ACCEDIAN

SIMPLY THE BEST

CNME Editor Mark Forker secured an exclusive interview with **Richard Piasentin**, Chief Marketing and Chief Strategy Officer at Accedian during GITEX Global 2022. In a candid and fascinating discussion, Piasentin outlined the factors behind their phenomenal growth over the last 12 months in the Middle East – and declared that their portfolio of products are the best in the world.

P iasentin is one of the most respected and revered technology thought leaders in the IT ecosystem globally, and he has enjoyed a stellar career.

The last time we spoke was at GITEX 2021, an event where the presence of the COVID-19 pandemic still loomed large throughout the conference.

However, 12 months on GITEX was back with a bang, and so to was the dynamic Chief Marketing and Chief Strategy Officer at Accedian, who had once again endured a gruelling 16-hour flight from Canada to be onsite at the Middle East's flagship technology symposium.

I kickstarted our conversation a year later, by quite naturally asking him why he was back at GITEX!

"We have brought some incredible innovations that

we really wanted to display here at GITEX. This is the very first show where we are actively demonstrating our new security product, which has just been launched in the market – and we're extremely excited about that. In addition to this, our partnerships have expanded significantly over the last 12 months, which is another good indicator to the success we're enjoying across the region," said Piasentin.

Piasentin then paid tribute to the channel ecosystem in the Middle East, saying they were without a doubt the most innovative globally.

"This might surprise some of my North American counterparts, but I truly believe that the Middle East market has the most innovative value-added distributors and resellers in the world. There's just no disputing that in my opinion," said Piasentin.

Piasentin added that Accedian's tech platforms were really empowering those channel enterprises.

"Those businesses are adopting our products, and are integrating our Accedian technology platform into their operations, because ultimately, we enable their businesses unlike any other provider of performance and security solutions. We have seen

tremendous progress with our providers in the market, with companies such as SecureNet and Zain really benefiting from our solution offering," said Piasentin.

The Accedian executive then elaborated more on the details of what their partnerships with Zain, Cisco and SecureNet actually entails.

He disclosed that the recent announcement with Zain is a joint venture between Accedian and Cisco, and that the partnership is delivering customer experience and automated assurance solutions both to Zain and through Zain to their business services customers. Fundamentally, their mission is to drive innovation across the region.

"Accedian is Cisco's service assurance partner, and together with Cisco we just launched a project with Zain in the market here, and it's a really interesting use-case that utilises our service assurance platform on top of Cisco's Crosswork Network Automation infrastructure. However, it also provides individual end-user consumable dashboards on performance. What this ultimately allows Zain to both benefit from and deliver real-time performance analytics and insight to their end customers," said Piasentin.

He also briefly touched on the details of their partnership with SecureNet.

"SecureNet is deploying value-added reseller services and managed services around high-performance networking, as well as managed security solutions using our performance visibility and network detection and response NDR technologies. Again, it's a partnership that is driving real value and benefits for us both – and SecureNet is truly an innovative first-mover in this market," said Piasentin.

The Accedian executive then switched his focus back to the UAE, and the Middle East in general, and said that the 'culture of innovation' that exists in the market here is one of the key factors why the company has enjoyed exponential growth in the last year.

"We have increased our business here 5X in the last 12 months, which is just phenomenal. We couldn't be happier with the performance of the team locally. There are a number of factors you need to consider when examining why we have enjoyed so much success of late. However, I think firstly, a major factor is the 'culture of innovation' that exists in this market. Fundamentally, people want to unleash the potential of society, and as a consequence of that they want to adopt the best possible technology stacks to eliminate any barriers to those people producing they best that they can," said Piasentin.

In terms of what ultimately differentiates Accedian from other market players, Piasentin again highlighted a range of different factors in their success, one of which being the fact the company was born in the 'guts' of carrier networks.

"We were born in the guts of carrier networks, which means that we were forged in the most high-performance environments possible. We came up through those ranks, and we worked with our customers who were developing the infrastructure for the cloud, so we were essentially born in the same companies that built the original cloud technologies. We recognised how those technologies were being used, and we adopted the right cloud technologies for our customer base to drive rapid implementation of services. We have the highest performance and granularity in real-time, cloud-based performance and security products in the world. This market wants the best, and we are able to deliver that to them," concluded Piasentin.

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