

# Value addition key for firms



## INTERVIEW

**Alvin R. Cabral**

DUBAI — Leading IT distributor TechAccess is keen to give more focus on growth markets and take value-addition to the next level, especially in the Middle East, its top official said.

“We hope to achieve this by investing in our specialised services,” Shomail Ghalib, president and chief executive officer of TechAccess, told *Khaleej Times* in an interview.

“We want to maintain our niche in the market through our value-added services along with our world-class IT solutions.”

The company, which offers a breadth of services focusing on marketing, logistics, sales and pre-sales, is also currently focusing on highlighting its technology centre that provides hands-on demonstrations of the solutions TechAccess offers.

“Our state-of-the-art centre is well-equipped with the latest equipment and applications supported by our vendors,” Ghalib said, adding that the company uses a “test before you invest” approach with its partners, where a specific solution set is created, deployed



**Shomail Ghalib.**

and tested as per the partner’s prerequisites before they make an investment.

“We believe in providing our partners with a 360-degree value addition,” he added.

TechAccess has been in the Mena region for over 12 years now and is the top VAD in the industry, “working hard to maintain this position”, Ghalib said.

For its expansion plans, he said that the company is focusing on growing more in the Middle East by broadening its industry coverage in the UAE especially in the education and government sectors.

As for other parts of the region, he said: “We will be enhancing our industry breadth in Qatar and Kuwait with oil and gas, telecom and banking as focal points.”

In Saudi Arabia, Ghalib pointed

out that a technology centre is also being set up in the kingdom, which will further assist in capturing market share for software and storage solutions. It will also be establishing an HDS storage and Oracle software market there in order to tap into the potential of growing opportunities in the government, education and telecom industries.

“We operate in a B2B [business-to-business] environment for which we need to work hand-in-hand with our vendors and partners. Our vendors expect us to gain market share for their products and solutions and we work with our partners to deliver this to our clients,” he said.

“Keeping this business cycle in mind, we tend to work very closely with our partners in order to understand their operational difficulties and then align ourselves to meet their business requirements.”

The company also has a TechAccess Partner Loyalty Programme, which is a step forward in strengthening its relationships with partners, as well as rewarding them for growing their business with TechAccess. The firm is the first value-added IT distributor to launch such a scheme.

The programme, which Ghalib describes as a “key differentiator” in the market, also focuses on “generating excitement among new partners to do business with us”.

— [alvin@khaleejtimes.com](mailto:alvin@khaleejtimes.com)