

# Channelwise

September 2013  
Vol 17 No 9

**The changing world  
of mobile computing**

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what's new in  
Product Showcase**

**Report-back  
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# Loyalty ... best served cold

One of the winter awnings had been raised and rolled tight at The Local, a sure indication that spring had well and truly sprung. That, the prominence of pale, white legs protruding from colourful shorts, and the shortage of available outside seating as the non-smokers sought to bask in the warming Highveld sunshine, have always been the barometer by which the true locals decide to finally pack their jeans, jackets and jerseys in the far recesses of cupboards.

As I sat sipping at a cold one with Ray-Ban Ray, I quickly surveyed him from head to toe, looking for hints about what any man of discerning fashion should be wearing this summer – and what I should be looking to avoid among retail racks.

I think he was having some kind of mid-season crisis. Admittedly, the Cuban-heeled cowboy boots had been replaced by his lighter, ankle-high slip-ons, but I distinctly remembered the washed-grey designer denims making multiple appearances during the dark of winter. The shirt was also familiar – well, the colour was: a pastel pink leaning towards salmon – but it was obviously new and buttoned down at both collar and cuffs.

He caught me scrutinising him. "What now?" he asked, often irked by my references to his dress sense.

"Nothing," I replied. "I'm just wondering why you're wearing long sleeves when it's hot as mid-summer."

"Because," he rolled his shoulders like a gunslinger in a stand-off, "if you'd had a decent education in life you'd know that only clerks, reps and second-hand car salesmen wear short-sleeved shirts. Proper professional men wear long sleeves and, if they have to, they roll the sleeves up to the bicep. Not the forearm – that's a sign of laziness – neatly to the bicep."

I raised my eyebrows. "Well, I like them."

"I rest my case," he tutted like a lordly extra on Downton Abbey. He must be watching it.

I was about to launch into my defence of short-sleeved shirts when we were suddenly interrupted by Raffles.

"Ah, the proprietor," Ray-Ban smirked. He was definitely watching Downton Abbey.

"Not any more, guys," Raffles could hardly contain his glee. "I've sold the place ... to Hein ... let me go and fetch him so you can meet." He scampered off excitedly, almost careering into Cynical Cynthia as she approached with our table's replenishment.

My mind, I must admit, literally reeled. There is only

one Hein I know and my overactive imagination kicked into high gear with instant images of what I can only describe as my own personal hell: increased beer prices and a daily quota; an already cramped smoking area being shrunk even more and restrictions on how many cigarettes could be inhaled at one sitting; being ushered off the premises and admonished "to go and do a proper job"; and, finally, being barred from The Local for coming up with a witty, but considered demeaning, nickname.

There were more horrific flashes, but they were jolted to a halt by Raffles looming at the table with a young 20-something who I thought, as I gave him the once-over, would soon be giving Ray-Ban Ray a run for his money in The Local fashion stakes.

"Hein," Raffles gestured towards us. "Meet my most loyal customers." We shook hands, firm handshake, a tip of the head and a genuine smile – I like that in a young man. I liked it even better that I now knew two Heins.

I pooh-poohed Raffles' seemingly unending platitudes as he sang our praises, while Ray-Ban practiced his tut and feigned modesty. Finally, I turned to Hein. Immediate eye-contact, another good sign.

"You do know what constitutes loyalty at The Local?" I asked him. Attentive too, I noted, as he leaned in to listen. "It's really quite simple: it's about reasonably-priced products, beer in particular; beers that are cold just as we like them; and," gesturing towards Cynical Cynthia, "top-notch service, even if we did have to spend a lot of time and effort on training."

Hein nodded in agreement. "The guiding principles to ensure loyal customers in any business – all over the world," he replied.

Another great trait: sharp as a tack. I glanced at Ray-Ban and he was nodding his approval, chin in fingers like a pondering Hugh Bonneville. His love for Downton Abbey was now patently obvious. I made a mental note on this, along with another ... I really need to come up with a decent nickname for my second Hein before the next issue.



By Mark Davison

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## Channelwise

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Accsys hosted its annual Boys in Business Day recently, bringing in Grade 12 learners from WendyWood High School and Alexandra High School for a day onsite at Accsys' head office in Sandton. The company hosts the Cell C girl child with the same schools each year, and included the Boys in Business initiative from the beginning. Learners were given a tour of the company, including all divisions and departments, and provided with interesting facts and figures. Presentations covered business etiquette, the role of HR and payroll in business, recruitment, as well as the relevance of internship versus learnership.



Below: Phomolong Secondary School in Tembisa became the first school to be connected to one of Samsung's Solar Power Generators. The generator will power the school's administration block, which accounts for over 90% of its total electricity consumption. Samsung also installed energy efficient LED lights to help further reduce electricity usage. The Samsung Solar Power Generator was launched in March this year, to provide easy power accessibility at an affordable price to schools and community centres across Africa. The generator can provide power for up to eight years before batteries could requiring a refresh.



Chezlyn Kemraj is a 10-year-old girl with Acute Lymphoblastic Leukemia. She lives in Pietermaritzburg with her parents, Narisha and Aveen. Her favourite subjects are computers and technology, and she wants to be an accountant when she grows up. Her dream is to own an iPad. Lauren Booth, brand manager at Integr8, flew to Durban to meet the Reach for a Dream team to assist in making this beautiful little girl's dream of owning an iPad come true.



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Mustek has opened a computer laboratory at Zamuthule Primary School in rural Mpophoneni, near Howick in KwaZulu-Natal. Mustek's solution includes the provision of 36 Mecer laptops, which are transported on a custom-built trolley as well as an additional laptop for a teacher. Mustek also supplied a data-projector and a printer for the school's new ICT Laboratory, as well as a 'pre-paid 12-month data SIM' with 100Gb of data. Part of Mustek's contribution also includes updates to classroom material such as blackboards, provision of suitable lighting and window blinds.



Bidvest company Konica Minolta South Africa has pledged its ongoing support to HospiceWits by providing the organisation with a bizhub PRESS C6000 digital colour press for its printing needs, as well as ongoing maintenance. HospiceWits is a palliative care provider with a multi-disciplinary/ holistic approach to palliative care. They love and care for individuals diagnosed with terminal illness and their families. All are welcomed; no one is turned away regardless of age, race, religion or financial circumstances. HospiceWits serves the greater Johannesburg area, North, South and Soweto.



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# AxizWorkgroup introduces Advanced Technologies



Jacques Malherbe

Advanced Technologies is a new division of AxizWorkgroup which focuses on the monitoring, early adoption and distribution of new technologies within the ICT market.

The ICT industry is changing slowly but surely. Not only do we see change in the technology itself, but also how people and organizations consume technology, the capabilities that technology can deliver, the content that flows on the network and the blurring of lines between the consumer and enterprise ownership. Cloud is one of the influencers that is bending current trend lines which is causing the ICT supply channel to re-evaluate its value add.

Where organisations previously bought hardware, for example external storage, they now simply remotely connect to cloud-based storage and access all of their data without the traditional capital investments. Virtualisation liberated the application and that technology evolution is continuing to drive hardware and software design, mobility and associated work behaviours.

## What does this shift in consumption mean for the traditional value chain?

Evolution is key. Vendors, distributors and resellers or system integrators will all have to adapt or die. Nobody is going to escape the change.

From a distributor's point of view, this shift in consumption is very scary as we're essentially repositioned in the value chain. However, this doesn't mean that it's the end for distributors. One future we can envisage is that distribution's value will evolve and be enhanced and we may see distributors become engaged in the value chain to aggregate and distribute services. The question is not whether distribution will survive, but whether it will survive in its present form.

**"Those who think distribution is becoming irrelevant may discover that distribution with its channel coverage and optimised value delivery mechanisms will become the preferred strategic partners," says Jacques Malherbe, Executive of Advanced Technologies at AxizWorkgroup.**



Rhinos in the Kruger Park are the victims of an escalating poaching war in which official statistics say more than 360 have been killed this year alone. Aerial surveillance is one of the most effective tools game rangers have against the poachers – thanks to a light aircraft funded by Vox Telecom and other donors.



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Contact your Sales Representative for more information





**AxizWorkgroup recently launched its Advanced Solutions division, headed up by industry veteran Jacques Malherbe.**



**Konica Minolta South Africa announced its top 2012/2013 dealers at an awards dinner in the Silverstar Casino's Platinum Ballroom. These annual awards are based on sales targets achieved during the financial year. This year Konica Minolta South Africa had 19 dealers in the top "gold" category, as follows: Busiquip, Corporate Business Automation, Dalitso, Diverso, Integrated Imaging Solutions, Johannesburg Konica Minolta, Konica Minolta Gauteng, Konica Minolta Midrand, Konica Minolta North, Gama Business Systems, Millennium Konica Minolta, Konica Minolta Business Solutions, Konica Minolta Zululand, KZN Konica Minolta, Min Copiers, Tytec, Konica Minolta East Coast, FFR Konica Minolta, and Konica Minolta Direct.**

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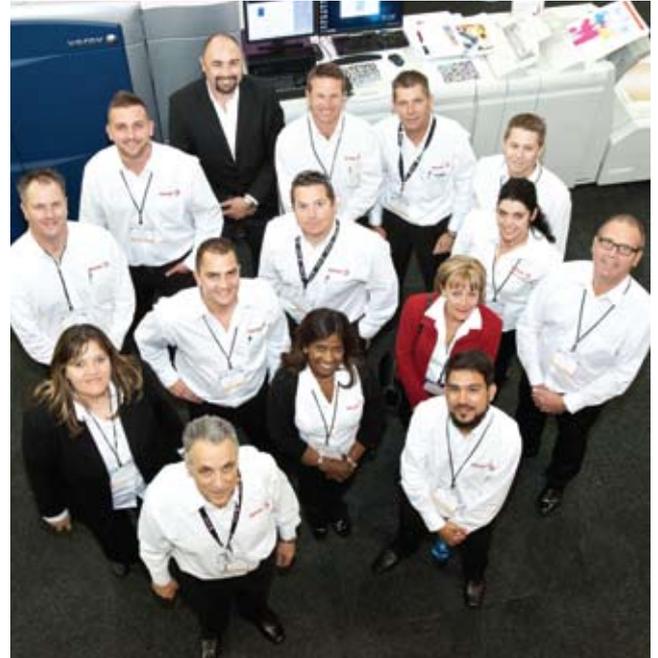
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## BACKUP STOCK SERVICES NOW AVAILABLE TO ALL WESTCON-COMZTEK CUSTOMERS

- By Hanle Carver, Services Director at Westcon-Comztek

**W**hen you rely on electronic and or IT equipment in your business, your organisation will always run the risk of potential device failures. There is no crystal ball that allows us to determine when this will happen, however you can take measures to ensure that when it does happen, the impact to your business is kept to a minimum.

Enter the Westcon-Comztek Backup Stock offering, a service designed exclusively for our partners. Resellers and partners who purchase this service from us are able to, with immediate effect, offer their own



*Hanle Carver*  
Services Director

customers access to replacement devices in mere hours – dependant on the nature of the Service Level Agreement (SLA) they have signed with us. The offering has multiple tiers and can be specifically tailored to meet your exacting needs – as highlighted below.

### How does it work?

We commit to our partners that we will provide a range of backup units at our warehouses in Midrand, Cape Town, Durban and Windhoek. The stock is made available to partners who have signed an existing SLA with us. This is all despite the

warranty on the kit or the distributor from which it was originally purchased – we will offer the service irrespective.

SLAs can be signed monthly, quarterly, bi-annually or annually. The way the SLA works is that you, our partner, sign an SLA with us. What this SLA offers you is access to backup stock for multiple sites and across multiple contracts. Our agreement rests with you, not your customer. You are able to then on sell these services to your client (the end user) at a cost that makes business sense to your company.

In short one SLA or contract with Westcon-Comztek Services will cover multiple sites, a myriad of stock (dependant on hardware purchased), across manifold contracts.

## Calling upon the services

Once an SLA is in place and you have sold these services to your customers as part of your own support services, there are a series of simple steps you need to follow in order to be able to take advantage of the service. Should a unit on site fail, you will be required to call the toll free number on 0800 600 577, quote your unique customer number and log a call with the specifics of what is required.

Once this has been affected you will be able to collect the unit or units, at our warehouses in Midrand, Cape Town, Durban or Windhoek, as requested within a mere four hours of placing your call. While most clients prefer to collect their units, we do provide a delivery option for customers who have prearranged for this option. The only prerequisite to this is that the delivery address is within a 100km radius of one of our warehouses. Once you have your new unit you will be required to return the faulty within 72 hours of logging your call.

It is important to remember that while stock can be supplied anywhere in South Africa within 24 hours of a call being logged with the Westcon-Comztek team, the nature of the time to delivery, and the delivery or collection options, are all based on the type of contract or SLA you have with is.

## The virtual warehouse

While we are able to have your stock available within four hours, this is not to say that it will reach you in this time based on your distance from our warehouses, geographical location or even the nature of the contract you have with us or that your customer has with you. Remember while we commit to having a unit (delivered) to all of our South African customers within a 24 hour period, some systems can't wait that long to be back up and running.

This is where our virtual warehousing offering comes to play. With a virtual warehouse we commit, depending on the nature of our agreement, to place stock on site with your customer. This is particularly useful for customers and partners who provide full outsourced solutions to their end customers, as having the stock onsite, provides you immediate access to the hardware required to effect quicker turnaround times for problem resolution.

The virtual warehouse works in a similar fashion to 'checking out' stock from our own warehouse. While the stock is on site, you will still need to log a call via 0800 600 577, quote your unique customer number, and check the stock out. The only difference here is that the stock is already on site, the call ensures you "book out" the stock, but you naturally have immediate access to it.

It is essential that faulty stock is delivered to one of the Westcon-Comztek warehouses within 72 hours of you logging your initial call. Customers who take up this option can tailor-make their requirements based on their specific needs however a minimum number of call outs will apply based on your package.

## Loan stock SLA

In our experience at Westcon-Comztek, we have seen that in certain instances, some of our clients and the client's of our partners prefer to keep their assets.

Similarly to our backup stock option you will be required to log a call via 0800 600 577, quote your unique customer number, and arrange a time to collect a loan unit that can act as a temporary fix to your problem. You will, when coming to collect the loan unit, bring the faulty unit with you, which we will then ensure the repairs of.

Once your unit is repaired you will be contacted to collect it, after which you will be required to return the loan stock you initially booked out within 48 hours.

## A service shift

While the previous Comztek only customers have been able to take advantage of the above services for some time, it is important that our now combined Westcon-Comztek customers are aware that our backup stock offerings, including our call in, virtual warehouse and loan stock services are now available to them across the many brands we have on our books.

To date, the Westcon-Comztek Backup Stock services continue to be a major differentiator for our resellers when providing their own customers with superior services.



## FORMULA ONE in FOCUS

# Brakes and tyres: a symbiotic relationship

As Formula One fans we hear a lot about the importance of tyre temperature. Correct temperatures are directly related to grip levels, cornering speeds and, ultimately, lap times.

Modern slick race tyres are extremely temperature-sensitive. Their ideal operating "window" is little more than 20 degrees Celsius wide. Their range will vary depending on the tyre compound - either super soft, soft, medium or hard. Pirelli, the sole tyre supplier to F1, designates two dry types of tyres to be used for each Grand Prix based on race track characteristics.

The super-soft tyre, for example, commonly used at slow circuits such as Monaco, has a working range of between 85 and 100 degrees while – at the other end of the tyre spectrum - the hard compound, ideal for tracks with high average speeds, operates best within a 110 to 135 degree window.

Race tyres are kept warm – at around 90 to 100 degrees – in special tyre warming blankets prior to their being fitted to the car. As the blankets come off the tyre and the car rolls out onto the track, temperature is inevitably lost.

Now it's up to the driver to build tyre temperatures to an agreed optimal level. Measured by sensors, this information is relayed back to anxious technicians in the pits who are quick to advise the driver should his abilities as a "heat manager" be found wanting.

Tyre temperatures are measured in two key areas; the surface of the tyre, and at its core. In a safety car situation, for example, it's common to see drivers "weaving" on the track. Slow running cools the tyres, but swinging the steering wheel from side to side helps generate lateral forces across the tyre, which raise the surface temperature slightly.

While this is important, it's more critical

to maintain correct temperatures in the tyre core – the task performed by the tyre blankets back in the pits. Now, out on the track, another source of heat is needed. This is where the brakes play a vital role. Applying the brakes generates heat which is then transmitted to the wheel rim and then into the tyre.

In today's F1 car, the brake discs and pads are made of carbon, the same material that protected the space shuttle from the white-hot heat of re-entry into the earth's atmosphere.

F1 brakes regularly reach similar temperatures ranging from 600 to 1 000 degrees. Glowing incandescently, they have to be cooled quickly to maintain their efficiency.

The driver's skills are tested by his ability to use brake energy effectively to heat the tyres and to lose it appropriately so as not to affect braking performance. This is not as easy as it sounds. There is no braking assistance in a modern F1 car as there is in a road car. There's no servo support or ABS to rely on.

While the driver presses the brake pedal as hard as possible in order to slow the car in the shortest possible distance, exerting a force of around 200kg in the process, his application must be sensitive enough not to lock a wheel causing a tyre to flat-spot and set up a vibration that will make driving fast even more challenging.

Technology plays a big part in the design of F1 braking systems, particularly the cooling elements which employ computational fluid dynamics (CFD) in the creative process. Significant gains have been made in recent years and today myriad flow paths have been established to draw cool air into the brakes and exhaust hot air through the wheels.



**Graham Duxbury is the MD of Duxbury Networking, Formula 1 commentator, South African champion and Daytona Speedway USA Hall of Fame inductee.**

More efficient generic cooling reduces the need for large external air ducts and scoops. This has a beneficial impact on the car's aerodynamics, improving straight line speeds.

In most cars, the discs brakes are shrouded by what is colloquially called "the cake tin", a specialised piece of equipment designed to spread the heat evenly and promote predictable heat transfer between brakes and the inner surfaces of the wheel rim.

Each team has its own cake tin specification, sometimes incorporating "windows" to promote more rapid heat transfer. It all depends on prevailing ambient and track temperatures – which can change dramatically between practice and qualifying sessions and the race on Sunday.

Using the heat of the brakes to maintain tyre temperature is a tough task. Not getting enough heat into the tyres will prevent them from "switching on" to deliver maximum grip. Too much heat will cause the tyre to exceed its ideal operating temperature and performance-sapping thermal degradation will quickly follow, destroying the tyre.

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BEYOND ALL EXPECTATIONS

# Look to Africa for channel growth

Africa's image is rapidly changing as more foreign investors clamour to forge ties with African businesses.

In the recent 2013 Africa Competitiveness Report, which was produced by the World Bank, the World Economic Forum and the African Development Bank, it is revealed that Africa has managed to grow at an average of more than 8% during the past decade, when the rest of the world was battling to stay afloat during the recession.

According to Mohamed El-Erian, CEO of the global investment firm PIMCO, foreign direct investment in sub-Saharan Africa has leapt from \$6-billion in 2000 to \$34-billion in 2012.

The International Monetary Fund (IMF) believes that this upswing is set to continue. In its recently issued Regional Economic Outlook for sub-Saharan Africa, the IMF forecasts a regional economic growth of 5,5% in 2013-2014, compared to 5% in 2012.

"With evidence of such solid growth, this is definitely the perfect time for enterprises to expand their businesses throughout the continent," says Louise Robinson, sales director of CG Consulting, a strategic marketing consultancy based in Cape Town.

"With small to medium sized enterprises (SMEs) in Africa reportedly numbering to more than 20-million, there is an abundance of opportunities to tap into."

Fair enough, but if you are sold on the idea

of growing your sales channel into Africa, where do you begin? Do you just start to call up various businesses left right and centre, hoping that someone will enter into a partnership with you to buy or help you sell your own product or service?

Robinson's answer? Sort of, but not quite. "Making that appointment setting call is definitely the first step to take, yes. But unless you want to waste a lot of time and money, you can't just pick up the Yellow Pages for say, Lagos, and randomly call up every business listing. You need to first identify who will be the most likely to be interested in what you have to offer."

That is not easy in Africa, where information is hard to come by and the business environment poses its own unique set of challenges, one of which is the time taken to track down and contact the right decision-maker. Robinson says that doing the research and establishing a target market is challenging if you don't know the intricacies of business etiquette in each individual company.

"To get the list of the contact details of those potential leads, enabling your appointment setter to make the call, is extremely difficult in Africa. Your company's caller has to know exactly what your business, organisation, or product is about and must also possess the ability to give a succinct, to-the-point summary of it.

"In addition, the caller has to be able to navigate the minefield of Africa's unique

business approach in order to get to the right person. Then, if the business representative who was spoken to expresses an interest in learning more, an appointment needs to be made so that a sales person can conclude the deal, which is another long process in itself," Robinson explains.

Robinson emphasises that this initial call is crucial to establishing contact and generating a prospective lead that might turn into a sale, so it is imperative to do it correctly.

"You ought to view that call as being the contact that will create the potential client's first impression of your company. Your appointment setter has to be very skilled at communicating clearly over the phone with people from other cultures.

"Appointment setting can be daunting at the best of times, when callers are often stonewalled by secretaries and assistants who are reluctant to put them through so that they can speak to any of the decision-makers at the company. When you throw potential language and cultural barriers into the mix, it becomes even more challenging."

Many South African businesses don't have the manpower or resources to do research into the African target markets and to make those calls. "It is far more economical and time saving to outsource it to a reputable and experienced consultancy, who has the experience and knowledge of how a particular country works," Robinson advises.

## Apronics turns 20

Apronics has celebrated its 20th anniversary milestone – marking two decades since the company first began operating from the garage of founder and CEO, Anil Appie Pema in 1993.

Pema founded the company 20 years ago against the backdrop of Apartheid with no capital or formal tertiary education. Today, Apronics generates almost half a billion rand in revenue annually and employs over 140 staff members, as well as an additional 220 within the Apronics group of companies.

After acquiring the required qualifications, Pema's career started at M&PD, later moving to Link Technologies to run its technical support department.

Having built a reputation for problem-solving and value-added solutions in the midrange computing environment, Pema started AppieCare, which became Apronics.

Pema's philosophy of investing in people has paid dividends. Over the past 20 years, helped by an emphasis on growing skills internally, Apronics has had minimal staff turnover. "Our staff members are our family," Pema says.

Staff are presented with and encouraged to take up opportunities that have seen drivers make the transition to stores management, service desk agents to financial administrators and student engineers achieving HP MasterASE certifications with MCITP or RHCE.

Looking to the future, Pema comments: "We always want to exceed customer expectations. Our road map is to continue to look for smarter ways to deliver not just excellent service but, in addition, adding value by engaging technology and people with a clear strategy."

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## DEEP THROAT

## Acer ace aced ...

It was with a degree of shock that Deep Throat learned that Acer Africa's country manager, Hans Swart, had resigned from the company to, in that corporate colloquialism, "pursue personal interests". It was only a matter of months ago that we had sat with some of Acer's senior MEA execs who had been singing the praises of the local operation and how it stood as a proud example for the rest of its African counterparts. It just goes to show ... you never know. Swart had been with Acer for the best part of 11 years – most of that as CFO before succeeding Graham Braum who is now heading Lenovo in the region. Quiet and reserved, Swart never really exuded the aura of a Steve Ballmer, say, or a Jobs. But once you got to know him, his wit, intelligence and knowledge of the market soon became apparent. We will miss him at Acer, but hope his many talents are not lost to the industry.

Hans, Deep Throat swallows ... a good few beers ... and wishes you all the best in the future with whatever you decide to do.

## ... as ex-ace returns to fold ...

Surprised by the announcement around Swart, our eyebrows were raised even further when we learned of his successor. He will be replaced as country manager at Acer Africa by David Drummond who has previously headed the subsidiary, as well as Acer's office in the UK. Considered one of the doyens of the local industry, Drummond is no doubt a sound and, given his previous stints with the company (and more recently, Lenovo), safe selection. A bit like Manchester United substituting a wayward Wayne Rooney with the stalwart that has become Robin van Persie. The last time we spoke to Drummond, he had hinted that he had tired of corporate life and that "it was time to do something himself". That's when he ventured into the world of entrepreneurship and e-tail as CEO of LivDigital. But it seems that the lure of the corporate corridor has proven irresistible.

Anyway, David, Deep Throat once again swallows ... beer ... wishes you all the best in your new "old" role, and looks forward to some interesting discussions in the future.

## ... and distis get bold!

Deep Throat was sitting enjoying a quiet cold one at one of the popular disti haunts out Midrand way when we were approached by one of our favourite disti personnel. After exchanging the usual pleasantries, though, he suddenly leaned towards us and pensively whispered: "Do you want to see what us distis really think about vendors?" Intrigued, we replied that we did and, like footballers in a huddle, he gathered us round his latest gadget and pressed the "Start" button on its multimedia. After wiping the tears from our eyes, picking up and dusting off our disti friend, he finally managed to gasp: "It's doing the rounds among all the distis ... great, isn't it?"

Now, not being of conspirational nature, Deep Throat can reveal that the video clip causing so much distributor mirth can be viewed at: <http://www.youtube.com/watch?v=oJ514XP3k2I>

And, as our disti pal urged: "Enjoy! It's not often that we get one over the vendors."

Prick(le) of the Month:

## The horror of Friday 13th

It really was the stuff of nightmares for this month's Prick(le) when we received the following in our mailbox on Friday 13th September at precisely 10:44am:

Hi there  
Below, please find an amended version of the release issued on Wednesday on behalf of XXXXXXXXXXXX.  
Please could you replace the existing version with this one?  
Apologies for the inconvenience, and many thanks!  
Warm regards  
XXXXXX

Now, bearing in mind the immediacy and instant gratification of the Internet Age that we live in, and the fact that the story had already been published on our sister online publication IT-Online on the day it was originally sent, we really have to wonder whether it is worthwhile for PRs to send out amended releases nowadays. Especially two days later. Perhaps PRs would be better served spending more time thoroughly checking their releases before sending them out. As for the date of the amendment ... There are still many people who refuse to leave their houses – or even beds – on Friday 13th. Superstitious or not, perhaps the abovementioned PR should consider joining their ranks?



Pic of the Month:

## When the going gets tough ...

With everyone decrying just how tough the market is at the moment – and particularly in the channel – we thought we'd use the opportunity for this month's pic of a certain sales representative's new timepiece which was surreptitiously snapped by one of our Trusty Salesman. We're not too sure about how much such a masterpiece of chronometry costs – it's wearer wasn't telling – and we know it may not be as expensive as Julius' famed Breitling, but we'd venture to guess that it still cost a pretty penny or three. It is also timely and documented proof that while business may be tight, there is still business to be done – and money to be made in the local channel. And yes, S, that is another beer in our column, but please ... pretty please ... read the story before phoning to harangue the Deep Throat desk.

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## ADVICE for the CHANNEL

# How to revolutionise your print shop ...

Companies of all sizes are looking at every part of their IT infrastructure in an effort to find additional cost savings. Believe it or not, the print infrastructure is still one place most haven't looked – and it's a huge opportunity for resellers.

Showing customers how their unmanaged print environment has a negative impact on their bottom line is a successful sales strategy and helps them to reduce costs and increase productivity. For the reseller, it represents a new source of recurring revenue and an investment in sustainable, profitable growth.

According to Photizo, the leading managed service providers (MSPs) grew 46% last year; and one third of these top MSPs delivered managed print services (MPS) – meaning the number of print devices under a managed print contract grew by a whopping 146% last year.

The reality is, there's money there to be made. And it's not a new technology to get the CFO to buy into – the organisation is already spending money on print. The opportunity for users is to get them to reduce their costs by buying it in a different way.

Many organisations spend far more money than is needed on office printing and have deployed more copiers, faxes and printers than they actually need.

MPS is a proven approach for reducing costs and improving productivity. But as the MPS market matures, customers will be choosing from a wider and more diverse range of MPS suppliers.

It will be increasingly important to stand out in the crowd by concentrating on understanding customers' needs, providing more managed services to them, and delivering a managed print solution that is well developed and easy to implement.

Successful MPS providers are the ones which build long-term relationships with their customers and continuously add value through constant collaboration. The most effective MPS providers position themselves as catalysts for business growth, often taking the following advice into account:

- \* First manage what users have. The first step is to help customers manage their existing fleet of printing devices. Take time to get control and reduce costs with what's already in place. This needs to include printing devices from all manufacturers.
- \* Optimise the fleet. Show the customer how consolidating and simplifying their print infrastructure can help the business work more efficiently and continue to save money in the long run.
- \* Leverage the trends. Multi-function printer (MFP) hard drive security and green printing initiatives are examples of how to get the conversation started. Show customers how MPS can help meet their goals through product consolidation, sustainable supplies, and hard drive set-up and maintenance.
- \* Think beyond page volumes and clicks. Pre-sale conversations can make or break the transaction, so ask the right questions: what are the goals; what applications are users using; what are their expectations; and what efficiencies would users like to accomplish?
- \* Show what's possible. Consider all cost factors when completing the on-site analysis, including hardware costs, paper usage, power consumption, IT management needs and footprint of ideal print solution.
- \* Waste is about more than cost. The ROI of MPS isn't just rands and cents. Make sure to highlight the other efficiencies that will be realised, including employee productivity, environmental benefits and space savings.

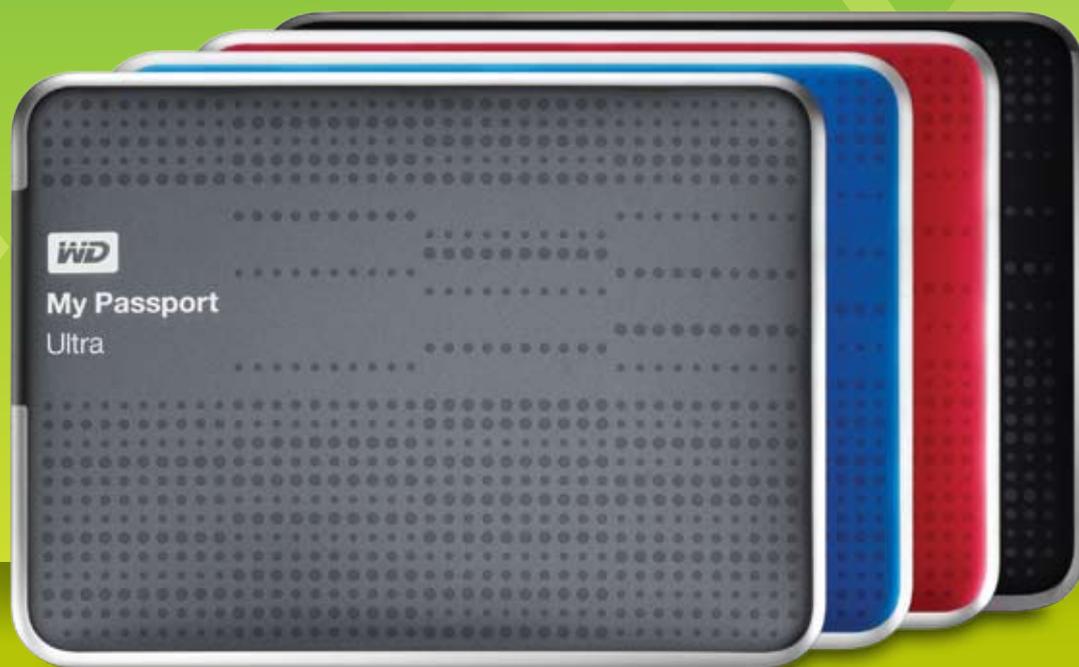


By Craig Green, OPB  
channel manager at Bytes  
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**absolutely<sup>™</sup>**



Hitachi Data Systems recently held the South African leg of its Hitachi Innovation Forum in Johannesburg and Cape Town. The company helped to position trends like big data along with new storage and management technologies. Importantly, HDS is committed to a channel-centric go-to-market model, and used the opportunity to reiterate this.

## IT infrastructure is converging

It is exciting where Hitachi Data Systems (HDS) is going with its solutions. This is the word from Rui de Oliveira, solutions consultant at HDS, who says the traditional storage company is making a big shift to the compute environment.

"It's great that our customers are seeing the benefits of converged solutions," he says.

The strategy is to move from storage services to integrated information solutions, and 82% of global Fortune 100 companies already trust HDS for their enterprise storage.

HDS accounts for 16% of Hitachi's revenue, but Hitachi dedicates 21% of its R&D to HDS, underlining the importance of social technology going forward.

Importantly, HDS allows customers to run converged systems on a single platform, and South African customers are already seeing benefit from this.

And the integrated portfolio allows HDS to enable the cloud. The company is already a leader in storage virtualisation and management. It is also now offering the Hitachi file and

content portfolio; all tied together with the unified compute (UCP) solutions from HDS.

Services are offered by HDS as well as via partners, depending on customers' needs, says De Oliveira.

This forms the foundation of everything that HDS offers: from traditional IT delivery to private or public cloud deployments. It can also enable organisations through a transitional period, where they move from traditional IT to hybrid or full cloud solutions.

Organisations are starting to invest in the cloud, usually via reference architectures, and are looking to vendors like HDS to assist them. Convergence is being driven by a need to have continual focus in operation cost improvements.

In terms of solutions strategies, companies are opting for virtual data centre/private cloud or specific applications.

For the virtual strategy, they want to consolidate all applications efficiently onto a shared infrastructure, maximising ROI from shared resources. Application-specific solutions will look to integrate workloads.

HDS plays across all of these markets, De Oliveira says, and now boasts 14% of the integrated infrastructure market. This is because it has a single platform, and it believes this is where its growth will come from in the future.

## Business and

At the end of the day, companies are in business to be competitive and profitable – and they need to maximise the advantages that their IT systems give them.

This is according to David Merrill, chief economist at Hitachi Data Systems, who adds: "We can't allow for runaway growth. There is a process for costs to be controlled."

Most companies have a policy of reducing IT costs, he adds, and CIOs are under pressure to do this. They can't get rid of people, they can't stop buying equipment – so what can they do?

With relentless data growth, there are reducing budgets, faster turnaround is required, and there is increasing complexity.

"The CIO is being asked to do more with less, to get more from your investment. Adapt to new devices, big data – all at the

## The future of enterprise storage

Businesses are seeing rapid changes driven by a variety of factors. What they all have in common is a need to build IT systems that help them to manage challenges, in order to achieve better competitiveness and profitability.

Bob Plumridge, EMEA chief technology officer at Hitachi Data Systems, comments: "Our core message for years has been one platform for all data. And that's for everything: structured or unstructured. The storage underneath remains one storage for all of that."

However, Plumridge says, if a company were starting with a blank piece of paper today they probably wouldn't build the systems that they have in place. Not that there's anything wrong with what consumers have, but it has grown from historical requirements and products.

What customers will see in the future is that the different platforms will start to consolidate, with the only difference being scalability.

"The first step has been taken with UCP, but going forward there will be an identical underlying processor and the application of the device will be up to the user. The difference will be in the micro-code. So in the future you will see huge flexibility in the way processing units are used."

Also popular is the flash SSD market, and the way it has taken off in the last few months.

"In a short space of time we've gone from 200Gb to 1,6Tb modules – and these will go to 3,2Tb in a short time. You have never seen growth in capacity like this on disk drives. There will probably be a few more iterations like this in the next couple of years."

This will squeeze the high performance disk drive market, as companies start to use more flash devices in the enterprise.

SSD in servers will also grow, Plumridge says, and these are showing great results. However, it is not part of the tiered storage infrastructure, so Plumridge believes these will start to become the tier one storage as part of an enterprise storage infrastructure.

The fact is, Plumridge says, that users have moved the bottom. This used to be the disk drives, which were the slowest part of the infrastructure. The mechanical delay goes away with SSD, so the bottom in some instances is in the fibre channel network.

# the economic imperatives of IT

same time, with less budget.”

Patterns emerge in companies around the world, he says, and companies need to see unit costs come down. CIOs have to use money to show value, he adds, since the CEO doesn't understand the technology-speak that CIOs often use.

To start with, says Merrill, CIOs need to start measuring the unit cost of things: of mailboxes, or terabytes.

“Let me suggest that you should measure these things,” he says. “You are not going to get a unit price reduction just by going after price,” he stresses. “Price does not equal cost – not even close. We could give the disk away for free and your cost will not go down.

“I recommend that you take a total cost approach. We have figured out how people can reduce their costs,” he adds.

It's important to get the basics right, and most companies already do that.

The next step is the golden age of virtualisation. Most companies are virtualising their servers, but fewer are doing storage virtualisation – but this can be as powerful as virtualising the server to reduce costs.

These two stages can be bought from a vendor, but phase three requires a change in behaviour: IT needs to check how users are using the storage.

“The last phase, that the most advanced customers are doing, requires a change of ownership and of location. Depreciation for IT is going away, probably four or five years. We need to get to a more flexible model.”

The end result of this could be getting away from infrastructure within the company.

HDS can help CIOs to maximise their IT, he adds, and can help them to talk about the money.

Merrill points out that most companies have 12 copies of each database, which is inefficient and expensive.

Management also speaks to efficiency, and automation can help to reduce management costs.

Merrill says some customers have implemented the cloud incorrectly and their costs have gone up. Companies that implemented it correctly have seen their costs go down.

HDS stands behind its products, Merrill adds, and can put together economically superior architectures and work with customers to deliver the right kind of systems and designs that can bring down their costs.

## The impact of flash technologies

**Technology advances like flash arrays are key weapons in the CIO's arsenal, and important in helping to deliver cost-effective, flexible and easy-to-use IT.**

**Accelerated flash builds on the HDS foundation, says HDS' Werner Coetzee, with companies today facing challenges of accelerating insight, improving decision-making and freeing up resources.**

**“What about if we could measure the improvement on an entire business process by changing the entire underlying architecture?” he asks. “The problem is that the velocity and volume that is hitting us is so huge that unless we change now, we won't be able to.”**

**HDS has introduced Hitachi Accelerated Flash – with four times sustained performance increase and 46% lower cost over MCL SSD.**

**HDS has done this by rethinking the technology, allowing it to put 1,6Tb on a single disk. The secret is in the embedded controller, he adds. Implanted on the drive itself, it does many of the management functions right on the disk.**

**The effect is 94% inline compression, massive throughput and enhanced error correction while looking after longevity of the cells. The product fits into the VSP, giving 100Tb of usable flash in a 13u space.**

**HDS' VSP all-flash beat out all competitors in benchmark tests, with 33% better scalability, 93% lower response times, 73% better price performance – and much fewer actual physical drives.**

**HDS has also introduced the HUS VM All Flash storage system, offering 1-million IOPS later on this – currently running at 500 000 IOPS. It will offer up to 154Tb flash storage, driving unified and virtualised flash technology into the market.**

## Move to service-orientation

The concept of IT as a service is not a new one, but storage also needs to become more service-oriented.

Tony Reid, EMEA pre-sales director at Hitachi Data Systems, says that, historically, companies allowed servers to proliferate. In an effort to limit this, servers and storage were typically co-located. Storage consolidation was taking place some years ago and there were moves to consolidate servers. Like-workload consolidation was then recommended, along with mixed-workload consolidation.

To achieve service-orientation in service-oriented storage, the first step has been to build a service catalogue and then sell these services to the business, Reid says.

But the challenge remains that applications may have different storage tier needs – and movement of data across tiers of storage was still difficult to do and often simply would not happen.

In the current environment, there are a number of technologies that allow IT to offer services. Reid says that a service catalogue is still a good place to start.

Consolidation options include tiered storage automation, server virtualisation, cloud and productive converged compute platforms.

But users are still left with the problem of many consolidation options, applications and data on different classes of storage. As an IT department, users still need to justify what they charge for these services.

HDS builds services catalogues for the managed services it offers to customers, and can offer help or advice to customers on building their own.

There was a time in the channel when certain vendors could rely on the undivided loyalty of their reseller and distribution partners. Companies like IBM were known for their partner programmes and their 'True Blue' partners. These were distributors and resellers who would sell IBM and IBM only; they had no need nor were they inclined to look at other vendors; and, after all, in those days, 'No-one ever got fired for buying IBM'.

But times soon changed and, as IT and more specifically the PC business became more commoditised, this kind of loyalty started to wane. Business became all about cost in the price-sensitive South African market and partners looking to survive were not only prepared to take on and represent new brands, they were quite prepared to play one vendor off against the other. It didn't help, either, that vendors were also quite prepared to play the game, taking a 'shotgun' approach to the channel appointing multiple distributors, as well as plying their wares to anyone who would help them attain their numbers. Loyalty, it seemed, had become a dirty word in the channel.

But the IT industry looks poised to enter yet another era as trends such as BYOD, cloud and mobility gain traction. And just like the old days when a supplier like IBM could traverse the whole gamut of IT from mainframe to PC, end user customers are again searching for those channel organisations that can supply, implement and maintain end-to-end solutions for them. Many pundits believe that this new era of computing will herald a revitalisation of loyalty among channel partners. After all, why go to the expense of skilling up on multiple vendors when one or even two would suffice? Vendors themselves seem to realise this and are striving to ensure that they tick as many boxes as possible when it comes to the modern total solution - and they're tailoring their partner programmes to specifically target the type of partners they want on board.

So just how much loyalty exists in today's channel? What are some vendors doing to cultivate it? And could we be on the verge of creating a new breed of 'True Blue', 'True Red' or 'True Green' channel partners? Channelwise investigates.

# Channel A two-w



# loyalty: ay street

Ask any old cynic in the channel today if there is such a thing as loyalty and, after some mumbled profanities, you'll probably be advised to visit your local SPCA, make a donation and get yourself a dog.

But while it may seem on the surface that there is absolutely no such thing as a loyal reseller or disti dedicated to, and prepared to go the extra mile, for any particular vendor, they do exist – and it looks like their numbers are growing.

Asked directly if he believes there is such a thing as loyalty in today's channel, Kevin Hardy, director – partner led and commercial – at Cisco SA, answers without hesitation.

"Yes I do," Hardy says. "And with the market as tough as it is, it is crucial that OEMs and their channels retain that loyalty and between them protect both their margins as well as their value to the customer.

"The market is driving down price all the time and it is important that we are able to defend our value and our investments in our channels," he adds.

Cisco plays predominantly in the enterprise space and, while some of its more entry-level products might today be considered commodities, it is a totally different ball-game to the true commodities markets of PCs, notebooks and tablets.

It is for this reason that much of its channel not only has to be skilled-up on its various solutions, but almost act as representatives of Cisco when it comes to end user customers.

Likewise, its partners have to trust the company to come up with the right technology for those customers' solutions.

Hardy says that the company's partner programme is designed around developing skills and maintaining loyalty within

its community of partners but, more importantly, it is aimed at ensuring both parties conduct good business.

"We have a very comprehensive channel programme which is born out of ensuring that we are able to drive our partners' profitability through encouraging the right behaviours," he says.

"Our business is and always has been channel-focused and we simply are not geared to go after the market directly. This has not been a one-day game and our partner programmes and promotions are arguably the best in the industry - and we have proven the success of this globally."

Through natural attrition and consolidation as the channel matures, Hardy feels that the number of resellers may diminish, but that quality rather than quantity will come to the fore. Many resellers are already realising the value in selling services and are becoming more and more discerning when evaluating which vendors they are prepared to commit to. But he cautions that loyalty between vendors and the channel is a two-way street.

"My message to my partners is simply that 'less is more,'" he says. "We cannot do justice to focusing on a myriad of partners that have not made the necessary investments to drive value on the back of our technologies for our customers, and nor can you.

"We have to be relevant to you and you need to be relevant to us or we are simply wasting each other's time.

"Yes there are instances where it is difficult to argue the value, but in the ICT sector it's going to become a case of who has a profitable sustainable business and who will be around in the long-term to add value to our customers' business," Hardy says.

"We all need to defend the value of our



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channel and we are, unfortunately, our own worst enemies in terms of breaking rank for the sake of a deal on both sides.

"But I can assure all our partners that Cisco is in this for the long-term and we will ensure that we have longstanding, profitable and successful relationships with our partners," he says. "Commit to us and we'll commit to you – it's really as simple as that."

Adele Oosthuizen, PPS channel and retail manager at HP, says ensuring loyalty within the channel is more than ever before about building and nurturing relationships.

"At HP, we work incredibly hard to fully understand where and how we can add value to our partners' businesses," Oosthuizen says.

"At the end of the day, loyalty is all about the partnership, not who's the cheapest or gives the biggest rebates and incentives.

"We see our relationships with our partners almost like a marriage: no-one said it was easy, and sometimes mistakes are made on both sides, but we don't just get divorced when we disagree on something.

"Both vendors and partners will lose when a relationship goes south," she says. "VARs lose investments and may be forced to reinvest in a different vendor's partner programme, and smart vendors know that where there's one unhappy partner, there are probably more."

Oosthuizen agrees that building loyalty is a two-way street and that in many instances, it is the vendors who do not fully understand this.

"Partners often question whether their expectations of vendors are too high," she explains. "It's important for vendors to create an environment that promotes partner loyalty.

"Channel partners want to be loyal: after all, they're going to invest time, people and money in a vendor programme. But vendors must give them reasons to be loyal, and not just for two or three years, but in the long-term.

"HP has one of the longest-running partner programmes in the channel, and that is a key part of our value-add to our partners," she adds. "Our programme offers several

## EMC embraces its partners

Determined to entrench its position within the partner community, EMC says it has significantly strengthened its commitment to the channel, both globally and in southern Africa, over the past 18 months.

Tangible examples of this commitment, says the company's regional partner manager for southern Africa, Nick Christodoulou, have included becoming the first IT vendor to take a well-publicised stance on the way it engages with its channel partners, categorising the mid-market and SMB segments as being channel-only, and avoiding taking any direct business in partner-found or under-penetrated account opportunities.

"EMC has introduced major changes in its go to market strategy, particularly in terms of the way it operates in the channel," Christodoulou says. "The overarching objective was to ensure that EMC's business partners benefited from a simple, predictable and profitable experience.

"And the results are starting to show – from contributing 50% of our revenue, channel now accounts for the largest slice of EMC Southern Africa's revenue at 70%."

By entrenching official Channel Rules of Engagement throughout its organisation, EMC became the first IT vendor, locally and globally, to take a stance on the way it engages with its business partners. The rationale behind this move was to reassure EMC's partners that their interests are protected when they engage with EMC.

A set of 11 guiding principles make working with EMC very clear, Christodoulou says. In addition to mid-market and SMB segments being channel-only, EMC avoids taking any direct business in partner-found or under-penetrated account opportunities.

In addition, EMC Southern Africa launched its Pre-Sales Elite Programme for the crème de la crème of South Africa's pre-sales technicians. Members of the programme benefit from access to confidential roadmaps, invite-only product launches and partner events, free certifications, competitive reviews and quarterly social events.

Now, adds Christodoulou, EMC has announced that from 1 January 2014 it will retire the "Velocity" name that's connected to many of its partner programmes and introduce one EMC-centric brand that all partners will use in going to market with their customers: EMC Business Partner.

"When a partner is presented as an EMC Business Partner, the customer will know the company has all of the vision and strength of EMC backing it up," Christodoulou says. "We've built incredible equity in the EMC brand over the years, and we want to help partners profit from that association."

specialties to partners where they can further build skills and capabilities so they can add value back to their own customers.

"The programme also makes provision for various levels of marketing, sales, rebates and technical support to the partners.

But again, Oosthuizen emphasises the importance of relationships.

"Ultimately, people buy from people," she says. "As a vendor, you have to make a genuine effort to personally engage with your key partners. If you do this, and deliver real value through your solutions, a trusted and effective partner programme, and business ethics, you'll find your partners becoming long-term friends."

Anamika Budree, branded sales manager at Western Digital SA, says there are a number of different reasons for the current lack of loyalty within the channel and that vendors need to take a long, hard look at themselves before pointing fingers.

"Channel loyalty is often critical in ensuring the success of vendor brands," Budree says. "So it is in the best interests of the

vendors themselves to secure the loyalty of their channel. While this may seem easier said than done, loyalty can be compared to charity – it starts at home.

"Vendors need to be loyal to their channel, fostering relationships that breed trust and, in turn, will result in reciprocated loyalty."

Budree says that the adoption of a hybrid sales model by many vendors whereby they sell direct to "named accounts" has caused an erosion of loyalty among resellers, and that a multi-distribution strategy has compounded the problem among distributors.

"The hybrid model tends to cause mistrust, particularly when coupled with a lack of transparency on the part of the vendor," she says.

"Loyalty is further eroded by the adoption of a 'shotgun' approach whereby vendors appoint multiple distributors to up their sales and extend their market reach.

"This provides resellers with the opportunity to 'shop around' and as such, negotiate on price, sometimes resulting in price wars.

"Vendors may approach four or more distributors and, often in a market such as South Africa, these distributors are in direct competition with each other," Budree continues. "They have the same network of resellers, which means that they are in effect poaching business off each other. This does not create a healthy environment. A better approach is to target a mix of distributors with focus in different areas, extending market reach while minimising conflict."

Budree says that Western Digital has experienced similar problems, albeit in different sectors of the channel.

"The WD branded business, which predominantly focuses on all external and consumer products, is fully channel-focused, and does not sell directly to end users," she explains. "However, the challenge we have lies in the conflict between our channel and mass retailers.

"Channel partners may feel that mass retailers are given better pricing. In order to ensure loyalty, the channel needs to be valued by the vendor and this requires support for the channel from the vendor.

"Over the last two years, we have been focusing on our channel with regard to the branded business, realigning our pricing and offering the necessary training, education and marketing collateral to resellers to ensure they can take advantage of opportunities in the market."

Budree's colleague, Calvin Subbadu, component sales manager at the company, says vendors have to forge closer relationships with distributors and resellers, and provide support such as training, sales assistance, demo products, technical and marketing assistance.

Vendors, he adds, can further support distributors and resellers with rebates and distributor/reseller programmes that include the above assistance.

"The WD components business operates mostly within the channel," Subbadu says. "Channel loyalty is therefore critical to us – without the channel we have no business.

"We have a number of loyalty avenues, including the MyWD partner programme, which lets resellers earn US dollars when buying WD internal drives.



**Manoj Bhoola, business leader for B2B at Samsung.**

## Samsung steps up with partner programme

Samsung SA has launched its business partner programme as part of the Samsung Team of Empowered Partners (STEP) initiative to enable partners to better integrate Samsung technology into their overall product and solutions portfolios.

"Samsung is committed to the business success of those market players aligned to our organisation," says Manoj Bhoola, business leader for B2B at Samsung. "As such, Samsung business partners form an integral part of our ecosystem. Working with them, Samsung develops integrated solutions on their behalf to optimise new business opportunities."

The focus of the new partner programme is to deliver enterprise-ready solutions encompassing mobility, business applications, virtualisation, collaboration and productivity. These are delivered on smartphones, tablets, notebooks and large format display screens, all supported by print solutions, says Bhoola.

"Distributors play a key role in delivering Samsung products and services to our partners – assisting us in meeting the needs of our enterprise stakeholders across South Africa and as such, the STEP programme has been designed to provide them with Samsung thought leadership, support and extensive product offerings to do exactly that," he says. "What's more, it also assists them in serving their clients more efficiently and will help to improve their bottom line."

The STEP programme offers three partner tiers - Platinum, Gold and Silver. Each tier has specific performance criteria and associated benefits. As they advance to higher tiers, partners will receive increasing levels of opportunity for growth and reward.

Samsung BPs will also have a series of financial benefits to reward targets realised, marketing collateral to increase brand awareness, and sales support throughout the entire sales cycle. Through this they are able to qualify for different benefits and support from Samsung, says Bhoola. The STEP programme is supported by a partner portal that will allow potential partners to register, as well as allow those already aligned to Samsung to request demonstration kits, view their financial performance with Samsung, register deals, and download marketing collateral and product specifications.

Bhoola says that Samsung will offer its partners online and offline training including sales, pre-sales, technical workshops, and technical training on topics such as installation, configuration, implementation and troubleshooting.



"Aside from this, we also offer marketing support in the form of Market Development Funds (MDF) to help our resellers build brand awareness and brand loyalty to WD as a whole. We also offer sales training to educate our resellers on our products, so that they in turn can educate the end user on our product offering," he says.

"Ensuring that end users purchase the right product for their needs is another critical aspect of brand loyalty, which feeds into channel loyalty. If customers buy the right

products, their experience of the brand will be enhanced, and the experience of that reseller will be improved as a result. Education is another critical component in ensuring channel loyalty," he adds.

"Building and maintaining strong relationships is the foundation on which channel loyalty is built," Subbadu says.

"This loyalty is a two-way street – if vendors are loyal to their channel, the channel will be loyal to them. The channel is in effect investing in the vendor's brand,

and creating loyalty requires the same level of investment from the vendor into the channel.

"Solid relationships can be augmented with sales and technical support, education, a seamless warranty process, feedback and communication with the vendor, transparency and more. Relationships are about trust, and vendors need to be trustworthy to earn and keep the loyalty of their channel partners," he says.

## Has cloud undermined the channel?

**By Bernadine Joaquim, channel and alliances manager at Mimecast**

The traditional channel market has scarcely been this competitive. Only a few years ago this sector operated on the basis of strong partnerships between vendors and resellers that had been established over years of solidarity and mutual benefit. Today, mounting global expectations and a deluge of start-up suppliers are beginning to change the face of the industry.

The emergence of enterprise and consumer-grade cloud services has certainly played a role.

With a struggling economy and a weak rand, customers are looking for alternative ways to reduce costs and complexity and still meet increasing business demands. This movement has seen an increase in vendors beginning to build SaaS delivery models that may sideline channel partners. One need only consider the impact that some offerings have had on the international market as tangible proof of the forces at work within the channel domain.

The result is a traditional reseller environment that is already cutthroat and competitive, having to do more for less as costs go up and prices are being forced down, and impacted by the movement of cloud offerings.

Mimecast, as a relatively new player

within a highly established technology environment, has however chartered a different course.

In 2012, the company embraced a 100% channel-focused approach to sales.

At face value, some might consider this strategy to be bold, but the company chose to foster strong relationships with its channel partners and invest substantially in their development, trusting that having a well-educated and skilled channel would be far more rewarding in the long-term.

The results have been extremely positive.

In early 2013, Mimecast reasserted its dominance within the South African SaaS market as the country's foremost provider of e-mail security, archiving and continuity solutions. Our partner programme had a significant role to play in this positioning.

Although we do have a highly capable internal sales team, these individuals work very closely with our partners in the channel to map out and generate opportunities, and work with the partners to closure. By offering the company's expertise to partners, we ensure even more successful customer engagements. Mimecast also has customer advocates who work closely with channel partners to ensure great customer satisfaction and assist in rolling out additional value-added services that improve customer retention and loyalty to the partner.

Cloud vendors like Mimecast offer partners the opportunity to retain their customers with a substantially lower cost to service and availability of higher margins. Partners can then offer their customers the equivalent service at a more affordable price point or offer a more enhanced value-added service at a more affordable rate. Our partners also earn higher margins than the industry standard for the duration of the consumer lifecycle. These benefits do not erode over time and can even increase, depending on the level of engagement and enablement.

Open to resellers in three tiers, the Mimecast Partner Programme equips channel suppliers with a marketing resource centre, rebate and loyalty incentives, targeted marketing campaigns and resources, plus online quote provisioning.

Finally, we offer training to our partners at no cost and recently introduced a highly successful certification platform aimed at both Systems Integrators (SI) and emerging partners.

These are a few of the ways Mimecast is promoting a channel-focused approach to sales based on partnership. Despite an industry trend that tends towards direct engagement with the customer, the business is expanding both locally and within the global market through a well-established and successful channel partner strategy.

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- Available Colours: Blue / White / Green / Black / Red

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- Available Colours: Silver / Black



# TOSHIBA World launches!

Strengthening the relationship  
between Toshiba and its users.

Toshiba South Africa is proud to announce Toshiba World, a relationship programme for end-users, that's seen hundreds of happy Toshiba customers signing up since the programme's launch on 1 August 2013.

The drive behind this initiative is due to Toshiba wishing to gain a deeper understanding of its users - their behaviour patterns and future product requirements. In turn it's also to strengthen relationships with users, as this will create brand loyalty for Toshiba.

Membership to Toshiba World is exclusive and limited to customers who've purchased a Toshiba Laptop (in SA only) after 1 August 2013. Each Toshiba laptop therefore has a Toshiba World member card attached to it, that includes a unique membership number. The customer then signs up on [www.toshibaworld.co.za](http://www.toshibaworld.co.za) where they can also register the laptop's Warranty.

Once registered the customer will be able to enter regular competitions and be invited to attend special events, like new product launches and other fun activities. Toshiba will also be able to communicate more meaningfully with customers. In doing so Toshiba's able to provide customers with better support and guidance with regards to product upgrades. Toshiba can also obtain vital feedback from customers regarding the products they've purchased and their general customer experience.



*"We operate in an extremely competitive environment and we see Toshiba World as an opportunity to add value to our customer offering, and thereby differentiate ourselves in the market. We will also be able to gain new insights into our product range and we will be able to provide users with valuable support and benefits. We are very excited about this "first-of-its-kind" initiative in our market. We also look forward to interacting with our customers on a regular basis and making them feel valued and rewarded."*

Richard Bosman, Marketing Manager - Toshiba South Africa

To find out more, please send an e-mail to [enquiries@toshibaworld.co.za](mailto:enquiries@toshibaworld.co.za)



# Toshiba's Tablet Race puts a social spin on brand building

## Multifaceted approach provides numerous touch-points

Toshiba Gulf FZE-SA has launched the Toshiba Tablet Race in South Africa, setting out to build brand awareness by engaging with targeted audiences through social platforms, while putting up more than R150 000 in prizes.

The competition culminates in an online reality series that features the winners of a Facebook, YouTube, SMS and Twitter competition. The eight finalists are 'spies' whose secret identities have been compromised, and they need to get out of the country – and quickly.

The Tablet Race's super spy has the way out – but there's a catch. He has everything they need to make their getaway – including tickets and money, and will give it to them – but they need to complete a series of tasks first – with the help of Toshiba products.

The Tablet Race consists of several stages of engagement, starting with an invitation to 'like' the competition's Facebook page, where consumers are introduced to the competition which will ultimately see the production of an online drama series to be broadcast in October 2013.

Fans of the Facebook page will be invited to kiosks to be set up at locations around Gauteng, where they can create their own spy video with the help of a Toshiba AT 300 tablet, which will be uploaded to the Facebook page. Fans will then vote for their favourite submissions, and the top eight entries will move to the next stage of the game, which includes the live filming of a reality-TV-style narrative.

Each episode will see the eight 'spies' completing tasks and challenges, with weekly episodes uploaded online for the audience to track progress, until only one spy remains.

The competition is further supported through engagement on Twitter, with clues being revealed in tandem with the action taking place each week.

The winning 'spy' from this element of the competition will win a trip for two to Mauritius worth R20 000 and R5 000 in spending money. The runner up will win R5 000, with all eight finalists taking home a Toshiba AT300 tablet.

"We set out to create an engaging campaign that would encourage consumers to build a relationship with the Toshiba brand," says Richard Bosman, marketing manager for Toshiba Gulf FZE in South Africa.

"We worked with creative agency Lunchbox Productions to create a variety of touch points that would keep our target audience – specifically urban students – engaged with the brand. The many facets of the competition provide multiple opportunities for them to build a relationship with Toshiba, and we are thrilled at the levels of audience engagement we are already seeing, before filming has even commenced."

The Toshiba Tablet Race is the first time that Toshiba has run a multifaceted social media campaign anywhere in the world, and Bosman is excited to be setting the trend.

"Toshiba is one of the world's oldest technology brands, with its origins going back to the late 19th century, but it is also one of the world's most innovative brands," he says.

"In South Africa, Toshiba's wide range of notebooks is available, as are its robust tablets and super-slick hard drives. The Toshiba AT300 takes a starring role in the series, but other Toshiba devices also play their part, clearly demonstrating the power of Toshiba's technology."

To take part in the Toshiba Tablet Race, head over to Facebook and like the competition's page – or head online to the Toshiba Tablet Race YouTube channel to watch each episode as it is available.

For more information, you can visit [www.tabletrace.co.za](http://www.tabletrace.co.za)



## Toshiba's Portégé Z930 Heavyweight perfo

There's one thing that's certain in the notebook category at the moment, and that's the ongoing quest for thinner-lighter-faster-more – and the Toshiba Portégé Z930 is a leading contender in this race.

Weighing in at a touch more than 1kg, the Portégé may be a lightweight when it comes to carrying it around, but it's under the hood clout packs a powerful punch, making it perfect for execs demanding high performance computing to complete their daily tasks.

An Intel Core i7 (3667U) CPU, 4GB of memory and 238GB of usable hard drive space on the solid state drive makes sure that the device has all the processing power it could possibly need, while the Intel HD Graphics 4000 is more than capable of delivering the goods for most graphics tasks, and some light gaming.

When it comes to touch-and-feel, the Portégé's build is robust, with the magnesium alloy used in construction is tough and robust, without sacrificing anything on good looks.

The chiclet keyboard includes mostly full-sized keys, and while the shallow key presses may take some getting used to,

## Incentive programme for notebook resellers

### Toshiba Rewards launched – resellers earn cash for sales

Toshiba Gulf FZE-SA has launched the Toshiba Rewards programme – an incentive programme for Toshiba resellers that will see them earning cash rewards for selling selected Toshiba notebook models.

“We have launched this programme as a token of our appreciation and gratitude for all the hard work that resellers invest in promoting Toshiba’s wide range of notebook computers,” says Willie van Niekerk, Toshiba’s Distribution and Channel Manager for South Africa. “The Toshiba Rewards programme has proved immensely popular and successful in other countries where Toshiba has introduced it, and we are excited to be able to offer it to the South African market too.”

Resellers selling selected Toshiba notebooks earn points for each device sold, with points being directly converted into cash. Points are equivalent to Rands, and the rewards are credited to a debit card at the end of each month, available in the account within 10 days of that date.

“One of the most appealing things about this programme is that it is very easy to use, and members can track their rewards in real time on the Rewards website,” says van Niekerk.

“Those interested in participating need to register on the site to create a profile, and they need to log each sale online, within two weeks of the deal being concluded. Rewards are paid into their own account at the end of each month, and they are able to spend them at any outlet worldwide that accepts Visa debit cards.”

Rewards vary anywhere from R40 and R250 per machine sold, depending on the model number, and Toshiba will communicate any special offers or incentives via the Rewards website, which will include a detailed list of devices that are included in the programme.



## Performance in a lightweight Ultrabook

working on the machine does create a feeling of light-fingered elegance. The indented trackpad is responsive from edge to edge, and is supported by two mouse buttons, keeping control of the device firmly at your fingertips, regardless of the functions you’re performing.

Although its primary function is described as being a thoroughbred workhorse, the Portégé is no slouch when it comes to supporting media. It maintains great sound quality, maintaining crispness even when the volume is pushed to the maximum, making it a great device on which to enjoy movies, YouTube and other audiovisual media, without having to resort to headphones.

It’s not just the sound that’s great – the Portégé’s matte screen reduces reflections and glare, but still offers up great colour saturation and contrast. Even though its maximum resolution is 1366 x 768, it still delivers sharp text and crisp images, whether being used for work or for play.

There are other thoughtful details that make the Portégé a great choice too. Notebooks are notorious for the heat they generate, often making it uncomfortable for users to

rest their hands on the device after working for extended periods of time. Toshiba have, with the Portégé, elected to put the cooling fan at the back of the device, which means there’s no warm air emitted from the sides of the notebook, and the palm rests stay cool.

In recognition of the fact that users are connected in multitudes of ways, the Portégé’s ports – two USB 2.0 ports, one USB 3.0 port, HDMI, SD card reader and Ethernet port – are evenly spread around the back and sides of the machine, meaning that users don’t have to choose which devices to hook up to their notebook – they connect everything that they need to, without crowding.

The Portégé is strong on battery power too, offering just short of seven and a half hours of work time – easily going the distance for a full day’s work, or even an intercontinental flight.

Prices at a recommended retail price of around R18,000 per unit, Toshiba’s Portégé Z930 may be near the top of the pricing range for the specs it offers, but the performance, wrapped up in sheer good looks, make it worth the price.

# TGFZ-SA Organisation Chart

## SOUTH AFRICA Johannesburg



t

# TOSHIBA

Leading Innovation >>>

Shio Abe  
ng Director

## Product Planning



Marisa Erasmus

## TV



Cliff Cargeege



Enniwes Mashonganyika

## TIC (AUS)

**new**



Nhlanhla Ngiba

## Services



André Goosen

## Storage

**new**



Gavin Rossouw

PC 10  
TV 2  
STR 1  
TIC 1  
STAFF 4

TTL 18

RECRUIT +5

# The rise and rise

**It wasn't that long ago that notebook computer shipments overtook sales of traditional desktop PCs - and already the next step in the journey to mobile computing is taking place, with handheld devices having already left both desktop and notebook sales far behind. Users around the world, but especially in Africa, are embracing mobile computing - and, increasingly, it's via smart mobile devices like cell phones.**

Consumers in sub-Saharan Africa are overwhelmingly mobile phone users – and they are using their devices for more data services than ever before.

This is the word from Shiletsi Makhofane, head of marketing and strategy at Ericsson Sub-Saharan Africa, sharing preliminary findings of an Ericsson ConsumerLabs study. The consumer study shows that a majority of sub-Saharan respondents own or use a mobile phone, which should reach almost 100% penetration within the next five years.

Mobile phones are the most widespread consumer device for regional users, followed by DVD players, smartphones, laptops or notebooks, digital cameras, digital music players with a small

## Study shows flexible

**Research by global workplace provider Regus shows that half the world's workforce is now productively enjoying flexible working.**

**Regus' research found that 48% now work remotely for at least half their working week. In South Africa, 53% of executives work flexibly for at least half the week.**

**Meanwhile, 60% of South African respondents (55% globally) said they believed effective management of remote workers was perfectly achievable, and a significant portion of businesses are bringing increasing rigour to managing their remote staff.**

**Commenting on the research, Regus CEO Mark Dixon says: "Flexible**

# of mobile

percentage using personal computers.

However, almost half don't use data on their phones; those that do generally pay for data as they need it with a small minority having unlimited data on subscriptions, a capped data allowance or using data only when WiFi is available.

In South Africa, almost all users send and receive SMSs or text messages, although there is still a healthy majority of people who use social networking and instant messaging.

SMS is the most-used service in most counties, followed by Internet browsing and social media.

Internet access is increasingly happening on mobile phones, with this being the primary access tool of the vast majority of sub-Saharan African users, with a small minority using tablets, desktop PCs or smart TVs.

The services that people consume on their mobile phones, in order of popularity, are SMS, listening to music, taking photos or videos, social networking, browsing the Internet, playing games, instant messaging, using Bluetooth, using calendar, and sending and receiving e-mails.

Almost half of respondents in the region use social networking on their mobile phone, and this is significantly higher in South Africa and Nigeria.

In South Africa, the most popular social networking service appears to be WhatsApp, followed by Facebook Messenger and BBM (BlackBerry Messenger). These services vary widely from country to country.

The most dominant age group is between 22 and 30 years, followed by 16- to 21-year-olds and 31- to 40-year-olds.

App usage is also growing. The most popular are music, games, video, social networking, general search, graphics, communication (e-mail), sport, news, education, weather, maps/navigation, financial, local search, health and business.

Mobile banking and mobile wallet services are set to grow across the region, with a number of people aiming to increase their usage of these services or being interested in doing so.

The financial services currently popular in sub-Saharan Africa are paying bills, transferring money to the users' phone accounts, reading account details, transferring money to another person, buying airtime, and for bank and credit card notifications.

In South Africa, the top three financial services are bank or credit card notifications, buying air time or phone credit and receiving wages.

## working the way of the future

working is a winner for all concerned when the management team takes the lead. The business people we speak with tell us that trust and freedom play a key role in remote management and, once these are in place, the benefits are clear for all to see: greater productivity; improved staff retention; and lower operating costs."

Regus' survey shows that 50% of companies in South Africa (a good deal higher than the 37% global figure) use specific efficiency-monitoring reporting systems, while 39% of remote managers use video calls to communicate with their teams (43% globally).

Key findings in South Africa include:

- \* 53% work remotely for half the week or more;
- \* 60% say that seamless remote management is an achievable goal, but only if managers undergo special training;
- \* 62% consider trust an important issue;
- \* 50% of companies use reporting systems to monitor mobile employee efficiency;
- \* 39% use video communication between managers and employees; and
- \* 42% believe remote management helps maintain a more professional relationship.

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# The 7bn futures of mobile computing

There is not one mobile future but rather 7-billion futures, according to Intel Fellow and anthropologist Dr Genevieve Bell.

Addressing the Intel Developer Forum, Dr Bell described how the human being has always been, and will continue to be, the ultimate mobile platform.

She illustrated how mobile technology has historically been used to extend our bodies and physical reach, augment our deficiencies and increase our capacity to get things done.

"Mobility technology has been transforming human society for centuries. Its future will be influenced not only by the shrinking size of computing technology due to Moore's Law, but also by global population growth," Dr Bell says.

"Our inspiration should come not only from the invention of new technology ingredients, but also from the needs and desires of human beings. It's not one future we are shaping – it's 7-billion futures, and counting."

Bell's work as an anthropologist at Intel has uncovered important insights into people's desires and frustrations regarding their relationship with technology.

Relying on learnings from over 250 000 interviews conducted in 45 countries, she shared with the audience of technology industry developers four global themes reflecting what people want in future mobility: technology which is truly personal, which unburdens them from some of the more annoying hassles of use, which helps people stay in the moment, and which helps people to be their better selves.

A "smart clothing" demonstration from Berlin's Fraunhofer Institute for Reliability and Microintegration illustrated how shrinking technology will one day disappear into the objects and spaces people interact with. A bicyclist sporting a jacket with a stretchable circuitry board woven into fabric demonstrated clothing could flash bright red lights when a rider is braking.

This single example represented each of the four themes of future mobile technology. The cyclist can enjoy the personal experience of riding and stay in the flow of the moment without worrying about controlling the jacket's functionality. The jacket also augments his body, making

him more visible and allowing him to safely pursue riding at all hours of the day or night.

Dr Bell emphasises that these human desires require that Intel and the developer community think beyond today's mobile devices, such as smartphones and tablets, and consider a broader picture that includes infrastructure, personal data, places and people.

In the future the best technology will be aware of the full context of each individual as it provides for personalised experiences. This in turn will shape the development of technology building blocks, be they silicon, operating systems, middleware, applications or services.

"This global vision requires a constant interplay between what technology makes possible and what individuals desire," says Dr Bell. "Intel will make the best technology and partner with leading developers worldwide to deliver this innovation from silicon to experiences."

Bell added that the mobile future will require power consumption orders of magnitude lower than is available now. As devices begin to understand people, this will require constant sensing at low power.

Middleware that helps devices understand

the context in which their users are operating is another important ingredient for developers creating applications and services that offer truly personalised mobile experiences.

In a demonstration of context awareness technology, a smartphone was able to detect when two individuals were in the vicinity of each other by continuously monitoring voices heard through their microphones.

The information was used to create recommendations of nearby services such as restaurant options – recommendations which could be tailored to the pair or to groups of individuals. For example, different choices might be suggested for a person who was near friends, rather than their children or co-workers.

In another demonstration, Dr Bell showed how context-awareness might help to balance security and personal convenience. As a smartphone monitored a person's walking patterns, it could recognise the person, and, based on this, open access to certain functions of the phone.

Dr Bell noted that this approach to security – when safely under the control of its rightful owner – is an interesting future security model for mobile devices.



**Dr Genevieve Bell, Intel Fellow and anthropologist.**

Dell recommends Windows 8.



The power to do more

# The new Inspiron™ 15R. It's a touching story.



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## Securing the BYOD company

Only about 17% of companies in South Africa have a fully developed mobile device security policy for their corporate networks. Meanwhile, the number of IT security incidents involving cell phones and tablets is on the rise, and most companies have no plans to limit the use of personal mobile devices for work-related purposes.

These are some of the findings of B2B International's Global Corporate IT Security Risks 2013 study, which was conducted among businesses located around the globe in collaboration with Kaspersky Lab.

Eleven percent of respondents identified mobile devices as the source of at least one confidential data leakage over the past 12 months; mobile devices caused more critical data leakages than either employee fraud (9%), accidental leaks from sharing data by staff (5%), or corporate espionage (2%).

Having important corporate and personal information (such as contacts and apps) to hand on one device is convenient — but it does pose a risk to company security. At least 75% of survey participants admitted that the bring your own device (BYOD) environment is a growing threat to the security of corporate IT infrastructures.

The use of IT security policies for mobile devices could greatly reduce the business risks. However, a well-developed mobile device security policy tends to be the exception rather than the rule. Roughly 32% of survey participants reported that their companies do have a policy, but not one that is fully developed; 41% of respondents planned to roll out a mobile device security policy in the future; and 10% said that they have no policy in place, and no plans to develop one.

One reason why these policies are not fully implemented may be a shortage of resources in terms of time and money. Nearly half (41%) of those who reported having a mobile device security policy in place said that insufficient funds had been allocated for this, with another 19% stating that no additional funds had been allocated at all.

## Mobile system on a chip from Intel

Intel has launched its latest family of low-power systems-on-chips (SoC), codenamed Bay Trail, which will fuel a wave of highly powerful and energy, efficient tablets, two-in-ones and other mobile devices to market for consumers and business users in the fourth quarter of this year from leading OEMs including AAVA, Acer, ASUS, Dell, Lenovo and Toshiba.

The Bay Trail family of processors is based on Intel's low-power, high-performance micro-architecture "Silvermont", announced in May 2013.

The Intel Atom Z3000 Processor Series ("Bay Trail-T") is the company's first mobile multi-core SoC and its most powerful offering to date for tablets and other sleek mobile designs. It delivers a fast and fluid experience and a powerful balance of performance, battery life, graphics and rich features.

The flexibility of the new micro-architecture allows for variants of the SoC to serve multiple market segments, including new Intel Pentium and Celeron processors (Bay Trail-M and -D) for entry 2-in-1s, laptops, desktops and all-in-one systems.

The family of Bay Trail SoCs provides a wide range of options for Intel's customers by enabling one hardware configuration that supports both Windows 8 and Android, offering a broader choice of form factors at a range of price points that meet the varied needs of consumers and business users.

"What we have delivered with our Bay Trail platform is an incredibly powerful SoC that delivers outstanding performance, long battery life, and a great experience for the way people use these devices today. It's an incredible leap forward," says Hermann Eul, corporate vice-president and GM of Intel's Mobile and Communications Group.

The Intel Atom Z3000 Processor series delivers performance with all-day battery life. It is Intel's most capable, best-performing platform to date for tablets and other sleek mobile devices.

It offers a smaller footprint and lower power usage while also enabling double the compute performance and triple the graphics performance compared to the previous-generation Intel Atom processor. The low-power SoC platform enables over 10 hours of active battery life and three weeks of standby with an always-connected mobile experience.

The Intel Atom Z3000 Processor series also includes Intel Burst Technology 2.0 with four cores, four threads and 2Mb L2 cache.

Intel will introduce 64-bit support for tablets in early 2014, delivering even greater value to IT managers. Devices built on this version of the SoC will offer enterprise-class applications and security, and with Intel Identity Protection Technology (IPT) with PKI, will not require a VPN password when used with systems optimised for IPT and PKI.

The Bay Trail M line will be available in four SKUs: Intel Pentium N3510 and Intel Celeron N2910, N2810 and N2805 processors. This series will power a number of innovative 2-in-1 devices in addition to notebooks enabled with touch capabilities, bringing them to new audiences at lower price points.

With the micro-architecture flexibility and graphics improvements across all of the Bay Trail SKUs, the Pentium N3000 Processor and Celeron N2000 Processor series also boast three times faster performance in productivity applications and up to three times improvement in graphics compared to three-year-old Intel-based value notebooks.

The Bay Trail D line will be available in three SKUs: Intel Pentium J2850, Intel Celeron J1850 and Intel Celeron J1750. These offerings are Intel's smallest-ever packages for desktop processors, making them ideal for fanless and smaller form factor systems for entry level desktop computing.

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## Dell releases the XPS One 27

The Dell XPS One 27, available from distributor Drive Control Corporation (DCC), is the latest All-in-One (AIO) featuring a 27-inch screen and Wide Quad High Definition (HD) display for personal and professional use.

The USB 3.0 Super Speed USB ports provide 10-times faster transfer speeds. Coupled with 2Tb of storage capacity, the Dell XPS One 27 is the ideal solution for the professional consumer, or "prosumer".

The 27-inch edge-to-edge Quad HD glass display provides 78% more pixels, and Nvidia graphics ensures the highest clarity for all digital material.

Deep, rich sound is provided by the combination of Infinity speakers and Waves MaxxAudio 4's audio processing technology.

The wireless keyboard and mouse provides the perfect space-saving tool for the home or office environment.

The Dell XPS One 27 is ideal for movie lovers, game players and working professionals, providing much-needed capacity and high-speed performance.

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## WD adds My Passport Air to hard drive portfolio

Looking for an ultra-slim portable hard drive suited to a MacBook Air? The My Passport Air from WD is the ideal companion, boasting a sleek metal design which complements the MacBook Air perfectly.

This drive is created to perform optimally, with USB 3.0 allowing users to access and save files at high speeds.

Not only does the My Passport Air hard drive deliver in the speed arena, but it also has an ultra-compact, fashion-forward design.

At just 11mm thin, this ultra-slim mobile hard drive features a premium aluminium enclosure, making it sleek, stylish and sophisticated. It is designed to work with a Mac and operates on a "plug-and-play" basis.

Compatibility is no issue, as it works directly with Apple Time Machine. This also gives users the ability to set up quick and easy backups.

My Passport Air comes with WD features such as WD Security, which allows users to set password protection and hardware encryption to protect all files and memories; and WD Drive Utilities, which allow users to set a drive timer and run diagnostics.

This hard drive is perfect for the travelling businessperson, as they can access all their data on-the-go. Photographers, creative professionals and students that need access to photos, videos and other resources will find that the My Passport Air is a perfect solution.

The My Passport Air offers a capacity of 500Gb.



## Meru Wireless sets 802.11ac standard

Meru Wireless has set the standard for 802.11ac with the AP832, designed to meet the highest performance wireless requirements with Gigabit speeds.

The AP832 is the industry's first 802.11ac access point, capable of supporting two concurrent 5GHz 3x3:3ss radios, designed for high-density deployments in large offices, schools, universities, hospitals, hotels and large retail stores.

The AP832 supports an aggregate 2.6Gbps data rate for the most demanding business applications, such as video and voice.

The AP832 is a dual-radio, dual-band, 802.11a/b/g/n/ac WLAN access point with a 3x3:3ss design. It can operate in the 5GHz band to support 802.11ac and deliver a maximum data rate of 1.3Gbps per radio. Operating in the 2.4GHz band, a maximum data rate of 450Mbps per radio can be achieved.

The access point is offered as a choice between internal and external antenna models.

The AP832 wireless access point supports data, voice and video applications with superior predictability and reliability. It allows users to rely on a WiFi network for mission-critical applications, increasing productivity for end-users.

Radio frequency virtualisation delivers plug-and-play deployment, easy capacity expansion and seamless mobility.

It is designed for the highest client density and most demanding enterprise environments, including:

- \* Arenas;
- \* Stadia;
- \* Lecture halls;
- \* Conference rooms; and
- \* Hospitals.



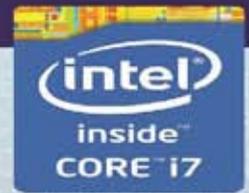
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## Epson introduces five new installation projectors

Five new 3LCD projectors introduced by Epson will help businesses, schools and universities to project brighter, clearer images much more easily. The new models feature brightness levels of up to 5 200 lumens and are packed with easy-to-use features that are designed to make installation and everyday use as easy as possible.

The range includes the Epson EB-4950WU and EB-4850WU with Full HD WUXGA screen resolution; the Epson EB-4750W with WXGA screen resolution; and the Epson EB-4650 and EB-4550 with XGA screen resolution.

Epson's 3LCD technology, with its equally high White and Colour Light Outputs, means that projectors are bright and clear, vivid colours are reproduced faithfully and content can be shown in a variety of ambient light levels. In addition, all models feature a high 5000:1 contrast ratio to ensure rich, deep blacks every time.

With their wide zoom ratio, keystone correction, and arc and point correction, each model can be quickly and easily set up in a variety of positions without picture blurring or distortion.

Kelvin Reynolds, GM of Epson South Africa, says: "All of these models are ideal for installation in large meeting rooms, lecture theatres and auditoriums because of their high brightness levels and high definition picture quality. They also offer great flexibility with their split-screen functionality, which allows users to project images from separate sources. Two different presentations can be shown from individual laptops, for example, or even a separate desktop visualiser such as the Epson ELPDC20."

The Epson EB-4950WU, EB-4850WU, EB-4750W, EB-4650 and EB-4550 are available now, priced at R67 822.00, R54 424.00, R39 014.00, R51 106.00 and R39 014.00 respectively.



## New wireless base station from

The Deliberant APC 5M-90 is an entry-level 5GHz-class wireless base station, available from Duxbury Networking to complement its high-end range of high-speed wireless network products and accessories.

It combines a water- and dust-resistant IP-65 compliant casing with an 802.11n radio core designed to meet capacity and reliability standards required for multimedia and other modern business-critical applications.

"Despite it being a low-cost option, the new Deliberant base station is able to increase a legacy wireless network's performance by a factor of six while boosting reliability and predictability ratings, thanks to its 802.11n compliance," says Andy Robb, chief technology officer at Duxbury Networking.

"The radio core also contains MIMO 2x2 smart antenna technology for improved multiple-input and multiple-output communication performance. It is backed by an integrated, high-gain, dual polarised 90-degree sector antenna."

Robb says the APC 5M-90 is powered by an operating system facilitating the rapid creation of high-throughput and stable wireless networks.

"It allows the device to work as a bridge or a router, while providing a user-friendly Adobe Flex-based graphical user interface

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## Future-ready business security from Cyberoam

With high-speed Internet becoming a reality in organisations, along with the rising number of devices per user and data usage increasing at exponential rates, next generation security appliances must match the needs of future networks.

The Cyberoam NG series delivers future-ready security to organisations by offering unmatched throughput speeds, with best-in-class hardware and software to match.

The series includes:

- \* NG series for SOHO and SMEs - the NG series appliances for SOHOs and SMEs are the fastest UTM's made for this segment; and

- \* NG Series for Large Enterprises - the NG series appliances for enterprises offer next generation firewall (NGFW) protection to large enterprises, with NGFW capabilities offering high performance required for future enterprise networks.

With Cyberoam NG series, businesses get assured security, connectivity and productivity. The Layer 8 Technology attaches user-identity to security, adding speed to an organisation's security.

Cyberoam's Extensible Security Architecture (ESA) supports feature enhancements that can be developed rapidly and deployed with minimum effort.



## Duxbury Networking

with access to useful installation and management tools. These allow for the preparation of comprehensive site surveys and accurate antenna alignment. A delayed reboot tool and a spectrum analyser are also included."

Robb says the Deliberant base station is ideally suited to Highveld weather conditions, being protected against the frequent summer lightning strikes with the use of an external grounding option.

"When grounded to a mounting pole and used together with FTP cable and shielded RJ-45 connectors, the base-station is well protected from the ravages of lightning," he adds.

All Deliberant APC series products have optional access to iPoll, a proprietary point-to-multipoint protocol designed to eliminate mediated access by polling every subscriber sequentially. The data transmission arbitration is accomplished by the access point. Proprietary iPoll protocol enables maximum bandwidth with the lowest possible latency.

In addition, Deliberant APC series devices can be managed and monitored using WNMS (Wireless Network Management System), a software application designed to simplify a large number of tasks for network administrators. A WNMS cloud version is also available.



## Dell PowerEdge VRTX offers powerful data centre capabilities

Providing all the performance, connectivity and storage of an enterprise solution, the Dell PowerEdge VRTX "data centre in a box" from distributor Drive Control Corporation (DCC) is an easy-to-manage, hassle-free device with all the power and storage that a full-blown data centre can provide.

Ideal for the small to medium enterprise (SME) and remote or branch offices, the Dell PowerEdge VRTX enables organisations to converge servers, storage and networking into a single five-unit tower chassis or rack mount it for easier management and consolidation of business applications.

The Dell PowerEdge VRTX provides up to four server nodes, scalability for additional servers and/or hard drives to be inserted, and eight shared PCI Express slots for additional equipment, such as network or graphic cards.

The Dell PowerEdge VRTX readily adapts to accommodate new workload requirements while protecting existing investments in hardware, software, management tools and skills, making it both flexible and stable. The VRTX delivers a technology solution that is easy to use, simplifies complexity and delivers powerful capabilities.



## Omega Africa and Tenda launch the new UH150 USB Adaptor

The Tenda UH150 High Power Wireless USB Adapter provides a Mac or Windows laptop or desktop computer with high speed 150Mbps WiFi access and superior wireless range. It features a High-Gain 5dBI WiFi upgradable antenna and high power output to double the wireless coverage and sensitivity of standard wireless 11n adapters.



## Maxxim offers a structured data cabling solution

Maxxim offers a structured data cabling solution with predominantly local manufacturing and branding, as well as a 15-year certification warranty. It is the most African data cabling product available.

Maxxim carries Cat5e, Cat6 and Cat6a components in all the major centres in South Africa, and can accommodate complete end-to-end solutions.

Maxxim complies with all ISO regulations and has many other certificates. The locally manufactured Cat5e, Cat6 and Cat6a cable is of a high quality. Maxxim uses the same manufacturers as other well-known, preferred structured brands to manufacture their cables in South Africa.

Maxxim employs a unique approach to Cat6a cabling, based on the needs of a predominantly UTP South Africa.

The Maxxim Cat6a is an "ungrounded" U/FTP solution. It is installed like a typical UTP solution, but has the advantages of a shielded system. In particular, it addresses the "alien cross talk"

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## Sharp announces 90-inch AQUOS LED TV

Sharp Middle East has brought the world's largest commercially available television, the 90-inch AQUOS LED, to the South African market.

The 90-inch wall of entertainment weighs just 64kg, and roughly measures 2m in width, and 1,2m in height with a diagonal screen size of more than 2,2m (90-inches).

"With thousands of televisions sold across the region, and a very strong appetite amongst South African customers for modern technology, we believe the 90-inch AQUOS LED TV completes our product offering in South Africa, now ranging from 60-inch to 90-inch TVs," says Tsuneyoshi Miyake, DGM Consumer Electronics Division at Sharp Middle East FZE.

"What differentiates us from our competition is our lead and superiority in LED/LCD technology, which together with our brand values help us offer consumers state-of-the-art products priced to meet their aspirations," explains Rohit Khot, DGM Sales at Sharp's Consumer Electronics Division at Sharp Middle East FZE.

The 90-inch AQUOS LED TV, with its X-Gen Panel Technology, will feature a number of differentiating characteristics, including:

- \* The X 10 the panel. The result is a superb image contrast quality, at much lower power consumption;
- \* UV2A Technology - Sharp uses a method in which UV light controls liquid crystal molecules to ensure uniform alignment. The result is a high precision picture and a deep black and

fantastic white at Pico meter level;

- \* Every AQUOS SMART TV comes with WiFi capabilities. This means you no longer need to worry about cables and connections;

- \* Our Mobile HD Link (MHL) connects your mobile with your Sharp TV and uses the TV's remote to control mobile apps and content. When connected to the system, your mobile receives power and is charged;

- \* Sharp lets you switch from 3D to 2D anytime you want;

- \* Get up close and personal with the new television – 1080p HD resolution means you don't have to sit as far away from your AQUOS LED TV for optimum viewing as with other televisions;

- \* Generation Panel - It has a wider aperture ratio which allows easy light transmission through;

- \* Depending on your room ambience, your AQUOS TV will automatically adjust TV brightness for optimum viewing, which can also save power. Sharp Optical Picture Control (OPC) uses a sensor in front of your TV to detect ambient room light;

- \* The world's most advanced and green friendly manufacturing system - AQUOS LED TVs require fewer resources to manufacture thanks to the SDP ,10th Generation LCD manufacturing complex, which employs a centralised energy management system that helps estimate usage volumes and optimise operations. The centralised energy management system reduces CO2 emissions by 48 000 tonnes per year.

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## Eaton easy800 Control Relay with Bluetooth

Eaton has introduced the easy800 control relay with Bluetooth communication.

With a Bluetooth adapter, machines and plants can be conveniently commissioned and maintained remotely. Users can now also communicate with the controller outside of noisy environments and dangerous areas. Communication between the notebook and easy800 can be bridged with a Bluetooth adapter in normal industrial environments up to distances of 10 metres.

An 8-digit PIN number for each Bluetooth adapter is used as a security code for communication with the notebook. This prevents the possibility of external unauthorized accesses to easy800.

The easy800 control relay series has demonstrated its versatility in a wide range of applications.

With its versatile function blocks such as PID controllers, maths function blocks, pulse width modulation, high-speed counter and so on, the easy800 provides solutions for a wide range of control and regulation tasks in industry and trade. Thanks to its analogue and digital expandability, connectivity to standard bus systems, easyNet networkability and possibility for Ethernet communication, the easy800 control relay has become the most powerful of its kind on the market.



## Western Digital expands network-attached storage family with WD Red

WD, a Western Digital company and storage industry leader, has announced the expansion of its category-leading WD Red line of SATA hard drives specifically designed for home and small office NAS (network attached storage) systems with one- to five-drive bays.

WD Red hard drives are now available in a 2,5-inch form factor offering 1Tb and 750Gb capacities and a new 3,5-inch 4Tb capacity. Powered by NASware 2.0 technology, WD Red is compatibility-tested with top NAS system manufacturers and optimised for performance and reduced power consumption.

"WD defined the NAS drive category by leading development of hard drives specifically built for small NAS environments," says Matt Rutledge, VP of client storage for WD.

"The WD Red product line serves the unique environment of NAS and meets the growing demand for affordable,

reliable, and compatible storage. Through dialogue with our NAS partners and customer advocacy for WD Red, we saw the need for additional capacity in the 3,5-inch form factor and delivered our new 4Tb offering.

"We also wanted to deliver a highly reliable and compatible 2,5-inch hard drive built specifically for small NAS. This small form factor enables our customers to use high capacity NAS hard drives with high performance, quiet operation, and low power consumption in compact NAS enclosures," he says.

"The need for more capacity is also apparent in the local market and with the uptake of small to medium NAS devices, augmenting our WD Red hard drive range with a 4Tb makes sense," says Calvin Subbadu, WD Components sales manager for South Africa.

"As consumers download more and more digital content and SMBs struggle with the exponential increase of data, the new

4Tb WD Red drive delivers an additional 5Tb more data in a five Bay NAS solution – that's a total of 20Tb of data."

"Furthermore, with NAS vendors now manufacturing smaller form factor NAS enclosures, this highlighted the demand for a 2,5-inch WD Red hard drive.

"The market is poised for significant growth in this sector and according to IDC, the Small Form Factor NAS Opportunity is expected to grow by 147% from 2013 to 2014," says Subbadu.

Top industry analysts see NAS continuing to represent one of the fastest-growing segments of the worldwide SOHO storage systems market.

From both revenue and terabyte perspectives, NAS will continue to experience strong growth through the forecast period (to 2015), driven by a major shift of storage deployments toward IP-connected systems.

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## Omega Africa distributes the new Foxconn motherboards

Next generation Foxconn motherboards are now available from Omega Africa. The new chipset technology dramatically improves motherboard performance and further enhances core graphics capabilities, while supporting DirectX 11.1.

The dual video output (D-Sub, DVI-D or HDMI) provides a choice of flexible display options.

Features of the motherboards include:

- \* Power conservation - the Haswell CPU, using 22nm process, integrates voltage control function FIVR (fully integrated voltage regulator), with which an accurate control of the processor's power consumption is possible;
- \* Rapid Start technology - Rapid Start is supported by the H87/B85 motherboard, with which the system can become fully active from a zero power hibernation state within five to six seconds;
- \* Smart Response technology - Smart Response provides a middle ground between an economical HDD and a fast SSD;
- \* Dynamic storage accelerator - this technology maximises storage I/O throughput performance by dynamically adjusting power state policies based on load conditions and power profile;
- \* Dual channel DDR3 - H87/B85 support dual channel DDR3 memory that features data transfer rates of 1 600 MHz to meet the higher bandwidth requirements of the latest 3D graphics, multimedia and Internet applications; and
- \* 5.1 channel HD audio - this is capable of delivering high-quality sound for up to six channels at 192 kHz/32-bit, providing an extremely realistic audio experience.

The next generation of WD Red hard drives deliver the best NAS experience for customers with a new version of NASware 2.0, which improves drive reliability and protects customer data in the event of a power loss or disruption.

WD Red hard drives also feature 3D Active Balance Plus, an enhanced balance control technology, which significantly improves overall drive performance and reliability. Exclusive for WD Red customers, WD offers free premium 24/7 dedicated phone support and a three-year limited warranty.

The addition of a new form factor and higher capacity WD Red hard drives further underscores WD's "Power of Choice" mission for client hard drive solutions.

Integrating with WD NAS solutions, WD Red hard drives are qualified to work with a wide array of WD OEM partners.



# Loyalty programmes: there's no such thing as a free lunch

My esteemed editor has already said it: "If you want loyalty, buy a dog."

While the old adage may pass a slightly harsh judgement on the ability of "man's best friend" to discern between when to remain faithful to the master and when to bite or run away, it does tend to illustrate the point that loyalty should never be taken for granted.

Loyalty (this month's cover story) is, without doubt, a cornerstone of any business. Management consultants and thousands of text books have preached the value of customer loyalty for decades, pointing out how much more difficult and expensive it is to recruit new customers than it is to retain existing ones.

Acceptance of this fact has established loyalty programmes as a totally pervasive aspect of business around the world, in virtually every industry sector – from retail, through airlines, financial services and even into political life.

South Africa is probably one of the best examples in the world of how blind and unwavering loyalty can be so richly rewarded. After all, how else can you explain the "deployment of cadres" when it comes to filling top posts with people of questionable ethical standards or totally lacking in skills?

Loyalty programmes, couched in a wide variety of formats and in various guises, have been something of a tradition in the IT channel since the advent of commercial computing.

As a hallmark of how business is conducted throughout the IT channel, the rewards for loyalty are more usually packaged under a so-called "partner programme".

While the economic upheaval in recent years has had an impact on the more glamorous and excessive aspects of loyalty or partner programmes, there is little doubt that they continue to be used by vendors to help ensure that sales through the channel are maintained at the highest possible levels.

There is little doubt that IT vendors are undisputed masters of exploiting these loyalty programmes for their own benefit - from simple incentives that reward distributors or reseller business

partners for achieving sales targets or "quotas", to not-so-subtle threats to terminate distribution agreements or reseller certifications.

In fact, loyalty programmes can almost be classified as part of any vendor's business - and a very profitable part at that.

Programmes based on commissions, rebates, kickbacks and other similar monetary rewards for achieving sell-through or sales targets are quite obviously self-funding - and probably extremely profitable for the vendor when the benefits of incremental volumes are factored in.

Partner programmes that offer rewards such travel to exotic destinations, household electronic goods or even motor cars play on the appeal of "perceived value".

Driven by the often mistaken perception that the "prize" is worth far more than it actually is, the distributor or reseller chases as hard as possible to earn the reward.

In this instance, the vendor not only benefits from incremental business but also from the difference between the perceived value and the actual cost of the reward.

As profitable as any sales-based loyalty scheme may be for a vendor, it should also not be forgotten that there is no such thing as a "free lunch". Somebody is going to have to pay for the reward programme somewhere down the "value chain".

It's certainly not the vendor. It's unlikely to be the cash-strapped distributor and it's almost certainly not going to be the "struggling" reseller.

It therefore means that the end-user is probably the poor sucker that's going to be ripped off, or at the very least subsidising some or other sales manager's skiing holiday in Switzerland or entry into the draw for the Ferrari.

As an insidious sales and marketing tool, one begins to wonder how much cost could be stripped out of the supply chain if all loyalty programmes were suddenly halted, or if the dog decided to run away.

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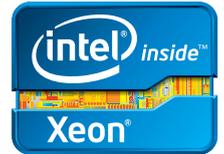


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## The first and only full integration of servers, storage, networking and management in only 5U.

Up until now, there hasn't been an IT solution designed specifically for an office environment. Enter the new Dell PowerEdge VRTX powered by the Intel® Xeon® processor, an integrated end-to-end solution built specifically for the growing office. It's the only 5U PowerEdge shared infrastructure platform design based on input from over 7,000 customers, featuring four integrated servers, 48TBs of storage, networking and systems management to simplify all aspects of IT. You inspired it. We built it.



The power to do more



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