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# Solutions signs MicroWorld

by [Alex Malouf](#)

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The perfect synergy: Nazir Kazi, MicroWorld assistant general manager (left), with Pramod Shetty, security solutions product manager at Solutions Middle East

Dubai-based Solutions Middle East has signed up security solutions vendor MicroWorld as it aims to build a distribution arm to sit alongside its existing systems integration business.

“Our traditional business has been focused on communication and process solutions, where we are pioneers across the Middle East,” said Pramod Shetty, security solutions product manager at Solutions Middle East. “There is a synergy between our present business and security. We are in the process of building up a strong portfolio and MicroWorld fits in perfectly with our product strategy.”

Solutions Middle East will carry MicroWorld's entire range of security solutions including anti-virus and content management products, targeting a broad customer base ranging from the small office home office (SOHO) level up to the enterprise space. Solutions Middle East will make the SMB space its top short-term priority despite the crowded vendor landscape.

"There are few greenfield sites left in the corporate or SMB market, but what people do want is choice," explained Nazir Kazi, assistant general manager at MicroWorld. "Bigger organisations like Symantec and McAfee are not really going out and reaching into the SMB segment. We think we can fill that gap."

The deal forms part of Solution Middle East's long-term goal of developing its distribution business, according to Minosh Salam, product manager of enterprise access solutions. "We have come to a stage where we may separate as two distinct organisations: one to drive the channel business and the other for dealing directly with the corporate accounts. It may not be possible to retain everything in one entity as it will lose focus."

Solutions Middle East is entering a crowded market segment with a wide selection of vendors fighting hard to build Middle East channels that provide them with genuine SMB reach. While the likes of Symantec and McAfee may have had an enterprise focus in the past, they too have now harnessed the power of their brands to build channel programmes targeted specifically at the Middle East SMB space.

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