

Redington Joins the Pure Storage Distributor Program to Empower Customers with a Unified Data Platform

Dubai, United Arab Emirates, 31st October 2024: Redington, a leading technology aggregator and innovation powerhouse across emerging markets, today announced it became a certified distributor within the Pure Storage distributor program. Pure Storage is the IT pioneer that delivers the world's most advanced data storage technology and services. Redington will now provide the Pure Storage all-flash, sustainable data storage platform to its customers in the Middle East and Africa region.

Caption for the opening image: *Redington and Pure Storage team - (L-R) - [Dharshana Kosgalage](#) , [Julien Cornut](#), [Matt Walker](#), [Savio Anthony](#), [Geoff Greenlaw](#), [Sayantan Dev](#), [Sukhil Nair](#), [Joseph T. Mathew](#), [Samer Semaan](#)*

This collaboration empowers regional customers to overcome critical data management challenges. By joining the Pure Storage distributor program, Redington and its channel ecosystem will deliver a unified data platform to customers across the region, enabling them to drive business agility, optimize performance, and accelerate digital transformation.

Pure Storage solutions support customers with a more resilient, efficient, and sustainable data infrastructure. The all-flash platform helps meet customer needs including: the ability to scale up and down with an SLA driven as-a-Service model to support organisations growing data volumes and need for flexibility. In addition, Redington will deliver Pure Storage's advanced data protection features, and disaster recovery capabilities to support business continuity. Customers also demand simplified management and sustainable solutions which Redington can provide with the Pure Storage platform.

Redington will collaborate closely with its channel partners to provide in-depth product training, technical support, go-to-market resources, and certification programs, enabling them to support customers' goals with Pure Storage solutions. This partnership will equip channel partners to capitalize on the growing market for all-flash storage. Together, Pure Storage, Redington and its channel partners help customers put data to use while reducing the complexity and expense of managing the infrastructure behind it.

[Dharshana Kosgalage](#), **Executive Vice President of the Technology Solutions Group at Redington MEA**, said, "We are excited to partner with Pure Storage to bring its cutting-edge all-flash storage solutions to our channel partners and customers across the Middle East and Africa. This collaboration perfectly aligns with our commitment to deliver innovative and sustainable technology solutions. At Redington, we focus on eliminating technology, market, and knowledge barriers, empowering businesses to overcome challenges, accelerate growth, and maintain a competitive edge. By offering Pure Storage's state-of-the-art solutions through our partner community, we enable organizations to transform their data management, enhance agility, and accelerate their digital transformation journey."

"Redington has extensive experience in meeting customers' demands in this region through its partner network," said [Geoff Greenlaw](#), **VP Partners, EMEA & LatAm, Pure Storage**. "We are delighted that they have joined our distributor program. Distributors like Redington help us empower our customers to innovate and meet their most demanding data storage needs."