocent-Emerson, NEC, Juniper, Lifesize, Motorola, Meru, Polycom, Proxim, Smart, Snom, Sonus

Accessories and consumables: Jabra, Plantronics

Others: Dascom Datamax-Oneil Datalogic, HID, Honeywell, NEC, Panduit Pelco Rcg Smart S2 Security Zebra



Top vendors by revenue: Cisco, Juniper, Avaya, Bluecoat, Motorola

16 CNS

\$190M*
*RME estimate

A regional systems integrator and managed services player, CNS has focused on providing its customers with innovative IT turnkey solutions backed up by high level services and support. In the last financial year, we have seen the SI enhancing its portfolio and adding global vendors such as EMC to cater to the storage space. It has also been awarded the best storage reseller in the region by HP last year.

As far as the geographical expansion is concerned, CNS continues to focus on its existing markets, UAE and Oman. However, there are plans to increase its footprint in the coming year.

In order to leverage the opportunities seen from the growth of technologies, mainly mobility, cloud and security, the SI has brought more people on board in 2013. The company continues to focus on meeting and exceeding customer expectations and considers this as its principle of business.

REVENUE BREAKUP BY REGION

Outside UAE: 30%
UAE: 70%



REVENUE BREAKUP BY CATEGORY

Peripherals and storage: 25%
Networking - 25 %
Services and training 25 %
Software & Security: 15%
Systems & Hardware: 10%



Ihab Al Saheli, GM

Year of start-up: 1987

Total staff: 266

Total engineers/ technical staff: 203

Primary market verticals: Government, oil and gas, healthcare, education, BFSI

Top vendors by revenue: Wincor Noxdorf: 30%
Cisco: 25%
HP: 20%
Oracle: 15%
MSFT: 10%

VENDORS PROFILE

Systems and hardware: Microsoft

Software and security: Oracle, Fortinet, Symantec

Peripherals and storage: HP, Oracle and EMC

Networking: Cisco

Services and training: Cisco, HP, Microsoft, Oracle,

VMware, Symantec, Fortinet, F5, APC, Windor

Nixdorf

17 TRIGON

\$160M

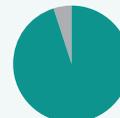
Maintaining a balance between top-line and bottom line growth has been a key challenge for the channel players in the region. With 17 years of experience in the market, Trigon has understood this and therefore been able to sustain the growth for the last two years.

With big names such as Samsung, LG, Dell, Netgear, ViewSonic, Xerox, 3M, Acer, Creative, D-Link, Elo Touch, Ergotron, AVM, PenPower, BenQ, Mustek and Transcend in its portfolio, the company has strongly positioned itself as a major player in the distribution of IT peripherals in the region.

The company's focus has been to grow its retail related product line and focus more on the SME segment in this financial year. For the next few quarters, it plans to expand its products for the B2B segment and focus more on profitability and improve the gross margins. We will also see it expanding its logistics and service centre and moving these operations to a bigger area.

REVENUE BREAKUP BY REGION

UAE: 95%
Outside UAE: 5%



TOP VENDORS BY REVENUE



Samsung : 35%
LG : 13%
Acer : 13%
Elo & Ergotron : 10%
D-Link : 8%
Creative : 7%



Arjun Chawla, CEO

Year of start-up: 1997

Total staff: 106

Total engineers/technical staff: 12

Total resellers: 300 plus

VENDORS PROFILE

Systems and hardware: Samsung, LG, Acer, Dell, ViewSonic, BenQ, Xerox

Peripherals and storage: LG, Lenovo

Networking: D-Link, Netgear

Accessories and consumables: Creative, PenPower

18 GULF SHADOWS COMPUTERS

\$135M

Gulf Shadows Computer Systems began operations in 1999, and since then it has grown to become a strong regional player. It caters to the distribution of computers, computer accessories and other IT equipment across the Middle East, Africa and CIS countries. With a comprehensive product portfolio consisting of several global vendors such as Foxconn, Sapphire, Galaxy, A-Data, Elixir as a distributor, it also partners with major brands like TP-Link, Dell, Toshiba, HP, Intel, Epson and Canon. In 2013, the distributor signed a partnership with Zotac to distribute the vendor's range of graphic cards in the Middle East and North Africa region. Identifying opportunities in the mobility space, the distributor is now aiming to strengthen business in this area and grow the business.



Hassan Al Aas, Sales Director

Year of start-up: 1999
 Location of sales offices: Dubai, Tajikistan, Turkmenistan, Egypt, China, Algeria
 Total resellers: 2000



Top vendors by relationship: Intel, Foxconn, Sapphire, Elixir, Galaxy

VENDORS PROFILE

Systems and hardware: Dell, HP Desktop
 Peripherals and storage: XYZ 3D Printing
 Networking: Netis

Components: Intel, Philips, Samsung, Foxconn, A-data, Elixir, Sapphire, Galaxy, EVGA, Power colour
 Notebooks: Acer, HP, Dell, Lenovo, Asus

19 ARROW ELECTRONICS

\$130M*
 *RME estimate

The major highlight for Arrow Electronics has been its foray into the region through the acquisition of the regional VAD Computerlinks, last October. The brand will be formally launching itself at GITEX this month. Arrow serves as a supply channel partner for over 100,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 460 locations in 58 countries. The distributor's enterprise computing solutions business is primarily focused on security, networking, data centre and storage. And it offers end-to-end IT infrastructure solutions including data storage, servers, enterprise software, security, Unified Communications and virtualisation, while addressing emerging areas such as social, mobility, analytics and Big Data and cloud. The company's enterprise computing solutions segment provides enterprise and mid-range computing products, services and solutions to IT solution providers in 35 countries around the world.

Besides enhancing its marketing activities to reach out to the region, we will see the distributor expanding its value-added services and invest more heavily into the channel with partner enablement initiatives which includes training going forward.



Gareth Morgan, GM

Year of start-up: 1935
 Regional operations: 2013
 Total staff: 16,500 globally
 Location of sales offices: UAE
 Primary technology segments: Security, networking, storage
 Distribution model: Value-added IT distribution

VENDORS PROFILE

Software and security: F5, RSA, Websense, McAfee, Trend Micro
 Peripherals and storage: EMC

Networking: Gigamon, Firemon, Extreme Networks, Exinder



Top vendors by relationship:

RSA, Websense, McAfee, EMC, F5

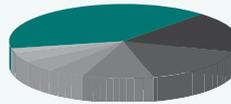
20 VISIONAIRE

\$129.8M

Visionaire provides a complete portfolio of professional and managed services which helps customers to enhance the value of their ICT investments across verticals such as education, enterprise, healthcare, hospitality, finance and banking. The systems integrator believes it can support a customer's business objectives by aligning ROI with the business needs through seamless functions between systems, processes and people.

Close working relationships through strategic partners has been the key to the SI's success. This has further been established with large customer-wins such as Zayed University last year. The company was also recognised as the 'outstanding partner for 2013' by HP and Microsoft for its frontline partnership for Unified Communications and collaboration, which was another highlight for the company.

REVENUE BREAKUP BY CATEGORY



Networking: 40%
 Peripherals and storage: 18%
 Systems and hardware: 16%
 Software and security: 10%
 Services and training: 5%
 Others: 5%
 Components: 4%
 Accessories and consumables: 2%



Aneeta Gupta, CEO

Year of start-up: 1995
 Total staff: 600
 Total technical staff: 480
 Name of vendor certifications: Certifications (both sales and technical) with Microsoft, SMART, Arrive Systems, HP, Aruba, Polycom

VENDORS PROFILE

Systems and hardware: HP, Huawei, Arrive Systems, SMART
 Software and security: Microsoft
 Peripherals and storage: Huawei, Brocade, EMC
 Networking: HP, Aruba, Juniper

Accessories and consumables: Rave, SMART
 Services and training: SMART, Arrive Systems
 Networking: HP, Aruba, Juniper
 Collaboration: Polycom, Arrive, SMART

TOP VENDORS BY REVENUE
 SMART, Arrive, HP, Polycom and Juniper

21 AL JAMMAZ DISTRIBUTION

\$125M

Saudi-based VAD Al Jammaz Distribution's main focus was developing the channel by inspiring, enabling then empowering them in 2013. It has executed several programmes and initiatives toward demand generation and enabling and empowering the partners. "In demand generation we have developed joint marketing services and activities working together with our partner VARs where we focus with them in different market verticals to generate demand, leads and manage a pipeline together through joint promotion, events and out bound calls to his customers. We have provided different programmes to our partners in coordination with different vendors. These programmes include workshops and training in different technologies for both the sales team and the technical team of our partners," says the Vice President of the company, Asim Al-Jammaz.

The distributor aims to develop a strong sales channel including partners and IT pro-community and translate product marketing initiatives to ensure proper channel fulfilment.

REVENUE BREAKUP BY CATEGORY



Networking: 40%
 Peripherals and storage: 30%
 Systems & Hardware: 10%
 Software and security: 10%
 Services and training: 10%



Asim Al-Jammaz, VP

Year of start-up: 1998
 Total staff: 180
 Total engineers/ technical staff: 28
 Location of support office: Riyadh, Jeddah, Khobar, Qassim, Tabuk, Sajer, Wadi Aldwaser, Najran

VENDORS PROFILE

Systems & Hardware: APC, Cisco
 Software and security: Symantec, EMC
 Peripherals and storage: EMC, VCE, Lenovo
 Networking: Cisco, Linksys, Rockus, Fluke Networks,

Panduite, Technicolor, Bandrich
 Services and training: EMC, Cisco, VCE, Fluke Networks

TOP VENDORS BY REVENUE

EMC, VCE, Cisco, Bandrich, APC

22 DESPEC

\$124M

Despec has achieved a high growth rate of 35 percent in 2013 and this is largely because the distributor invested in streamlining its business focus last year. Understanding that every brand has its own market behavior, the company classified its existing portfolio of brands into specific groups across segments. The distributor has also experienced around 40 percent growth in its retail segment and also brought in new brands such as Pantom Retail in to the MEA region. Besides classification and widening its portfolio, Despec has also expanded regionally last year, commencing operations in Qatar and has invested more into Kuwait. Jaison Korath, CEO of the company says, "2013 was an incredibly exciting year for Despec in terms of the overall reach, revenue market share and brand mix."

REVENUE BREAKUP BY CATEGORY



Accessories and consumables: 80.5%
Peripherals and storage: 17%
Networking: 2%
Software and security: 0.5%



Jaison Korath, Group CEO

Year of start-up: 1996
Location of sales offices: UAE , KSA , Jordan, Lebanon, Kenya, Tanzania, Uganda, Kuwait
Total resellers: 2132



Top vendors by revenue contribution: HP - 72%, Lexmark - 7%, Imation - 4%, ADATA: 3%, Wacom: 3%

VENDORS PROFILE

Software and security: Norton

Peripherals and storage: HP, Imation, Verbatim , IBM , Adata, Transcend, PNY

Accessories and consumables: HP, Lexmark , Adata, Transcend, PNY,

Samsung, Canon, Printronix , Tally Genicom , Imation, Verbatim , Wacom, Double A , Targus, Xtrememac, ICIDU, Powerocks, Trust, Orient Pearl, HP Paper

Networking: D-Link

23 PROLOGIX DISTRIBUTION

\$100M

Headquartered in Dubai, Prologix distribution has been in operations since 1998 and has footprints across the UAE, GCC, rest of the Middle East and Africa and SAARC countries. Over the years it has strengthened its positioning as a value-added distributor and delivers solutions in wireless, RF and technology, test and measurement, security and telecom equipment across MEA.

It continues to focus on being the one-stop distributor for critical wireless projects and caters to the channel with best pricing options, presales and after-sales support.

In 2013, the distributor has been recognised as 'Avaya mid-market partner of the year 2013'.

And it has conducted several free technical and sales trainings for customers and resellers for LevelOne, Trango Systems, Fluke Networks and other products over the last year.

TOP VENDORS BY REVENUE

Empirix: 12%
Microtik: 8%
Totolink: 7%
Trango: 4%
Cambium Networks: 4%

TOP VENDORS BY RELATIONSHIP

Trango Systems, Empirix, Cambium Networks, Fluke Networks and AFL



Sarwan Singh, Managing Director

Year of start-up: 1998
Location of sales offices: Dubai, Abu Dhabi, Qatar, Kenya, Nigeria, India, Sri Lanka
Primary vertical focus: Telecom, defense, law enforcement, real estate, BFSI, government, oil and gas, education, hospitality

VENDORS PROFILE

WiFi and networking: Totolink, LevelOne, Microtik

RF and microwave: Cambium Networks, Trango Systems, Sub10 Systems, Motorola Solutions, Simoco, Peplink, Redline Communications

Telecom: Sangoma Tehnologies

Video surveillance: LevelOne, Secura

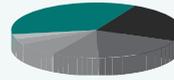
Test and measurement: Fluke Networks, AFL, Spectracom, Keysight Technologies, IDEAL Industries, Anite Finland , Empirix, Extech, Anapico, Aaronia

24 SEVEN SEAS COMPUTER

\$95M

Seven Seas is a leading systems integrator and an ICT solution provider in the UAE for over three decades. An ISO 9001:2008 certified company and a tiered partner to most large technology vendors including Microsoft, Cisco, HP, Citrix and Symantec, the SI delivers solutions and services in enterprise systems, networking, business continuity, DR and managed services. Catering to sectors such as SMB, hospitality, healthcare, banking and finance, the ICT player has been able to gain a sizeable market share even in global markets such as Sri Lanka, Malaysia and Singapore. Over the last year, the SI has invested in growing its workforce considerably in order to cash in the opportunities in emerging technologies.

REVENUE BREAKUP BY CATEGORY



Software and security: 35%
 Systems and hardware: 25%
 Networking: 18%
 Peripherals and storage: 9%
 Services and training: 8%
 Others: 3%
 Accessories and consumables: 3%



Nayagam Pillai, CEO

Year of start-up: 1983
 Total staff: 320
 Total engineers / technical staff: 210
 Primary vertical focus: Oil and gas, hospitality, healthcare, education
 Name of vendor certifications: Microsoft, Cisco, HP, IBM, VMware, CITRIX, Symantec, CA, AVAYA, MITEL, McAfee, Websense, Polycom, EMC, NetApp, Panduit, APC



Top vendors by revenue: Microsoft - 31%, IBM - 15%, HP - 21%, Cisco - 17%, Avaya - 6%

VENDORS PROFILE

Systems and hardware: HP, IBM and DELL
Software and security: Microsoft, Cisco, Symantec, Websense, McAfee, Symantec.Cloud, CITRIX, CA, RedHat, VMware, Vaeem
Peripherals and storage: HP, IBM, CA, CITRIX, NETAPP, EMC
Networking: CISCO, HP, IBM, Aruba, Panduit, Brandrex

Accessories and consumables: HP, APC,
Services and training: HP, Cisco, IBM and DELL
Others: Polycom, Arecont, Life Size

24 EXPERTS GROUP

\$95M

Experts Group began operations in 1994 and over the years has diversified its business to focus on re-export and become an emerging distributor and reseller for IT hardware from global brands including Dell, Acer, Toshiba and Epson. With competitive pricing, faster deliveries and prompt after-sales services as some of its market differentiators, the company stays updated with current market trends and requirements, and accordingly aligns its business to meet the demand. Believing that strong teamwork and good customer relationships can help its market share grow further, Shailendra Rughwani, Managing Director of the company says, "We are looking forward to developing new markets for our products overseas. We also plan to focus on our bottom line which is very important presently. That being said, we expect to have a higher revenue growth in 2014 compared to 2013."

REVENUE BREAKUP BY REGION

UAE: 60%
 Outside UAE: 40%



REVENUE BREAKUP BY CATEGORY



Systems and hardware: 60%
 Peripherals and storage: 20%
 Services and training: 10%
 Components: 10%



Shailendra Rughwani, MD

Year of start-up: 1994
 Total staff: 60
 Total engineers / technical staff: 10
 Location of sales offices: Bur Dubai and Jebel Ali Free Zone, Dubai
 Primary vertical focus: Surveillance and biometric security solutions, computer hardware, UPS & accessories
 Name of vendor certifications: Canon, Sony, Fujitsu, Hp, Qsan, Virdi, Cametron

VENDORS PROFILE

Systems and hardware: Sony, HP
Peripherals and storage: Toshiba, WD
Networking: Cisco

Accessories and consumables: HP
Components: Epro

TOP VENDORS BY REVENUE

Sony, Epro, HP, Cametron

25 FVC

\$80M

Value-added distributor, FVC has had a high growth in 2013 which has significantly contributed to its revenues. One of its major highlights was the Barco partnership in line with plans to expand into the high-end interactive and audio visual space.

The company is also renewing its focus on the information and security business and has partnered with Watchful Software and also is working with brands such as Aruba and Sourcefire to build up the complete security portfolio.

KS Parag, Managing Director, says, "We have also accelerated the WAN optimisation and WAN acceleration business. We grew this business extensively. And today by working with brands such as Riverbed, we have dramatically showed the value of WAN optimisation and acceleration and network performance management to companies and channel partners together in order to leverage it."

The VAD has built a complete services portfolio and plans to continue to grow its Unified Communications and AV business in the coming year by expanding its channel breadth.

REVENUE BREAKUP BY CATEGORY



Unified communications: 50%
Networking: 25%
Software and security: 15%
Services and training: 10%



KS Parag, Managing Director

Year of start-up: 2000
Total Staff: 140
Total Engineers/ Technical Staff: 50
Location of support offices: Dubai, Abu Dhabi, Riyadh, Cairo, Casablanca, Nairobi
Primary vertical focus: Education, oil and gas, telcos, banking and finance, MNCs

VENDORS PROFILE

Software and security: Aruba Networks, Sourcefire, Palo Alto Networks, Watchful software, Edgewater Networks
Networking: Alcatel-Lucent Enterprise, Riverbed, Cyan, Datwyler

Unified Communications and collaboration: Polycom, Barco, Vaddio, Vbrick, Revolabs, Digium

26 EXCLUSIVE NETWORKS

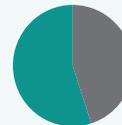
\$75M

Exclusive Networks Group forayed into the Middle East region with its acquisition of the security specialist distributor, Secureway, which was formalised earlier this year. Delivering across the EMEA region, the distributor is positioned as a 'superVAD' and offers vendors a compelling proposition through its ability for faster and more economic market penetration. It aims to provide its value-added resellers and channel partners immediate access to emerging technologies and will offer additional benefits of competitive differentiation, growth and margin retention. Besides the merger, another significant highlight for the company in this financial year was winning the EMEA distributor partner of the year award at F5 Networks Agility Partner Awards 2014.

In the next few quarters, the distributor aims to expand to new markets such as Australia and New Zealand and is identifying new avenues for partnerships with new vendors. It will also focus on growth and increasing its workforce, to strengthen its position in the market and build its presence further in KSA.

REVENUE BREAKUP BY REGION

Outside UAE: 55%
UAE: 45%



REVENUE BREAKUP BY CATEGORY



Systems and hardware: 60%
Software and security: 30%
Services and training: 10%



Fari Boustantchi, CEO

Year of start-up: 2005
Total Staff: 64
Total Engineers/ Technical Staff: 17
Location of support offices: Dubai, Saudi Arabia, Oman, Qatar, Kuwait, Jordan, UK, France
Total resellers: 1000

VENDORS PROFILE

Systems and hardware: F5, Fortinet, Infoblox, LogRhythm, FireEye
Software and security: Lumension, LogRhythm, Vasco, FireEye, Leiberman Software, HID

Networking: F5, Fortinet, Infoblox, FireEye
Services and training: WhiteHat Security

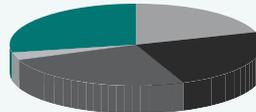
27 EMITAC ENTERPRISE SOLUTIONS

\$60.1M

EES, the systems integration component of the Emitac Group, has been providing technology-based solutions for over three decades in the UAE. The company attributes its strength to the strong reputation it has built based on many successfully implemented projects and services in the UAE enterprise market over the years.

In 2013, the systems integrator broadened its solution portfolio including data centre solutions, enterprise software licensing, networking and security, IT service management, mobility and business intelligence and has had a significant growth in the endpoint management solutions and software asset management area. It also won several large scale projects such as ADJD, TRA/ Etisalat ITSM project, Global Aerospace Logistics for data centre project and Mashreq bank for server infrastructure project to name a few, adding to its success stories. The company's CEO, Miguel Angel Villalonga says, "We are seeing a growth rate of 40 percent year-on-year, which is a massive step forward for an established business."

REVENUE BREAKUP BY CATEGORY



Services and training: 28%
Peripherals and storage: 25%
Software and security: 24%
Systems and hardware: 20%
Networking: 3%



Miguel Villalonga, CEO

Year of start-up: 2000
Total Staff: 140
Total Engineers/ Technical Staff: 50
Location of support offices: Dubai, Abu Dhabi
Primary vertical focus: Government, telcos, banking and private

VENDORS PROFILE

Systems and hardware: HP

Software and security: Microsoft, HP Software, Oracle, Asset, Juniper, Symantec, McAfee, Aruba, Cisco, SafeNet, HP Networks

Peripherals and storage: HP, EMC, Oracle

Networking: HP Networks, Juniper, Symantec, McAfee, Cisco, Aruba

28 STARLINK

\$55M

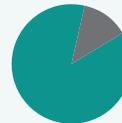
2013 was the year of growth for value-added distributor, StarLink. This is clear from the revenue figures, having almost doubled in 2013 compared to the previous year. Most of this growth has come from extensive expansion plans. It successfully launched its Turkey operation with an on-ground presence in Istanbul and put a sales and technical team in place. The company also grew its workforce across the Middle East, taking its total staff to over 50.

The distributor continued to execute its strategic partner programme and aligned closely with its top partners to provide an effective platform for growth.

The VAD has termed 2014 to be the 'year of the channel' and is developing market strategies and channel initiatives with this focus. Nidal Othman, Managing Director of the company says, "In terms of recruitment and expansion, we have successfully launched our South Africa operation, with an office in Johannesburg and recruited the initial members of our local sales and technical teams. From a revenue standpoint, we are on track to achieve revenue growth of 35 percent year-on-year, expecting a turnover of around \$75 million for 2014."

REVENUE BREAKUP BY REGION

Outside UAE: 87%
UAE: 13%



REVENUE BREAKUP BY CATEGORY



Software and security: 92.5%
Services and training: 5%
Networking: 2.5%



Nidal Othman, Managing Director

Year of start-up: 2005
Total Staff: 134
Total Engineers/ Technical Staff: 49
Total resellers: 170
Location of support offices: UAE, Saudi Arabia, Kuwait, South Africa, Turkey
Primary vertical focus: Banking and finance, oil and gas, government, telco

29 MAXTOUCH COMPUTERS

\$52M

Established in 2003, Maxtouch Computers is a SMB solutions provider and also distributes for several global brands such as Acer and is a partner for brands such as Cisco. One of its major highlights in 2013 has been the distribution agreement with Tripp-lite. With \$52 million revenues in 2013, it is definitely a reseller to watch out for.

Director of the company, Ramesh Belani says, "Within retail, we are strongly focusing IT accessories with EPPCO/ ENOC franchised ZOOM outlets in all metro stations, gas stations and Zoom markets. We have also been associated with all Emarat gas stations and Emarat franchised outlets."

Keeping in line with the market developments, we will see the company entering into in-country distributions in the coming year.

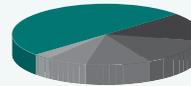
REVENUE BREAKUP BY REGION

Outside UAE: 63%
UAE: 37%



REVENUE BREAKUP BY CATEGORY

Systems and hardware: 50%
Networking: 15%
Peripherals and storage: 14%
Accessories and consumables: 11%
Services and training: 7%
Software and security: 3%



Ramesh Belani, Director

Year of start-up: 2003
Total Staff: 45
Total Engineers/ Technical Staff: 12
Name of vendor certifications:
Cisco, Tripp Lite, HP, Juniper,
Avaya, Dell, Samsung, Toshiba,
Liteon, Apacer, Acer
Location of support offices: Dubai,
Abu Dhabi, Jebel Al, Nairobi

VENDORS PROFILE

Systems and hardware: HP, Toshiba, Acer, Samsung
Software and security: Juniper, Tripp-lite
Peripherals and storage: LiteOn, Apacer, Sandisk

Networking: Cisco, Juniper, Tripp-lite
Accessories and consumables: Sandisk, Imation, HP, Targus
Services and training: Tripp-lite, Toshiba, Juniper

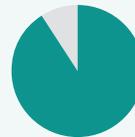
30 INTERTEC SYSTEMS

\$50M

Intertec is right on track to meet its objective of achieving 30 percent by 2015. The 23-year-old IT systems integrator and solution provider enjoys strong market credibility with its customers, employees and partners. With more than 20 high-accreditation alliances with industry leaders, it has over 800 customers from the BFSI, government, corporate and hospitality sectors across the Middle East, Indian subcontinent and the UK. It follows PMI project methodologies and intensely use systems to manage its internal and customer interactions. What has helped the company achieve a huge growth in the last year has been the decision to focus on growing its services business in the applications and IT infrastructure space. The SI has had a growth rate of 25 percent year-on-year.

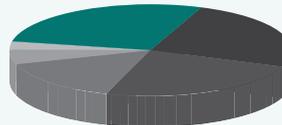
REVENUE BREAKUP REGION

Outside UAE: 91%
UAE: 9%



REVENUE BREAKUP BY CATEGORY

Systems and hardware: 60%
Software and security: 30%
Services and training: 10%



Naresh Kothari, MD

Year of start-up: 1991
Total Staff: 300
Total Engineers/ Technical Staff: 100
Primary verticals: government, corporate, hospitality, oil and gas

VENDORS PROFILE

Networking: F5, Fortinet, Infoblox, FireEye

Services and training: WhiteHat Security

31 COMGUARD

\$44M

The main highlight for the security distributor during last year has been the introduction of an independent team known as Strategic Alliance and Quality Assurance team, which works in tandem with the other teams at the company to bridge the technology gaps within its portfolio. This also ensures the best of service is provided to the distributor's channel partners and associates.

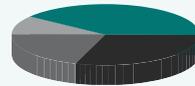
From being a pure-play enterprise mobility player, 2013 also saw Psilog, the distributor's sister company emerge as a broadline distributor as it signed partnerships with global brands including Dell, Toshiba, Prysm and Citizen. Ajay Singh Chauhan, CEO of the company says, "In 2014, ComGuard has been growing organically by expanding our technology portfolio, by signing up new niche vendors in the information security space such as Nextthink for IT analytics, Niksun in cyber-security, Sophos in data security, Content Keeper for web filtering and security and Ghangor Cloud in fourth generation DLP. This in turn helps us reach out to the customer segments we possibly could not address earlier due to lack of the right mix of solutions."

REVENUE BREAKUP BY REGION

Outside UAE: 60%
UAE: 40%



REVENUE BREAKUP BY CATEGORY



Software and security: 40%
Peripherals and storage and networking: 30%
Services and training: 20%
Systems & Hardware: 10%



Ajay Singh Chauhan, CEO

Year of start-up: 2002
Total staff: 120
Total engineers/ technical staff: 60
Total resellers: 900
Location of support offices: Dubai - Dubai Knowledge Village, Jumeirah Lakes Towers and Jebel Ali, Saudi Arabia, India - Bombay, Delhi and Bengaluru

VENDORS PROFILE

Systems & Hardware: Beyond Trust, Winmagic
Software and security: Kaspersky, GFI, EC-Council, Acunetix, Gateprotect, HP Enterprise Security, WinMagic, Tripwire, Content Keeper, Nextthink, Niksun, Ghangour Cloud

Networking: Array Networks, Bluecat, AirTight
Accessories and consumables: EnGenius
Services and training: Kaspersky, ArcSight
Others: SafeNet, Meru Networks

TOP VENDORS BY REVENUE

HP - 30%, Kaspersky - 30%, Safenet - 15%, GFI - 15%, Watch Guard - 10%

32 OXYGEN MIDDLE EAST

\$38M

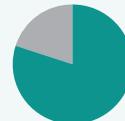
Established in 2004, the value-added distributor is a mobility solution provider, with a focus on designing, distribution and implementing high performing, scalable and secure wireless solutions in the Middle East region.

An official distributor for several wireless vendors such as Aruba Networks, it is also known for its mobility products such as enterprise wireless products, home and small office wireless products, wireless end-devices and applications. The distributor has had a number of channel engagement initiatives throughout the year and is looking at enhancing its value-added solutions portfolio. Besides distribution, its core competencies include Professional Service Engineer, customer training, employee training and empowerment and reseller training and support.

Going forward, we will see the company aiming to position itself as a VAD with comprehensive solutions.

REVENUE BREAKUP BY REGION

Outside UAE: 80%
UAE: 20%



REVENUE BREAKUP BY CATEGORY



Wireless and mobility: 80%
Software and security: 10%
Networking: 5%
Services and training: 5%



Khalid Laban, CEO

Year of start-up: 2004
Total Staff: 80
Total Engineers/ Technical Staff: 35
Total resellers: 300
Primary vertical focus: Hospitality, government, retail, health care, banking and finance, oil and gas, construction
Location of support offices: UAE, KSA, Egypt

TOP VENDORS BY REVENUE

Top vendors by revenue: Aruba, Fortinet, Vidyo, MobileIron, Vocera

33 ALMOAYYED COMPUTERS

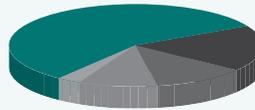
\$36.2M

Bahrain-based Almoayyed has won two government contracts – Microsoft Enterprise Agreement and Cisco Framework Agreement in 2013, which took the systems integrator to a unique positioning in the market. Apart from this, it has also signed up with a number of long-term contracts with the public sector entities. The company has seen a strong growth in the finance vertical which is a key segment in the Bahrain market.

General Manager, SM Hussaini says, “We have continued our winning performance in the finance sector. We stayed a leader from the infrastructure stand-point and bagged a few good applications deals comprising of core banking solution and mobile banking solution. During the year we invested in re-training our staff and getting re-certified by our partners to stay current, and have a strong positioning in the cloud era.”

Almoayyed Computers’ strategy is to focus and benefit from the opportunities presented by the advent of cloud computing. The company is looking at offering a host of services around cloud covering infrastructure as well as applications.

REVENUE BREAKUP BY CATEGORY



Software and security: 57%
 Services and training: 18%
 Systems and hardware: 12%
 Networking: 10%
 Peripherals and storage: 3%



SM Hussaini, GM

Year of start-up: 1979
 Total Staff: 155
 Total Engineers/ Technical Staff: 85
 Name of vendor certifications: Microsoft LSP, Microsoft Gold, HP Gold, Cisco Gold, Oracle Gold, HP/Microsoft Frontline, VMWare, Citrix, Symantec, Avaya

VENDORS PROFILE

Systems and hardware: HP, Oracle, EMC and Cisco
 Software and security: Informatique, Citrix, Zilog, IBM Maximo,

Microsoft, Oracle, Symantec

Networking: Avaya, Cisco
 Accessories and consumables: HP
 Services and training: HP, Oracle, Cisco, Microsoft

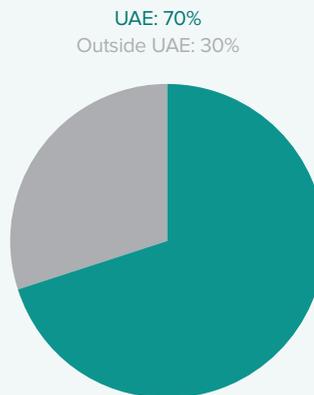
34 PRINTEK SUPPLIES

\$35M

The specialist consumables reseller has grown quite a bit in 2013. Offering printer consumables such as ink, toner, cartridges from global brands such as HP, IBM, Sony, Brother, Canon, Lexmark, Xerox, Dell, Imation, Samsung and Epson, it expects to grow even further in the coming year. The growth is expected to come from new geographical areas within the GCC and the company has already put expansion strategies in place in order to maximise the opportunity.

Printek Supplies represents leading manufacturers of impact and non-impact printer supplies, magnetic and optical data storage media and traditional office products.

REVENUE BREAKUP BY REGION



Manoj Tiwari, Managing Partner

Year of start-up: 2004
 Total Staff: 15
 Total Engineers/ Technical Staff: 2
 Location of support offices: UAE and KSA
 Brands in product portfolio: HP, IBM, Sony, Brother, Canon, Lexmark, Xerox, Dell, Imation, Samsung and Epson

35 HELP AG

\$34M

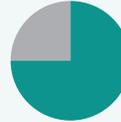
Help AG has had a fairly good 2013 with several highlights to mark the year. The systems integrator successfully completed over 20 high-profile projects in the last year alone and has about 200 active projects. Currently serving around 97 customers in the region including government organisations and financial institutions which demand high level of security solutions, the company has also launched the Help AG Security Analysis division. This offers critical services such as security review, penetration testing, configuration architecture review, vulnerability assessment (including mobile platforms) and social engineering and exploitation.

Last year, the ten-year-old company entered into a number of new vendor partnerships such as HP, AccessData and Proofpoint and extended its relationship and commitment to existing partners. It also became the first reseller in the United Arab Emirates trained and certified to offer the Juniper Networks Junos WebApp Secure solution.

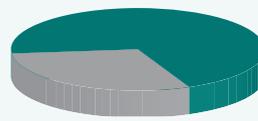
In the coming months, we will see the SI focusing on existing markets, UAE and Qatar, and will look at expanding into KSA.

REVENUE BREAKUP BY REGION

UAE: 75%
Outside UAE: 25%



REVENUE BREAKUP BY CATEGORY



Software and security: 70%
Services and training: 30%



Stephan Berner, CEO

Year of start-up: 2004
Total Staff: 76
Total Engineers/ Technical Staff: 50
Location of support offices: Abu Dhabi and Doha (Qatar)
Primary vertical focus: Finance, government, oil and gas, education, healthcare, aviation, telco

VENDORS PROFILE

Software and security: AccessData, Algosec, Blue Coat, Cyber-Ark, F5 Networks, Fire Eye, HP Enterprise Security, Infoblox, Juniper Networks, Mi-Token, nCircle, Palo Alto Networks, Proofpoint, Riverbed, RSA, Sourcefire and Symantec

36 AL ROSTAMANI COMMUNICATIONS

\$30M

The systems integrator delivers solutions in infrastructure, enterprise communications and IT/networking across verticals such as the government sector, oil and gas, utilities, financial sector, hospitality, transportation, retail and construction.

Mohammed Zameer, GM of the company says, "We have carried out many projects across different verticals, including a major data centre project for a financial services company and end-to-end technology solution Marjan five-star hotel, comprising ICT, Wi-Fi, UC, ELV and IPTV systems. In addition to that, we have completed an IT security project for an oil and gas company, and an IP-based queue management system installed across 100 customer service locations."

In the coming year, we will see the SI increasing its overall size of the business through the services revenue stream. According to the GM, it will also increase its competence in cloud services, application migration to cloud and Unified Communications in the coming year.

VENDORS PROFILE

Systems and hardware: Fujitsu, HP, Cisco, IBM

Software and security: McAfee, Symantec, VMware, Microsoft, Veeam, Juniper, Dell, Fortinet

Peripherals and storage: Netapp, HP, Fujitsu

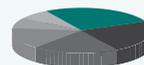
Networking: Cisco, HP, Alcatel-Lucent, Juniper, Schneider, NEC, D-Link

Accessories and consumables: Schneider Electric, APC

Services and training: IOActive, Iconnective

Components: Sagemcom, Aztech, Media5, IPM, NagraVision

REVENUE BREAKUP BY CATEGORY



Networking: 27%
Services and training: 23 %
Software and security: 20%
Systems and hardware: 15%
Peripherals and storage: 8%
Accessories and consumables: 7%



Mohammed Zameer, GM

Year of start-up: 2002
Total Staff: 222
Total Engineers 50
Total technical Staff: 112
Name of vendor certifications: Cisco, VMware, Netapp, Alcatel Lucent, McAfee, Symantec, Leviton, Veeam, Microsoft, Dell, Fujitsu, NEC, Schneider Electric, HP, Fortinet, Juniper, Oracle

36 STORIT DISTRIBUTION

\$30M*
*RME estimate

The 12-year old distributor has been a consistent performer and has developed its market positioning as a specialist value distributor over the years.

Catering to areas such as data storage, data protection, data management, high performance computing and Big Data analytics solutions and services, the VAD offers turnkey solutions and differentiates itself by pioneering into new avenues of growth.

Earlier this year, we saw the distributor launching a new subsidiary, Data Science Technologies to deliver focused Big Data analytics solutions and services to the Middle East. In fact, one of the main reasons the distributor has been able to maintain its growth is through its focused approach in all that it delivers.

From demand generation, needs analysis, consultancy, solutions design and architecture, proof of concept to project implementation and technical support, the distributor aims at continuing to raise the bar and excel with the help of its partners in the region.

The company is the authorised Middle East distributor for global technology providers such as EMC, Quantum, SAS, Qlogic, Mellanox, Silver Peak and Huawei.



Suren Vedantham, Managing Director

Year of start-up: 2002
Total Staff: 37
Total Engineers/ Technical Staff: 7
Location of sales offices: UAE and KSA
Primary vertical focus: Oil and gas, banking and finance, telecoms, education and research, airline, retail, media and broadcasting

TOP VENDORS BY RELATIONSHIP

EMC, Qlogic, Quantum, Emulex, Mellanox

VENDORS PROFILE

Systems and hardware: Huawei, SuperMicro

Software and security: EMC, Huawei, SAS, Quantum, Aptare, Moonwalk

Peripherals and storage: EMC, Huawei, Quantum, Qlogic, Emulex, ATTO

Networking: Mellanox

Services and training: EMC, Huawei, SAS, Mellanox

37 NANJGEL

\$25M

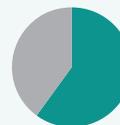
Established in 2006, the systems integrator supports its Qatar and Saudi Arabia offices from its headquarters located in the UAE. Partnerships with 10 plus technology vendors enable the player to work directly with most of its clientele. This is because the solutions it offers requires a high level of expertise to deliver it efficiently, says CEO Jude Pereira.

“Most of our engineers are certified in the solutions we offer which bring the highest value to the client in terms of creating an opportunity, designing, implementing and finally supporting them for the same. We have had around 100 percent growth year-on-year, with the number changing at times,” he says.

The main market differentiator for the company is the level of experience and expertise it has with the solutions offered to the customers. “Whenever we implement a solution we have a 360-degree approach, we deploy the solution, customise it to have complete visibility, define the policies and rules, so that we can gain control and finally build all the dash reports and alerting as per the business requirements so we can gain manageability,” he adds.

REVENUE BREAKUP BY REGION

UAE: 60%
Outside UAE: 40%



REVENUE BREAKUP BY CATEGORY

Software and security: 80%
Services and training: 20%



Jude Pereira, MD

Year of start-up: 2006
Total Staff: 34
Total Engineers/ Technical Staff: 22
Location of sales offices: UAE

TOP VENDORS

By revenue: IBM, McAfee, Forescout Technologies, Efficient IP, Observe IT
By relationship: IBM, McAfee, Forescout Technologies, Lieberman Software, Observe IT

TECHNOLOGY PLATFORMS:

Windows, Unix, Linux, Solaris, Virtualisation

38 FAST LANE

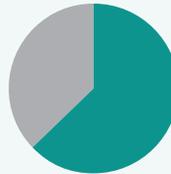
\$23M

Fast Lane is a fast growing IT training provider globally. It provides consulting and specialised insight to the complete spectrum of networking requirements. Its training portfolio includes all the high-end networking technologies and products from data centre and cloud computing, network security, wireless networking, service provider NGN, to video TelePresence, Voice-over-IP & Unified Communications.

Over the last year, the company has upgraded its remote labs with the latest Cisco Nexus 5500 switches. Josef Miskulnig, CEO and President, Fast Lane, says, "We have also made new investments in the latest NetApp storage devices for labs that have been expanded with FAS3210 controllers as well as the latest SAS Disk Shelves to make the student experience updated with the latest products."

Fast Lane also put increased emphasis in developing its own vendor-combo course curriculums like Cisco/NetApp and Cisco/VMWare. Last quarter it has added Palo Alto Networks to its portfolio of vendors. "We tend to carefully choose our vendors. Our main differentiator refers to our efforts in teaming up with specific vendors that are leaders in their technology area, strategic alliances, and carry non-competitive portfolios," says Miskulnig. "We are anticipating bigger growth for the coming year especially with the addition of the next-generation firewall pioneer, Palo Alto Networks due to the growing demand and importance of the Next-Generation Security Solutions in the Middle East and Africa region."

REVENUE BREAKUP BY REGION



Outside UAE: 63%
UAE: 37%



Josef Miskulnig, Founder and CEO

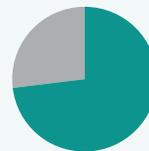
Year of start-up: 1996
Total Staff: 30
Total Engineers/ Technical Staff: 15
Location of support offices: Saudi Arabia, Nigeria, Algeria, Kenya, Lebanon, Bahrain, Egypt, Jordan, Tunisia, Morocco, Kuwait, Iraq
Top vendors by revenue: Cisco, Cisco Ironport, Cisco Tandberg, Netapp, Palo Alto Networks

38 PARAMOUNT COMPUTER SYSTEMS

\$23M

Founded in 1992, Paramount is a systems integrator in the security space. Paramount is a regional provider of technology and services for securing the information assets of enterprises. From the development of a security policy, security awareness training, to the delivery of end-to-end solutions that encompasses perimeter security, secure content management, identity and access management, vulnerability assessment, risk, policy and compliance management; Paramount helps leading organisations in the Gulf region, understand, monitor and mitigate the risks in their IT infrastructure.

REVENUE BREAKUP BY REGION



UAE: 61.77%
Outside UAE: 22.75%



Premchand Kurup, CEO

Year of start-up: 1992
Total staff: 87
Total engineers/ technical staff: 54
Location of support offices: UAE, Qatar, Kuwait, Oman, Bahrain



Top vendors by revenue:

McAfee - 25.04%, RSA - 11.94%, Websense - 11.49%, HP (Tipping Point) - 6.94%, Imprivata- 4.7%

SECURITY VENDORS PROFILE

McAfee, RSA, Websense, Tippingpoint, Imprivata, Palo Alto, Juniper, Fortinet, Barracuda, F5, NCircle, Bluecoat, Courion, FireEye, Lancope, Quarri, AccelOps, Axios, AvectoXceedium, Kanguru, Lumension, ArcSight, EMC, Mobile Iron, Splunk, EDMZ EnCase, CyberSecurity, TrendMicro, CISCO, Vasco, Mirage, Message Labs, TITUS, Infoblox, Beacon, Core Impact, Bluesocket, SafeNet, ISS, Guardium, EZMCOM, SolarWinds

39 LUCKY STAR

\$22M

Lucky Star Computers has grown over 15 percent more than the previous year in 2013 even with plunging hardware margins and severe market conditions. Established in 1998, the reseller has grown to a \$22 million company in the last 16 years with seven showrooms altogether, out of which two are located in India and one was opened up recently.

K.U. Shankari, Founder and CEO of the company says, "We are focusing mainly on the SMB sector. In 2013, we have added one more showroom at Computer Plaza to focus on the high-end workstation and server products. Also we have elaborated on the distribution channel side in the Indian operations. We have added more to our portfolio on that front."

The CEO says now the focus for the company will be to action out all the plans it has undertaken in the last year and expects to see an increase in the revenues with the new showroom.

REVENUE BREAKUP BY CATEGORY



Systems and hardware: 70%
 Software and security: 10%
 Services and training: 10%
 Peripherals and storage: 5%
 Networking: 5%
 Accessories and consumables: 5%



K.U. Shankari, Founder and CEO

Year of start-up: 1998
 Total Staff: 37
 Total Engineers/ Technical Staff: 6
 Name of vendor certifications: HP, Lenovo, Dell

REVENUE BREAKUP BY REGION

UAE: 80% UAE: 20%



TOP VENDORS BY REVENUE

Top vendors by revenue: Aruba, Fortinet, Vidyo, MobileIron, Vocera

40 PRECEDENCE TECHNOLOGIES

\$10.8M

Precedence Technologies offers a complete range of IT services that allow customers to bridge the gap between IT and business objectives. Having witnessed a steady growth rate of 30 percent year-on-year for the last four years, the company has added enterprise storage and servers and security divisions in the last two years. The company plans to continue and increase its focus on data wired and wireless and unified communication.

Farook Majeed, CEO of the company says, "We have achieved highest level of partnerships with our leading networking partners. Today we have a staff of 60 and have expanded with our new office opening in Abu Dhabi."

Majeed aims to take the company to AED 100 million within the next three to four years. "We believe we have been recognised as one of the top five leading networking infrastructure companies in the UAE."

In the next financial year, we will see the company increasing its focus on networking infrastructure and services and expand its customer footprint in Abu Dhabi.

REVENUE BREAKUP BY REGION

UAE: 100%



REVENUE BREAKUP BY CATEGORY



Networking: 70%
 Systems and hardware: 10%
 Security: 10%
 Services: 10%



Farook Majeed, CEO

Year of start-up: 2004
 Total Staff: 60
 Total Engineers/ Technical Staff: 35
 Total resellers: 170
 Name of vendor certifications: Avaya-silver, Aruba-platinum, Mitel-Business, HP-Gold, Cisco-specialized, Pelco, Samsung

41 EMW MIDDLE EAST

\$10M

EMW Middle East has had a successful 2013, having won several large projects in education, hospitality and media in Abu Dhabi. The systems integrator has experienced a commendable traction in the mobility space and was awarded the largest Juniper wireless LAN project in EMEA. According to CEO Serjios EL-Hage, the company has seen a significant growth in the education sector with the deployment of Juniper Networks for Abu Dhabi University Network Infrastructure and the Brocade services support at UAEU main campus in Al-Ain.

The SI aims to focus on mobility in this financial year and as a part of these plans has increased its workforce in both its locations, Abu Dhabi and Dubai. El-Hage says, "2013 was a great launching pad to position EMW ME as the mobility leader in the enterprise market especially with the Dubai Mobile-Government initiative that fits perfectly with our solutions portfolio."

REVENUE BREAKUP BY CATEGORY



Networking: 70%
 Services and training: 15%
 Software and security: 10%
 Systems and hardware: 5%



Serjios El-Hage, Group CEO

Total Staff: 140
 Total technical staff: 80%
 Top vendors by revenue: Brocade, Cisco, Juniper, ININ
 Main verticals: Education, government and public sector, hospitality, retail and media

VENDORS PROFILE

Systems and hardware: Dell, HP
Software and security: Airwatch, Catavolt, CloudPath, Crittercizm, Interactive Intelligence, Metelcom, Microsoft, MobileIron, TigerTMS, Vmware and Z-Scalar
Peripherals and storage: EMC
Networking: Arista, Brocade, Bluecoat, Cisco, Fortinet, HP, Juniper, Metelco

42 SPECTRAMI

\$8M

IT security and storage distributor, Spectrami has had quite a few highlights in 2013. From opening its new office in South Africa, increasing its local presence in Saudi Arabia to adding more resources and enhancing its product portfolio, the distributor has been up and about. The company has expanded its product portfolio by adding new technologies such as Good Technology, Violin Memory and Packet ninja to its existing portfolio. Anand Choudha, Managing Director says, "We launched our customer experience center for Actifio last year and also increased our channel presence across the region. We also signed up partnerships with major systems integrators such as Paladion Network, GBM, Ejada, PCS, and Help AG. We achieved first sales in the region by selling 10G solution for malware protection to a major telcom operator." The company acquired 70 new customers in 2013.

Spectrami expects to clock record revenues for the year 2014 and has served more than 150 plus enterprise customers in the region. "We will continue to expand our reach in African continent.

This year we have moved into much bigger office space to accommodate our growing team. The new office is designed to offer better and bigger customer experience center for our channel partners and their customers on various technologies that we represent. We also have an authorised training centre facility at the new premise for Actifio, Fidelis and other technologies. Overall there has been an emphasis in development and growth which reflects in numbers of customer acquisition, revenues and territory and product portfolio expansion," adds Choudha.

REVENUE BREAKUP BY CATEGORY



Software and security: 60%
 Peripherals and storage: 35%
 Services and training: 5%



Anand Choudha, MD

Year of start-up: 2011
 Total Staff: 20
 Total Engineers: 4

VENDORS PROFILE

Software and security: Tenable, Logrhythm, Fidelis XPS, Good Technology
Peripherals and storage: Actifio, Violin Memory
Services and training: Tenable, Logrhythm, Fidelis XPS, Good Technology, Actifio, Violin Memory

43 TECH FORTE

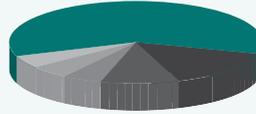
\$6.1M

The systems integration arm of Global Group, Tech Forte delivers turnkey solutions to the regional markets in the Middle East, Africa and Eastern Europe (MEAEE).

According to Mario Veljovic, Vice President, Solutions MENA, Global Distribution, the systems integrator is quite strong in the public sector and education verticals. "We have proved our engagement and enhanced our portfolio with a first installation of Huawei technologies with ministries and schools. Tech forte on the right track," he says.

With the nature of systems integration evolving from its traditional sense, Veljovic believes 'focus' will be the key aspect for players in this segment. "We focus only on two verticals because selling a server to a hospital and a construction site are two very different kinds of things. When you have a strong focus, then you are also able to look at offering holistic solutions, which is where our strength lies."

REVENUE BREAKUP BY CATEGORY



Systems and hardware: 60%
 Accessories and consumables: 15%
 Services and training: 10%
 Software and security: 5%
 Peripherals and storage: 5%
 Networking: 5%



Mario M Veljovic, VP Solutions

Year of start-up: 2012
 Total Staff: 35
 Total Engineers/ Technical Staff: 15
 Name of vendor certifications: HP Silver, Huawei Gold

VENDORS PROFILE

Systems and hardware: HP, Dell

Software and security: Adyton, SonicWALL

Peripherals and storage: Pure Storage, HP

Networking: HP, Cisco

Accessories and consumables: Linkcomm

44 FINESSE

\$5.4M

Established in 2010, Finesse is a young player in the regional systems integration space. Clear strategies from a domain, technology and delivery perspective have helped the four-year-old company grow at an escalated rate. With over \$5 million in revenues last year, the company is determined to touch the \$100 million mark in the next six years. Co-founder and COO, Sunil Paul expects to hit this milestone by carrying out operations in a focused manner. Paul says, "We are primarily an IT systems integration firm with a strong portfolio in banking. Our three main technology focus areas are BI and analytics, enterprise content management and GRC. And from a delivery stream point of view, we are concentrating on cloud, mobile and social media."

With more than 185 people employed across the region in countries such as Oman, Qatar and Bahrain, it also has a year-old support centre in India and a small-scale operation in Canada.

Although it has partnerships with big technology brands such as SAP and Oracle, the company's strategic positioning is to bring in niche solutions to the region. The systems integrator has seen success with vendors such as Tagetik, Qlikview, OpenText and Metrix Stream.

REVENUE BREAKUP BY REGION

UAE: 80%
 Outside UAE: 13%



REVENUE BREAKUP BY CATEGORY



Services and training: 65%
 Software and security: 30%
 Systems and hardware: 5%



Sunil Paul, COO

Year of start-up: 2010
 Total Staff: 187
 Total Engineers/ Technical Staff: 168
 Primary market verticals: BFSI, education, energy, healthcare and hospitality

VENDORS PROFILE

Systems and hardware: Dell, IBM

Software and security: Qlik, Opentext, EMC

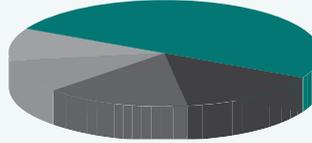
Services and training: Own

45 QUALITY COMPUTERS

\$5M

Established in 1988, Quality Group has been one of Dubai's homegrown IT companies. Started out from Khalid Bin Waleed Street, 25 years ago, the group has put plans in place to move operations to an 85,000 square feet, two-storey headquarters in Dubai Investment Park (DIP). Quality Computers, a subsidiary of the group and a regional IT distributor has been focusing on increasing its workforce to handle the mobile and solutions business. Partnerships with key brands such as Intel and Microsoft is going to further propel the distributor more seriously into the tablet and mobility business. A distributor and reseller of over 20 leading global brands in IT such as HP, WD and Epson, the company plans to strengthen its position in the market in the coming year.

REVENUE BREAKUP BY CATEGORY



Systems and Hardware: 50%
 Software and Security: 15%
 Accessories and Consumables: 15%
 Peripherals and Storage: 10%
 Networking: 10%



Vasant Menghani, Founder and CEO

Year of start-up: 1988
 Total Staff: 300
 Total Engineers: 30

VENDORS PROFILE

Systems and hardware: Hp, Dell, Touchmate

Software and security: Microsoft, Escan, Unistal, Symantec

Peripherals and storage: WD, Seagate, Touchmate, Toshiba

Networking: Linksys

Accessories and consumables: Touchmate, HP

Services and training: Touchmate, Microsoft, Intel, APC

Components: Intel

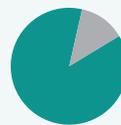
Others: APC, Epson, Symantec, Touchmate

46 COMPUTER NETWORKS MIDDLE EAST

\$3.8M

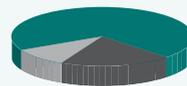
A regional systems integrator in the communication systems, applications and services space, Computer Networks Middle East (CNME) builds, deploys and manages data and voice networks for enterprises. Catering largely to small and medium-size enterprises, it helps facilitate customer relationships, enhance productivity and maximise profitability. Established in 1995, the systems integrator has grown over the last few years and plans to increase the workforce by 25 percent in the coming year to be able to support this growth. We will also see the company establishing a new office in Dubai to be able to better support their customers. And it also aims on expanding its footprint outside UAE for services and consultancy. Apart from identifying new products, the systems integrator also plans to work towards winning significant accounts from the government sector in the coming year.

REVENUE BREAKUP BY REGION



UAE: 80%
 Outside UAE: 20%

REVENUE BREAKUP BY CATEGORY



Services and training: 70%
 Systems and hardware: 20%
 Software and security: 10%



Tariq Bilgrami, MD

Year of start-up: 1997
 Total Staff: 18

VENDORS PROFILE

Systems and hardware: F5, Fortinet, Infoblox, LogRhythm, FireEye

Software and security: Lumension, LogRhythm, Vasco, FireEye,

Leiberman Software, HID

Networking: F5, Fortinet, Infoblox, FireEye

Services and training: WhiteHat Security

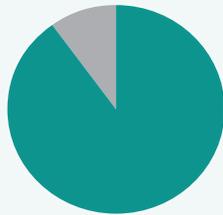
47 OSCOMP

\$0.98M

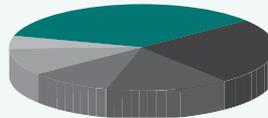
Terming itself as a 'one stop' systems integrator, Oscomp focuses on delivering end-to-end services to small to medium enterprises in the field of Information and Communication Technologies (ICT) in the UAE and some parts of the GCC region.

REVENUE BREAKUP BY REGION

UAE: 90%
Outside UAE: 10%



REVENUE BREAKUP BY CATEGORY



Systems & Hardware: 35%
Services and training: 25%
Networking: 15%
Software and security: 10%
Peripherals and storage: 10%
Accessories and consumable: 5%



Kunal Sajani, MD

Year of start-up: 2003
Total Staff: 18
Total Engineers/ Technical Staff: 5
Top distributors by relationship: Redington Gulf, Logicom Dubai, Aptec, Magnum Connect, Think-Cell GmbH

DISTRIBUTOR PROFILE

Systems & Hardware: Redington, Logicom, Aptec, Magnum Connect
Software and security: Think-Cell, Redington, Aptec, Logicom, Comguard, Bulwark

Peripherals and storage: Quality Computers, Aptec, Redington, Logicom, Magnum Connect

Accessories and consumables: Buraida Computer, Satrah, Printek, Hicom

100+ Enterprise Clients | 185+ Professional Team | Global Offices | Strong Domain Expertise



Cloud | Mobile | Social Media
BFSI | Education | Energy | Healthcare | Hospitality
Business Intelligence & Analytics | Enterprise Content Management | Governance, Risk & Compliance



Visit us @ GITEX
Booth No. : SRH- 21 | Sheikh Rashid Hall,
DWTC | 12 - 16 October 2014