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Almasa Value Distribution named exclusive master distributor for gateProtect – Middle East and Africa

Almasa Value Distribution, a division of Almasa Holdings which delivers trusted solutions and services addressing regional networking, communications and security challenges, announced its appointment as the Exclusive Master Distributor for gateProtect - MEA, providing channel



Recruiting security-focused channel partners to delivering gateProtect solutions, which manage the security concerns of the Middle East market, including unified threat management, is a key priority for Almasa Value Distribution during GITEX 2011 and beyond. Following an extensive training session for Almasa's current reseller base, the distributor will identify potential new resellers with security expertise at gateProtect-themed events in the UAE and Saudi Arabia later this year.

Roger El Tawil, Executive Director of Almasa Value Distribution, stated, 'gateProtect's solutions unite modern security and network features which Middle East businesses need to protect their information and corporate identities, including firewall, bridging, VLAN, single sign-on, Web filter, virus filter, real-time spam detection and HTTPs proxy - all together in one system. With such a high calibre of security products and solutions, and given the increasing demand for efficient and cost-effective security strategies, Almasa Value Distribution sees tremendous regional potential for this exclusive master distribution agreement.'

A member of the initiative 'IT Security made in Germany' and with minimum training and easy installation, the gateProtect security appliances will be now available to resellers in the Middle East, Central and North Africa via Almasa Value Distribution. Almasa aims to enable and educate the channel for gateProtect's security solutions, enabling its resellers to provide end-users with solutions that are easily configured and administered, including gateProtect's unique and patented eGUI interface, which makes their united threat management products and solutions easy to install and support.

Dennis Monner, CEO of gateProtect, sees Almasa Value Distribution as an ideal fit to the brand's Middle East growth strategy, commenting, 'Almasa's regional expertise, focus on the security sector and knowledge of the needs of the Middle East's market make the company the right

conduit for gateProtect to reach our ideal base of regional resellers and ultimately, end-users. gateProtect has extremely relevant and beneficial security offerings for the Middle East and in partnership with Almasa Value Distribution, we plan to protect some of the region's most important assets in the comings months.'

Please note: At this year's GTEX, Almasa Vale Distributor will have a prime locations in Zabeel Hall, Stand ZL-C5 (partnering with Gateprotect) or Stand Z-C10 (partnering with Avaya).

Notes and Media Contacts

About Almasa Value Distribution:

Almasa Value Distribution, a member of Almasa Holding, has evolved from a division into a stand-alone company within Almasa Holdings to create a new organization which delivers trusted solutions and services addressing regional networking, communications and security challenges through strategy, expertise, firsthand market experience, focus and investment. With almost a decade of experience in the Middle East market, Almasa Value Distribution addresses the strategic growth opportunities for IT solution vendors and the channel sector through a dynamic approach, focus and expertise in networking, communications and security.

About gateProtect:

gateProtect Germany is a leading provider of IT security solutions in the area of network protection. Its primary products are next-generation firewalls, managed security and VPN client systems.

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