Redington Dominates Cloud Innovation at GITEX Global 2023

Dubai, United Arab Emirates, 18th October 2023 – Redington is making waves at GITEX Global 2023 by showcasing its pioneering role in cloud technology.

Redington is also highlighting its partnership with all three cloud hyperscalers – Microsoft, AWS, and Google – at the ongoing five-day tech show. With interesting live sessions hosted by cloud leaders from all the three hyperscalers, attendees will be treated to deep market insights and gain a better understanding of the current cloud landscape.

The sessions are also covering the elements of modern workspaces and the role security will play while cloud empowers businesses to enhance productivity and agility.

[Nehal Sharma] **Vice President, Cloud Solutions Group,** [Redington Middle East and Africa], said, "Cloud is not merely a technological enabler; it's the bedrock upon which the future of digital evolution rests. Identifying its pivotal role in re-imagining the digital future, we have developed a strategic and comprehensive cloud practice tailored to empower our partners in navigating the complex landscape of tech innovation. At GITEX Global, we are strengthening relationships and forging new ones with our partners and customers as we collaborate for the digital future."

The company's vision is to become the most valued consulting distributor across the globe to simplify cloud adoption, by collaborating closely with its community of partners and vendors to deliver unparalleled excellence. Towards this, it has introduced CloudQuarks, a unified platform that harmonizes its capabilities and offerings. Furthermore, the company has established specific competencies, ensuring the highest standards of seamless and enriched experiences for the entire cloud community.

Today Redington's proprietary CloudQuarks platform is a comprehensive solution that enables partners to accelerate cloud adoption and deliver value to their customers. It helps partners to bring cloud solutions to market quickly and efficiently.

CloudQuarks integrates TrackMyCloud (TMC), a comprehensive intelligent Software-as-a-Service (SaaS) platform designed for the efficient management of intricate cloud infrastructure. TMC includes a suite of five solutions offering over 800 features, streamlining the monitoring and optimization of cloud spends. The platform is vendor-agnostic, user-friendly, and empowers partners to fortify their cloud capabilities and broaden the scope of value-added services across diverse industries for their customers.

Besides its extensive channel network, Redington has established a tightly-knit ecosystem of cloud-native Independent Software Vendors (ISVs). This ecosystem facilitates partners in delivering elevated customer experiences through innovative cloud solutions.

Redington's strengths in cloud technology are enabling organizations to optimize their operations, enhance agility, and accelerate digital transformation.

Meet Redington's cloud experts at Stand A1 in Hall 5 to learn how you can simplify and accelerate your cloud transformation journeys.