

Redington Ecosystem Awards 2024 Honors Top Partners for Excellence and Innovation

Caption: *Viswanath Pallasena, CEO of Redington MEA, delivered the welcome address, emphasizing the importance of collaboration and Redington's continued commitment to empowering its partners.*

Dubai, United Arab Emirates, 16th October 2024: Redington, a leading technology aggregator and innovation powerhouse across emerging markets, celebrated the achievements of its top-performing partners at the second edition of its Ecosystem Awards, held on the evening of Day 2 at GITEX Global 2024. The exclusive event took place at Sphere, The One&Only One Zabeel, bringing together key players in the technology distribution ecosystem.

The Ecosystem Awards recognized outstanding contributions and innovations from Redington's extensive network of partners across various categories. The event aimed to highlight the collaborative spirit driving digital transformation across the region.

The evening featured an impressive lineup of keynote speakers, including representatives from industry giants such as Ahmed Abdel Latif, Sr Regional Director Global Partners Solutions, Microsoft; Kevin Dallas, CEO at EDB; Michael Langeveld, Head of Technology & Business Development from HPE; and Hany ElGohary, Country Leader, UAE from AWS. These thought leaders shared insights on emerging technologies and market trends, providing attendees with valuable perspectives on the future of the tech landscape.

Viswanath Pallasena, CEO of Redington MEA, delivered the welcome address, emphasizing the importance of collaboration and Redington's continued commitment to empowering its partners.

"Redington's success is built on the strength of our partner ecosystem. This event is a platform to recognize the incredible work our partners have done in driving digital transformation across the region. We were excited to celebrate these achievements and look forward to building the future of innovation together," said Pallasena.



During the course of the evening, Redington unveiled the results of a survey conducted with over 200 customers during Redington's The Vertical Congress events in the UAE and KSA. This offered valuable insights for the channel partners in attendance. The survey provided a deep dive into the priorities of CIOs, shedding light on their technology focus and investment appetites for the coming year. These findings and more proved to be highly relevant, equipping the partners with crucial information to better align their strategies and offerings.

Rawad Ayash, President, Saudi Arabia, Redington, said, "Our partners are the backbone of our business. In a world where technology is evolving rapidly, collaboration is more than a strategy, it's the key to unlocking true potential. At the Ecosystem Awards, we celebrated how our partners have harnessed the full spectrum of technologies to drive innovation, efficiency, and growth. Their expertise and vision are what enable businesses to stay ahead in a constantly changing landscape."

The event also featured entertainment segments and networking opportunities, allowing attendees to forge new connections and strengthen existing partnerships.



Sayantana Dev, President at Redington MEA, said, "Our success is deeply intertwined with the success of our partners. We understand that true growth is not a solo effort, but a collective one. These awards are not just a recognition of individual achievements, but a celebration of the strong, collaborative relationships we've built over time. They reflect the extraordinary outcomes we've been able to achieve together, driving innovation, overcoming challenges, and creating real value for our customers. This success is a direct result of the trust, dedication, and shared vision that we have with our partners, and it's a testament to the power of working together toward common goals."

As the technology landscape continues to evolve rapidly, Redington remains committed to empowering its partners with the latest solutions and support. The Ecosystem Awards served as a platform to recognize excellence and inspire further innovation in the field of technology distribution.

The full awards list is below:

Infrastructure Partner of the Year - Innovative Incorporation

Networking Partner of the Year - Cadd Emirates

Cybersecurity Partner of the Year - United Computer & Management Consultancy

Enterprise Software Partner of the Year - ICT Misr

Data & AI Partner of the Year - Accord Business Group

MSSP Partner of the Year - Cybershelter Infosec Solutions

Enterprise Data Infrastructure Partner of the Year - Computech Limited

Emerging Partner of the Year - Beyon Cyber

Best Software-Defined Infrastructure Partner of the Year - Information & Communication Technology Qatar

Technology Solutions Partner of the Year - KSA - Nahil Computers

Partner of the Year - KSA - Al Hasoob Trading Company

Partner of the Year - UAE - Ard Al Ghadeer Trading

Personal Computing Partner of the Year - UAE - Achievers Computer Limited

Excellence in Online Retail - [Amazon.ae](https://www.amazon.ae)

Cloud AI Partner of the Year - Logicerca

Collaboration Partner of the Year - Noventiq Seven Seas Technology

Cloud Customer Migration Partner of the Year - Kitsilano Technologies

Cloud Growth Partner of the Year - Integra Technologies

Cloud Transformation Partner of the Year - Exquitech

Cloud Adoption Partner of the Year - Zero&One

Emerging Partner of the Year - Silver Star Electronics

Excellence in Travel Retail - Dubai Duty Free

Experiential Retailer of the Year - Emax

Technology Solutions Partner of the Year - UAE - Alpha Data

Commercial Partner of the Year - e& UAE B2B

Cloud Excellence Partner of the Year - Bespin Global MEA, an e& enterprise company

Excellence in Omnichannel Retail - Sharaf DG

Global Systems Integration Partner of the Year - NEC

E-Commerce B2B Pioneer Partner of the Year - Bright Apollo Electronics Trading

Telecom Partner of the Year - e& UAE B2B