

For immediate release...for immediate release...for immediate release...for immediate release...

A Positive Outlook

Dubai - Feb 06, 2018: In spite of the insecurity about the Middle East economy and the continued uncertainty in some parts in the region, channel stakeholders remain optimistic about what the next 12 months will bring to their businesses. The feature will look at what 2017 has in store for the regional channel.

By [Mazen A. Dohaji | Regional Director](http://www.tcfnewswire.net/en/company/logrhythm/executive-biographies/mazen-a-dohaji-regional-director-mena-logrhythm) – Middle East, Turkey & Africa, LogRhythm

How would you summarise the channel business in the region in 2017 (please be as specific as possible regarding different countries and market verticals)?

The Middle East and North Africa is growing rapidly, new businesses are opening every other day and global IT companies are constantly looking to invest in this market. That's why [LogRhythm](http://www.tcfnewswire.net/en/company/logrhythm) chose Dubai to expand our presence in the region. There is a massive opportunity here, especially in the ICT space, but the rate of growth means that entire industries need to collaborate to keep up with the demand.

Which Middle East and North Africa countries will prove the strongest in channel terms during 2018, and what will be the main growth drivers?

While the Middle East IT market remains robust and firm especially for security from a products, solutions, services and vendors' perspective, the market itself has continued to attract threats largely due to the wealth that's being generated by various industry verticals in the region. Key countries we expect to drive significant focus and revenues would be UAE, KSA, Oman, Kuwait and the rest of the MENA market. Key growth sectors will be mining, retail, service providers, defence, oil and gas, and government (especially around smart cities).

Why should channel stakeholders be upbeat about 2018, despite a lot of uncertainty about the regional IT economy?

The evolution has already started. Most system integrators and resellers are, for example, focusing more on the business outcomes that customers are looking for rather than just product lifecycles. This is resulting in the need to integrate diverse technological solutions consumed in a combination of CAPEX and OPEX models. While spending on security hardware appliances is getting more and more competitive and that brings margin pressure, IT security vendors are bring potential new revenue streams. Combine that with growing threats such as ransomware, and this creates a need for customers to search for new solutions and that's where channel partners come in.

As cyber-attacks become increasingly common, businesses will start moving towards having comprehensive cyber-resilience strategies in place, rather than simply looking at security. A cyber-resilience strategy requires solutions to defend against a myriad of threats, to back up and archive

Understanding of the market, customer pain points and emerging trends and technology allows the channel to capitalise on continued growth of IT adoption. One of the reasons the security industry can be lucrative for the channel is the fact that no single solution can offer all the protection needed. Instead, organisations need to take a layered approach. Simply put, success today requires the channel ecosystem to be empowered with a flexible platform to build something valuable to take to market that delivers business success.

Where do the most attractive prospects for margin lie in 2018 and why?

We are of the view that there is no single solution that has the most attractive profit margin, which is why we are leveraging the power of vertical specialisation and capturing relevance in that way. After all, it is one thing to apply technology horizontally, but it's much more powerful when you can address the unique business challenges faced by players in each vertical. We work closely with our partners by supporting them with training, certifications and if need be domain specialisations by offering both technical and market advice around our solutions offerings products. LogRhythm's partners include leading technology vendors, value-added resellers, MSSPs and consulting partners. Together, we give the channel visibility it needs to defend end user customers from cyber threats, meet compliance objectives, and improve operational efficiency.

ENDS

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.

For media enquiries, please contact:

Frances Manabat
Office: +971 (4) 447 2501
E-mail: frances@tcf-me.com

THECONTENT|FACTORY
<http://www.tcf-me.com/>