

Dimension Data and Blue Coat Hold Seminar to Highlight Need For a Secure Application Delivery Network

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Dubai, United Arab Emirates, January 17, 2010: Dimension Data, the \$4 billion specialist IT solutions and services company and Blue Coat Systems, the technology leader in Application Delivery Networking, announced that they are co-hosting a one day interactive seminar on how companies could optimize network and security infrastructure. The event, which will be attended by leading CIOs and senior IT decision makers from across the region, is scheduled to take place on 18th January 2010 at the Emirates Palace Hotel in Abu Dhabi. The seminar will highlight crucial concerns that organizations face in a fast evolving landscape that challenges the capabilities of their network infrastructure to stay secure while enabling the highest availability of applications for mobile workforce.

“Companies need to optimize delivery of information and applications to their workers, customers and partners to confidently transact business. However, they face several bottlenecks while attempting to support on-demand application delivery. For instance, server consolidation or convergence initiatives can possibly impact network performance. Similarly, security breaches and data thefts are always significant risks that mobile applications and devices are exposed to. To make it worse, incidence of IT silos in the network infrastructure can make it impossible to get a holistic view of the issues as well as to manage the network,” explains Mr. Nader Atout, Managing Director - Gulf, Dimension Data. “Blue Coat’s Application Delivery Network (ADN) is a proven solution that addresses all of these requirements and enables optimal network performance while securing the infrastructure.”

Dimension Data’s integration, support and operational expertise, combined with Blue Coat’s performance optimisation and security technology, results in a customised and complete approach to secure information flow and application delivery. The one-day seminar will help showcase Blue Coat’s Application Delivery Network (ADN), a comprehensive solution that address the dual concerns of enabling application delivery to mobile workforce and ensuring data security. Blue Coat’s ADN solution helps meet the needs of the workforce, by delivering fast, secure and available applications across the distributed enterprise, all while controlling rising network management costs.

“To stay competitive, organisations need comprehensive solutions that not only accelerate information mobility but also protect vital data and applications. Employees require more flexibility but the enterprise needs to maintain control. Performance has to be increased and costs lowered at the same time. Our ADN solutions deliver on all of these perfectly. Our Wan Optimization solutions enhance performance of key applications several fold and optimize bandwidth utilization. Considering the high cost of bandwidth in the Middle East, this translates into substantial savings for clients,” says Nidal Taha, Regional Director for ME and Turkey, Blue Coat Systems.

ADN helps identify and manage all the traffic that moves across the infrastructure. It helps protect people, applications and information from malicious software and Web content. It delivers the right information and applications at the right time, minimises the risk of both unintentional and intentional data leakage and helps maximise utilisation of the IT infrastructure with reduced management cost.

“Given the fact that IT networks are today seen as business enablers, there is huge pressure on companies to substantially improve the efficiency of their corporate networks. Blue Coat’s Application Delivery Network (ADN) solution addresses these needs comprehensively,” Mr. Taha adds.

Senior security specialists from Blue Coat and Dimension Data will be at the event to meet with CIOs, IT Directors and delegates and share their global experiences and success stories with them.

About Dimension Data

Dimension Data plc (LSE:DDT), a specialist IT services and solution provider, helps clients plan, build, support and manage their IT infrastructures. Dimension Data applies its expertise in networking, converged communications, security, data centre and storage, Microsoft and contact centre technologies, and its unique skills in consulting, integration and managed services to create customised client solutions. www.dimensiondata.com

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