Managing a Channel Business Prudently

Dubai - Mar 12, 2018: <p>Mazen A. Dohaji | Regional Director – Middle East, Turkey & Africa, LogRhythm</p>

<p>The largest challenges partners face at the moment is keeping up with the pace of technology innovation, especially with the emergence of the cloud, managed cloud services, managed security services and being able to support multiple consumption models. Channel partners are dealing with a range of issue from traditional CAPEX models through to cloud and subscription-based on demand offerings.</p>

<p>With the rise of the Internet, most end user customers be it consumers, SOHO or small business are increasingly comfortable doing their own research. They no longer rely only consultations and engagements with channel partners like they used to in the past and that means solution providers have to up their game in not only nurturing the relationship with their customers but also ensuring that they stay relevant to the market they serve..</p>

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About LogRhythm:
LogRhythm, a leader in security intelligence and analytics, empowers organizations around the globe to rapidly detect, respond to and neutralize damaging cyber threats. The company's patented award-winning threat lifecycle management platform uniquely unifies next-generation SIEM, log management, network and endpoint monitoring, user entity and behavior analytics (UEBA), security automation and orchestration and advanced security analytics. In addition to protecting customers from the risks associated with cyber threats, LogRhythm provides unparalleled compliance automation and assurance, and enhanced IT intelligence.

LogRhythm is consistently recognized as a market leader. The company has been positioned as a Leader in Gartner's SIEM Magic Quadrant report for five consecutive years, named a 'Champion' in Info-Tech Research Group's 2014-15 SIEM Vendor Landscape report, received SC Labs 'Recommended' 5-Star rating for SIEM and UTM for 2016 and earned Frost & Sullivan's 2015 Global Security Information and Event Management (SIEM) Enabling Technology Leadership Award.

LogRhythm is headquartered in Boulder, Colorado, with operations throughout North and South America, Europe and the Asia Pacific region.

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