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A Land of Great Potential

Dubai - Dec 18, 2017: Africa is an exciting market with great prospects and is being projected as the next emerging market. This is probably the right time to be operating in Africa considering that its economies are growing and its industries are embracing [technology](http://www.tcfnewswire.net/en/company/sonicwall/features/building-sonicwall-from-ground-zero-by-shahnawaz-sheikh). Not only is cloud adoption increasing, internet is also becoming more affordable and accessible which can be leveraged by organisations to use technology to expand their businesses. Also, the absence of a cumbersome legacy infrastructure has given Africa a distinct advantage over many of its global counterparts to benefit from the cloud while being well-suited for a post infrastructure era.

Speaking about the key driving factors for growth in Africa's IT market, Sales and Channel Director at [SonicWall](http://www.tcfnewswire.net/en/company/sonicwall), Shahnawaz Sheikh states, "Some of reasons why Africa is witnessing rapid growth are continued expansion of IT infrastructure in most African countries, increase in IT budgets, increase in adoption of state-of-the-art technologies and the desire for improved automation and business enablers driven by IT."

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About SonicWall:

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Over a 25-year history, SonicWall has been the industry's trusted security partner. From network security to access security to email security, SonicWall has continuously evolved its product portfolio, enabling organisations to innovate, accelerate and grow. With over a million security devices in almost 200 countries and territories worldwide, SonicWall customers can confidently say yes to the future.

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