ENTERPRISE SOLUTIONS

FOR CHANNEL PARTNERS THAT ENABLE BUSINESS FOR CUSTOMERS

AUTOMATION • ARTIFICIAL INTELLIGENCE • CLOUD

Enterprise
CHANNELS MEA

ENTERPRISE SOLUTIONS ADVISORY FOR CHANNEL PARTNERS

ABOUT

Today every organisation uses information technology in some way or the other. Whether it is office productivity tools, email, Internet, PCs, data storage, video conferencing, worker collaboration, sharing of data and messages - information technology is embedded in every business.

Most vendors of information technology operating in the region use channel partners to sell their products, solutions, and services. It is estimated, more than 95% of the information technology business sales are done indirectly from the vendor, typically using a two-tier distribution structure of channel partners.

Launched in 2013, by GEC Media Group, the role of Enterprise Channels publication is to be an advisor for the regional channel community and to provide regular news and features on information technology.

Since 2013 many technologies and information technology vendors and channel partners have appeared and exited in the regional arena. In the beginning of the last decade, it was the vendors of systems, storage, server infrastructure, that were amongst the largest and most dynamic.
With the increasing use of the Internet, we saw telecom service providers take up much bigger roles of providing datacentres, broadband connectivity, and hosting services.

Software vendors saw their revenue models change from capex based, perpetual licensing into pay as use, operational expenses. The requirement to move away from vendor lock-ins and adopt cloud computing architectures made the use of open-source, APIs, and interoperability much more prolific with ISVs and software vendors.

And then most recently, with the adoption of cloud, multi-cloud, hybrid cloud, we have seen the rise and dominance of hyper scalar players, namely Amazon Web Services, Microsoft, Google, IBM, Oracle, Ali Cloud, as the next generation of information technology leaders and giants.
In similar fashion, channel partners have also metamorphosed from volume distributors and product resellers, into value added distributors and system integrators, and today into marketplaces.

As a long and trusted publication for the regional information technology industry and its channel partners, Enterprise Channels has judiciously covered all these aspects and is committed to provide the latest news, trends and features.

Inside the print and digital edition some of the key sections include Viewpoint, Guest Column, Opinion, Innovation, Channel Street, Special Report, Features, Cover Feature, as well as News about Events, Channel, Security, Products, Analysts, Real Life, Executive Movements, amongst others.

Some of the primary categories of content used for the online web site are listed below.

* Analytics
* Analyst Corner
* Big Data
* Cabling
* Channel
* Cloud Computing
* Datacentres
* Enterprise Applications
* Enterprise Communications
* Enterprise Mobility
* Enterprise Solutions
* Executive Movements

* IoT
* Office Automation
* Networking
* PCs and Devices
* Products
* Real Life
* Robotic Process Automation
* Security
* Storage
* Virtualisation
* Video

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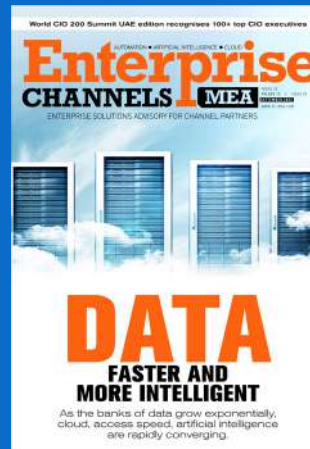**FEBRUARY 2022**

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MAIN FEATURE

EVENT PARTNERSHIP

JAN	FEB	MAR	APR	MAY	JUN
Annual trends and forecasts	Analytics and AI	Cyber security	Hyper scalars and public cloud	E-commerce and supply chain	Data storage
		GISEC		GITEX IMPACT	BTX ROADSHOW

JUL	AUG	SEP	OCT	NOV	DEC
Automation and artificial intelligence	Hybrid work and collaboration	Servers and datacentres	Top IT executives and vendor companies	WAN and EDGE	The World CIO Summit 200
CIO 200	CIO 200	CIO 200	GITEX GLOBAL, GEC AWARDS	CPCA	TECH+ CHAMPIONSHIP

TARGET AUDIENCE

Enterprise Channel Partners,
Corporate Resellers,
SIs,
ISVs,
ISPs,
Power Integrators,
Network Integrator,
Service Provider,

Consultants,
CXOs,
IT Heads,
Directors,
Govt. Departments,
Secretaries,
PSUs, Industry Associations,
Policy Makers

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ONE FULL PAGE	10,000

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