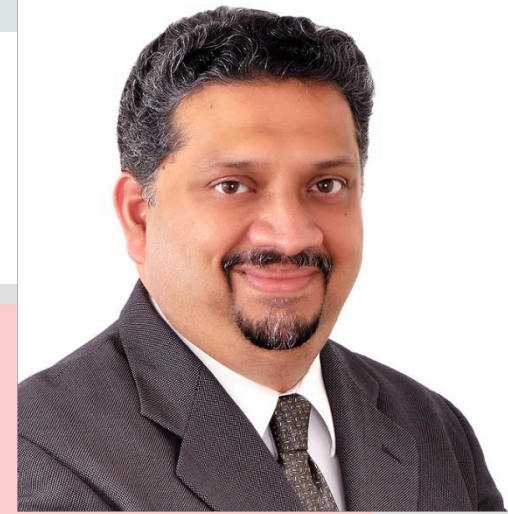


# ECEMEA VADs & Best Practices



Ajoy Pinto  
Senior Director – ECEMEA VAD Channel Sales  
June 7<sup>th</sup> & 8<sup>th</sup>, 2017  
Budapest - Hungary

# ECEMEA VAD Landscape



- 101 Countries
- 59 VAD Legal Entities
- 20 Distinct VADs
- 6 Partner Hubs & 6 Solution Centers
  
- FY18 Priority :
  - Cloud Transformation: PaaS & IaaS
  - Private Cloud Infrastructure: Systems & Storage
  - Drive Incremental Revenue through specific initiatives.

# Eastern Central Europe and CIS

- Russia & CIS



Maria Zakharchenko

- 11 VAD entities & 9 VADs
- 6 Countries
- \$105M Revenue
- 1 Partner Hub
- Russia: FORS, Marvel, Merlion
- Ukraine/ Moldova: IT Dist., Login
- Kazakhstan: Comportal & Marvel
- Belarus: Compit & Elko

- Central Asia & Turkey



Hulya Yilmaz

- 3 VAD entities & 2 VADs
- 8 Countries
- \$60M Revenue
- 1 Partner Hub
- Turkey: Linkplus & Artim
- Central Asia: Artim

- Central & Eastern Europe



Istvan Gyarfás

- 16 VAD entities & 3 VADs
- 21 Countries
- \$100M Revenue
- 1 Partner Hub & 1 OASC
- Arrow (PL, AT, CZ, HU, Baltic states)
- Tech Data (AT, CZ, SK, HU, SI, HR, RS, MK, RO, BG)
- ETA2U (RO)

# Middle East & Africa

- South & East Africa



Sharmaine Khan

- 9 VAD entities & 4 VADs
- 22 Countries
- \$30M Revenue
- 1 Partner Hub & 2 OASCs
- South Africa: AWG & FD
- SADC: Interdist, AWG & FD
- East Africa: Redington, Interdist, FD

- West & Central Africa



Ifeoma Isinguzo

- 5 VAD entities & 3 VADs
- 25 Countries
- \$25M Revenue
- 1 OASC
- EWA: Interdist, Redington, FD
- FWA: Interdist, Redington, FD

- Middle East & North Africa



Camille Muhandes

- 18 VAD entities & 4 VADs
- 18 Countries
- \$120M Revenue
- 1 Partner Hub & 2 OASCs
- MENA: Tech Access & Ingram
- Middle East: Redington
- Levant & North Africa: Interdist

# Driving Incremental Mid Market Systems Revenue

## Mini Cluster: Redington – Gulf

- Generate incremental Pipeline of \$2M from White space accounts with the objective of closing 4 mini cluster deals.
  - 35 prospects in the white Space targeted
  - Investment in a demo mini cluster
  - Marketing: Social media/ Events / Workshops
  - 22 Demo's / POVs conducted
  - 3 Partners trained & certified.

## ODA: Arrow - CEE

- Deliver incremental broad market revenue across the expanded ODA family.
  - A focused ODA Partners onboarding plan. Over 2000 partners targeted
  - Enablement: Webinars /Demo. Labs /Social Media
  - Over 1500 end users targeted through telemarketing campaigns.
  - End User Roadshows & Events across the region

# Driving VAD Cloud Transformation

## Russia: Marvel

- Transforming internally & creating a Partner Ecosystem to embrace the Oracle Cloud (PaaS +IaaS)
  - Built Cloud self sufficiency internally with certified resources & demo. capability
  - Focused Campaign to transition existing and onboard new Oracle Cloud partners
  - Conducted 13 Regional activities (roadshows/ events) in 7 out of the 8 districts in Russia.

## South Africa & SADC: Axiz Workgroup

- Transforming internally & creating a Partner Ecosystem to embrace the Oracle Cloud (PaaS +IaaS)
  - Built Cloud self sufficiency internally with Six Certified resources
  - Built a Cloud Corner at the OASC to offer trial IaaS & PaaS demo's to 5 partners per month.
  - Conducted 14 Workshops / Roadshows across South Africa & SADC

# **Hardware and Software Engineered to Work Together**