

Companies Warned Against Opportunistic Technology Partnerships

Goal-Oriented, Consultative-Driven Approach Urged;

Condo Protego Raises Awareness of Regional Best Practice At Today's EMC Forum in Dubai

Dubai, United Arab Emirates

Opportunistic technology partnerships have the potential to hamper both innovation and profit, according to one of the region's leading value-added resellers.

Andrew Calthorpe, CEO of data protection and availability storage specialists Condo Protego, stressed that quick-fix, price-led strategies almost invariably lead to operational disruption and inefficiency.

"Technology partnerships should be exhaustively structured and entirely goal-oriented," he said.

"Teaming up with a vendor is all too often an opportunistic affair – usually driven by a knee-jerk reaction to the prices on offer – and the subsequent results usually suffer. A solution that works is consultation-driven and people-powered. It is also always derived from a reference architecture that considers all variables of software and hardware interaction."

Calthorpe was speaking at today's EMC Forum, for which Condo Protego is a Platinum Sponsor. EMC products are one of Condo Protego's core strengths.

"Cutting-edge EMC technology has the potential to redefine the way businesses and organisations run in the region, but they need to be presented and implemented properly. We invest a huge amount in understanding exactly how the EMC's innovations work, how to bring them to life and, crucially, how to support their on-going evolution."

Condo Protego is a Signature EMC Velocity Partner, the highest possible tier of accreditation. The EMC Business Partner Program, previously known as Velocity Program, creates a collaborative environment for EMC and its partners to better meet the IT needs of joint customers. The program addresses go-to-market activities and business development efforts, which are consistent and predictable.

Using EMC products, Condo Protego has helped numerous local enterprise-class customers protect their data futures across the banking, insurance, education, energy, manufacturing, energy and government sectors.

The EMC Forum - attended by customers and IT professionals – is a showcase for EMC's latest technologies. In particular, it explored how EMC cloud solutions transform IT and business. Keynote speakers included leading EMC names such as Patricia Florissi, VP and CTO EMC Sales and Mark Thurmond, Senior Vice President, Worldwide Sales RSA.