



**Channel Execution Focus**

# Content

**1- Group Introduction**

**2- About Us**

**3- Value Added Services**

**4- Go To Market**

**5- Market Overview**

**6- Channel Understanding**

**7- Why Cloud Distribution**





# 1-GROUP OVERVIEW

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**We are supported by  
one of the biggest technology group**

# IDEAL Group

For Business & Commercial Investment

Founded in KSA in 2005 our agency provides a full range of consulting and development services for a whole range of companies all over the world





## **2-ABOUT US**

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## About us | Overview

### Channel Execution Focus

Cloud Distribution is a Saudi based Company founded in 2014, as subsidiary of IDEAL Group with a HQ in Riyadh & regional coverage for GCC, Joran & Egypt

Specializes in distributing cutting-edge vendors focus on The Network, Data Center, IOT, OT, infrastructure, physical security & Cybersecurity distribution

As we are known to be channel execution focused, ensuring seamless distribution process that optimizes efficiency and reliability while also establishing strong relationships with vendors and resellers is of our top priority.

Expanding out geographical coverage To cover all GCC countries Jordan & Egypt, and looking forward to be the best distributor in the region

We provide real value-added services including, but not limited to Marketing, Financing, Support Services, Pre-Sales Support, Sales Account Management and Logistics that will match with our partner expectation

## About us | Vision & Mission

### Vision

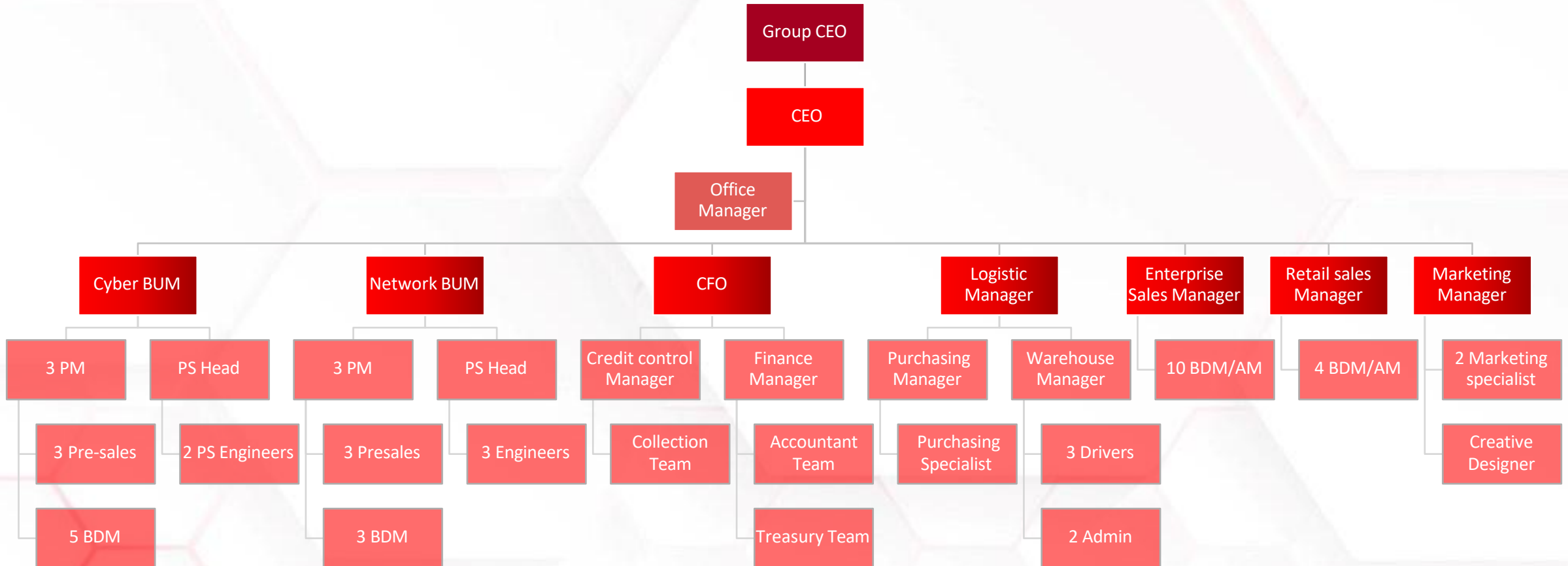
We aspire to be the optimum choice for all our partners and potential partners by providing outstanding innovative IT solutions across the MENA region.

### Mission

To provide the highest quality and cost-effective IT solutions and products that are designed strictly to reach the highest level of performance. We work proactively to exceed partners and end-users expectations and excel in providing innovative solutions.



# About us | Organization Chart



## Our Vendors Portfolio | Cybersecurity



## Our Vendors Portfolio | Cybersecurity



## Our Vendors Portfolio | Network & Infrastructure

COMMSCOPE®

APC™  
by Schneider Electric

Alhuda  
TECHNOLOGY

R&M

RUCKUS®  
COMMSCOPE

HBC

OPTOKON®

RITTAL

AVIGILON™  
a Motorola Solutions Company

centiel

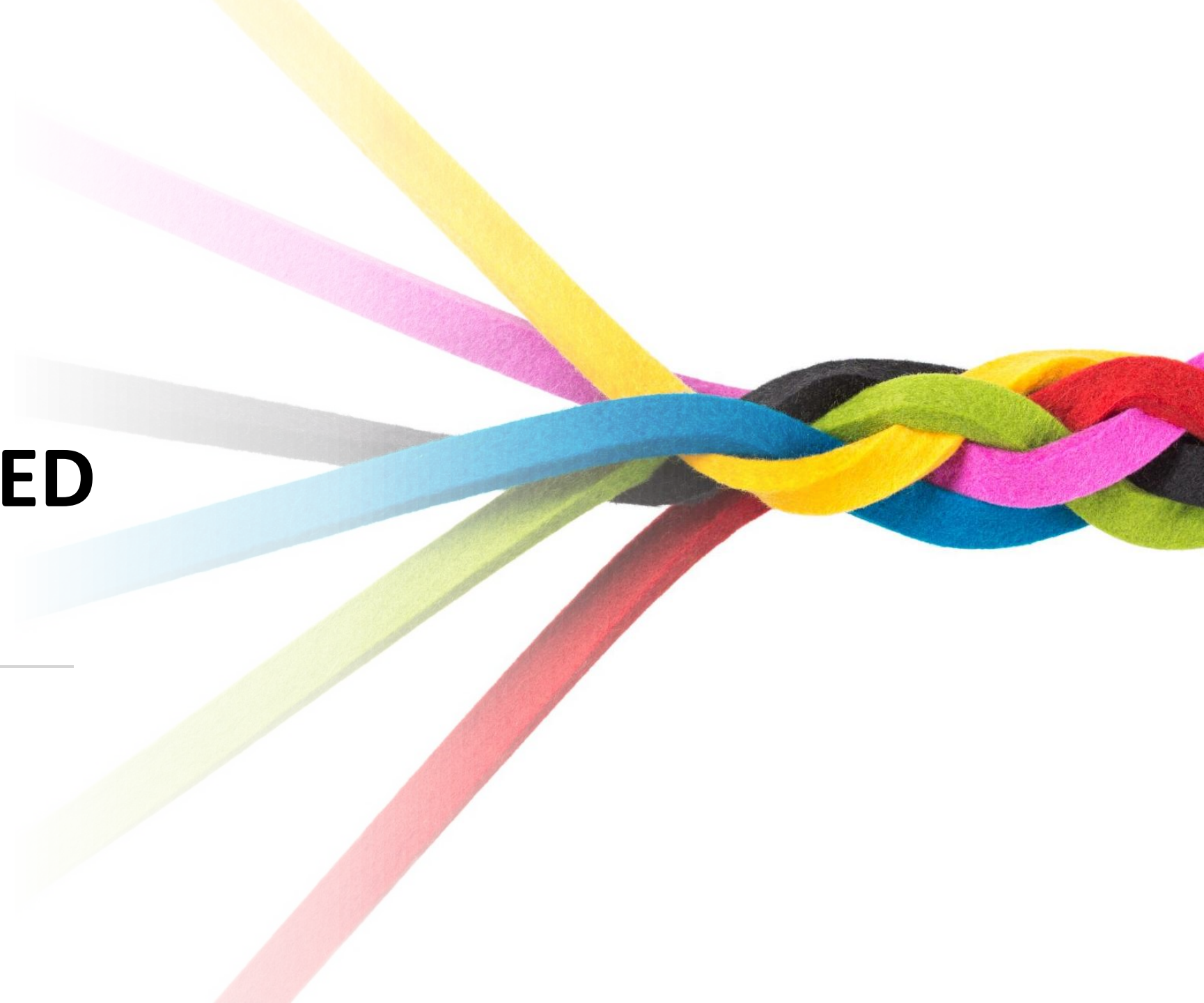
KAYTUS

HUAWEI



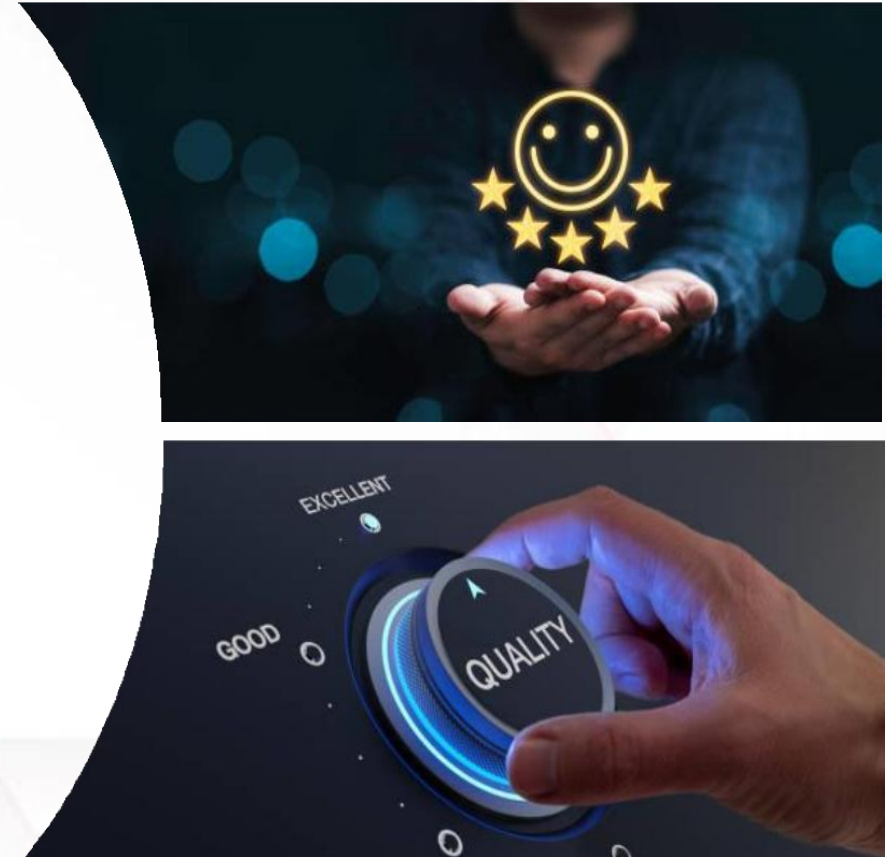
# 3-VALUE ADDED SERVICES

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## Value Added Services

- ✓ Channel Management
- ✓ Sales Management
- ✓ Pre-Sales Support
- ✓ POC and Demo Support
- ✓ Marketing Services
- ✓ Professional Services
- ✓ Support Services
- ✓ Logistics
- ✓ Finance



## Value Added Services

- Dedicated Channel Manager
- Partner Mapping
- New Partner Recruitment
- Partner Enablement
- Vendor Program Signup
- Sales & Technical Training
- Resource Certifications

### Channel Management

### Sales Management

- Product Positioning
- Vendor Initiatives
- Up/Cross Solution Selling
- Collaborative Selling
- Trade Ins and Buy Ins
- Inbound Sales (Web, Social Media, Calls )
- Outbound Sales ( Telecalls, Call Center)

## Value Added Services

- Solution Architecture
- Proof of Concept
- BOM / BOQ
- End User Demos
- Certifications
- Partner Training
- ROI Studies

### Pre-sales Services

### Professional Services

- Support Services
- Systems Integration
- Project Management
- Resource Management
- Outsourcing Services
- Technology Risk Management
- Business Continuity
- Managed Services

## Value Added Services

### Value Added Services

#### Marketing Management

- Advertising
- Lead Generation
- Incentive & Spiff
- Events / Road Shows
- Fund Management
- Online Activations
- Social Media Activations
- Product Launches
- Loyalty Programs
- Promotions

#### Support Services

- In warranty Services
- Post warranty Services
- On-Site Support
- Maintenance contracts
- Extended warranty Solutions
- Break & Fix Support
- Implementation,
- Migration & Upgrades
- Spare Management

#### Logistic Support

- Order Management
- Logistics and Operations
- Direct Drop Shipment
- Inventory Management
- Customs Handling
- Importing Services
- LSP (Logistic Service Provider)

#### Finance Services

- Open Partner Credit
- Flexible Credit Terms
- Individual Project Financing
- Installment Plans & Programs
- Customized Credit Options
- Corporate Guarantees
- Global Credit Insurance



# 4-GO TO MARKET

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# Go To Market Strategy



Channel Strategy

Partner classification

Sales Strategy

Marketing Strategy

## Go To Market Strategy | CHANNEL



- Drive partner enablement.
- Partners Activation
- Improve ease of doing business.
- Increase partner profitability.
- Optimize the channel leverage.
- Enhance partner Performance.
- Chanel Partners Development

## Go To Market Strategy | CLASSIFICATION

### TOP NOTCH PARTNERS

Partners working and generating considerable revenue, moreover they have the financial and resources capabilities.

**Growth**

### POTENTIAL PARTNERS

Partner whom have the capability to work on our products since they are active with our competitors or other business model.

**Enablement**

### CONNECTED PARTNERS

Semi-active partners, they don't have enough team to drive the business although they are very well connected with some customers.

**Recruitment**

### INACTIVE PARTNERS

Small – inactive partners , with unstable financial situation, Remote areas and the retail channel

**Awareness**

## Go To Market Strategy | SALES

### Enterprise Partner Channel

- 1.Account Managers
- 2.Manage Enterprise Partners
- 3.New Business Development
4. Carry Sales Targets
5. Invoicing
6. Partner Satisfaction



### Partner Led-SME / Midmarket

- 1.Account Managers
- 2.Manage SMB Partners
- 3.Recruit More Partners
- 4.Develop Partner Skills
5. Carry Sales Targets
6. Invoicing
7. Drive Cross / Up-Sell
8. Support Sales Mix



## Go To Market Strategy | MARKETING

- Telesales Outbound Marketing
- Demand Generation - Generate BANT qualified leads
- Sharing product information
- Social Media advertising & management
- Promotion and incentive program
- Event Management
- Manage C-Level Database
- Channel business development
- Email Campaign – comprehensive database
- Webinars – Sales & Technical



# 5-MARKET OVERVIEW





**Saudi Arabia**  
World Cup

رؤية  
VISION  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

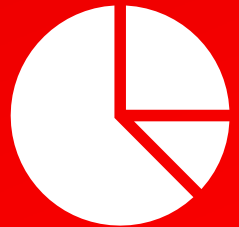


# Saudi | IT/ET Market

The Saudi IT/ET market is expected to grow from the current SAR


SAR 58 bn	SAR 103 bn
2020	2025

	2020	2025	AGR
CORE IT	50.2	75.3	7%
ET & INNOVATIVE SOL	8.5	28.2	28.2%
IT & ET	58.7	103.5	103.5%



# World is changing

Data growth is exploding<sup>1</sup>



**180**  
ZB

2016                      2025

across the edge,  
on-premises and cloud

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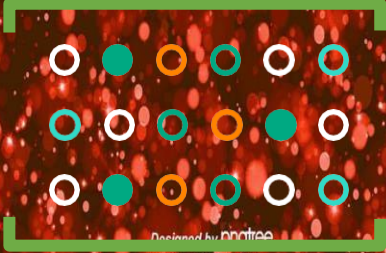

Enterprises are having difficulty keeping up

**57%**  
can't keep up with the pace of growth<sup>2</sup>

**86%**  
aren't ready for the next stage of the Data Age<sup>2</sup>

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Boards of directors place analytics and AI as the No. 1 and No. 2 priorities<sup>3</sup>



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# KSA Strategy to Support the Tech

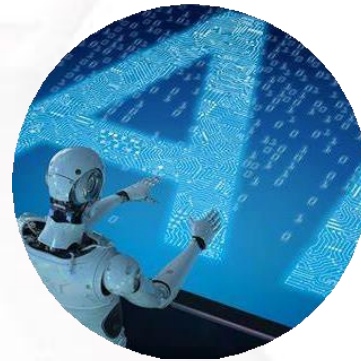
## Cloud First Policy

Drive adoption of cloud computing in KSA



## National Strategy for DATA & AI

Transition KSA to an AI industry leader



## Data governance framework

Establish classification levels to guide data use



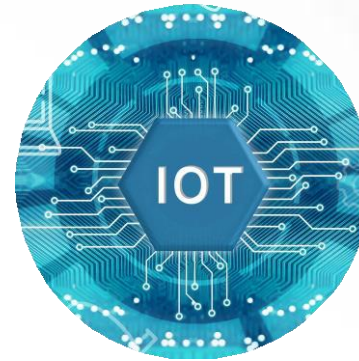
## Electronic billing regulation

Unified and transparent standards for online billing



## IoT regulatory Framework

Regulate all IoT services and use cases



## Digital services standards

Digitalizing government services in KSA





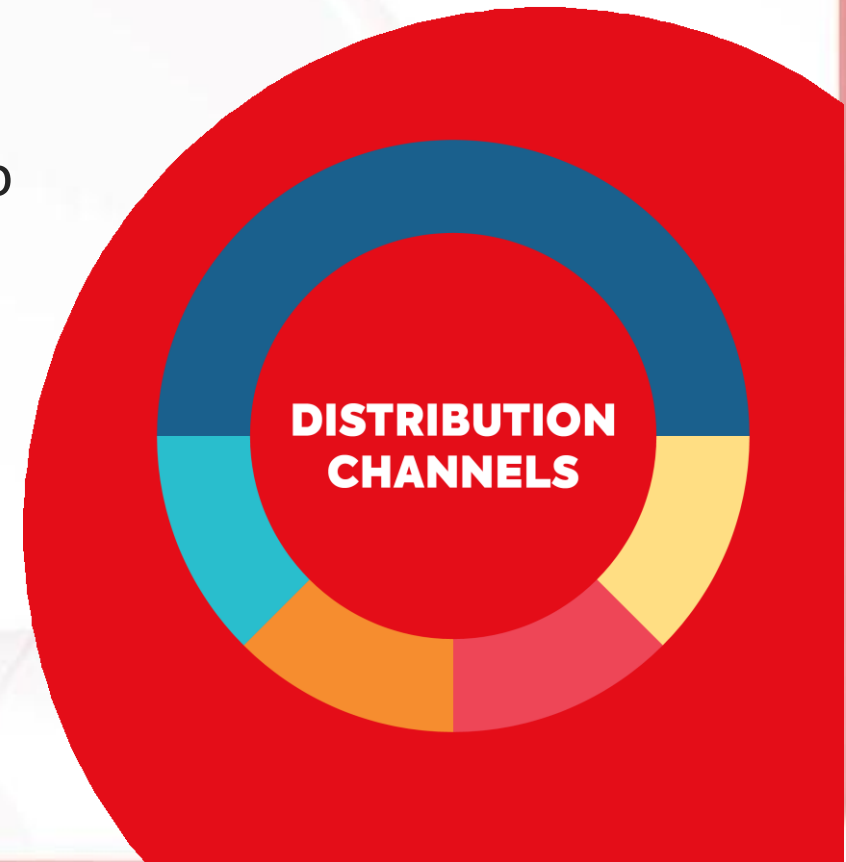
# **6-CHANNEL UNDERSTANDING**

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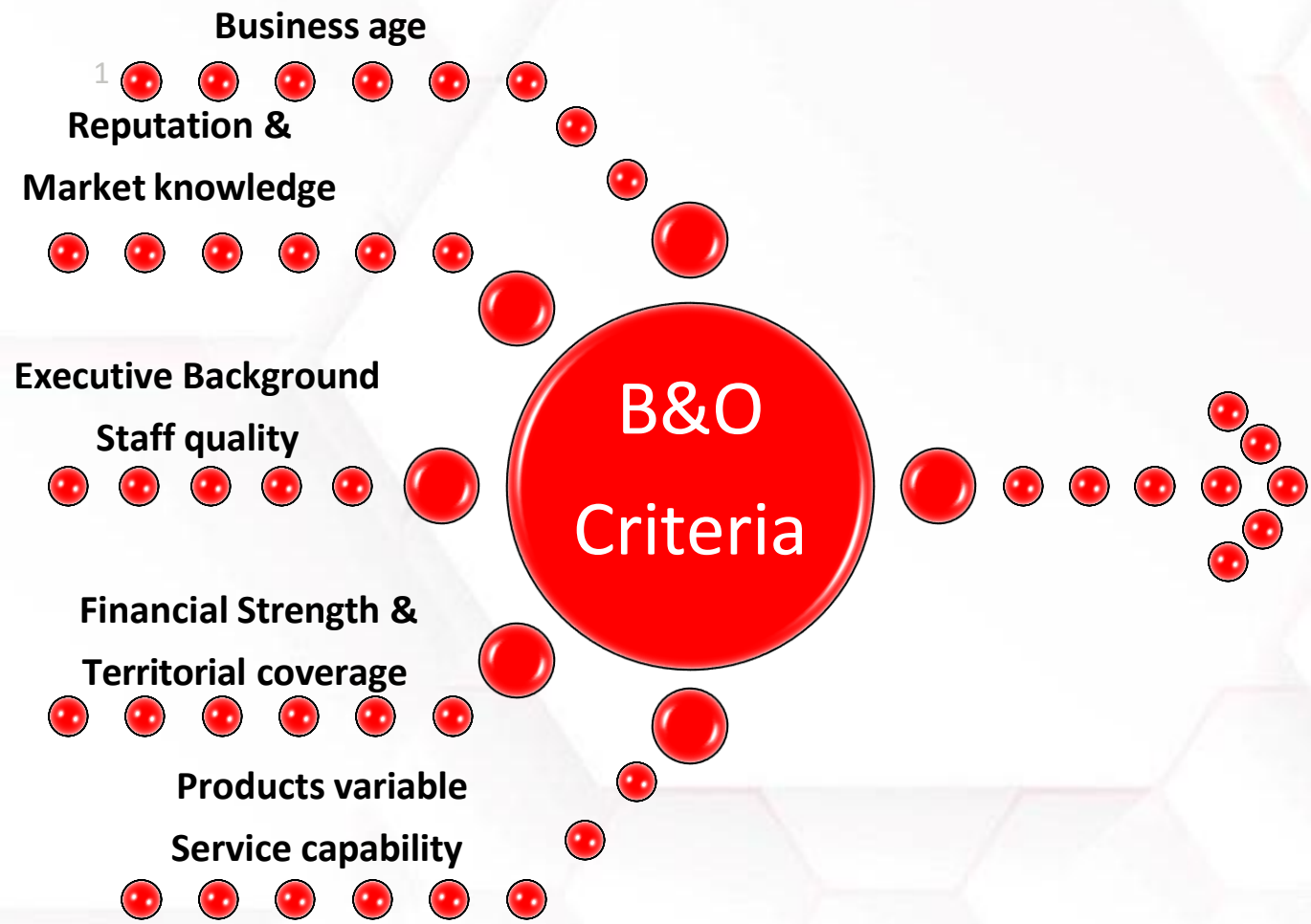


# Channel importance

- Extend the geographical coverage.
- Handling the financial risk.
- First and second level of technical support in addition to after-sales services and RMA.
- Channel marketing management.
- Supply chain management.
- Product range and availability- one-stop shop



# Channel Selection Criteria



# Partners Benefits

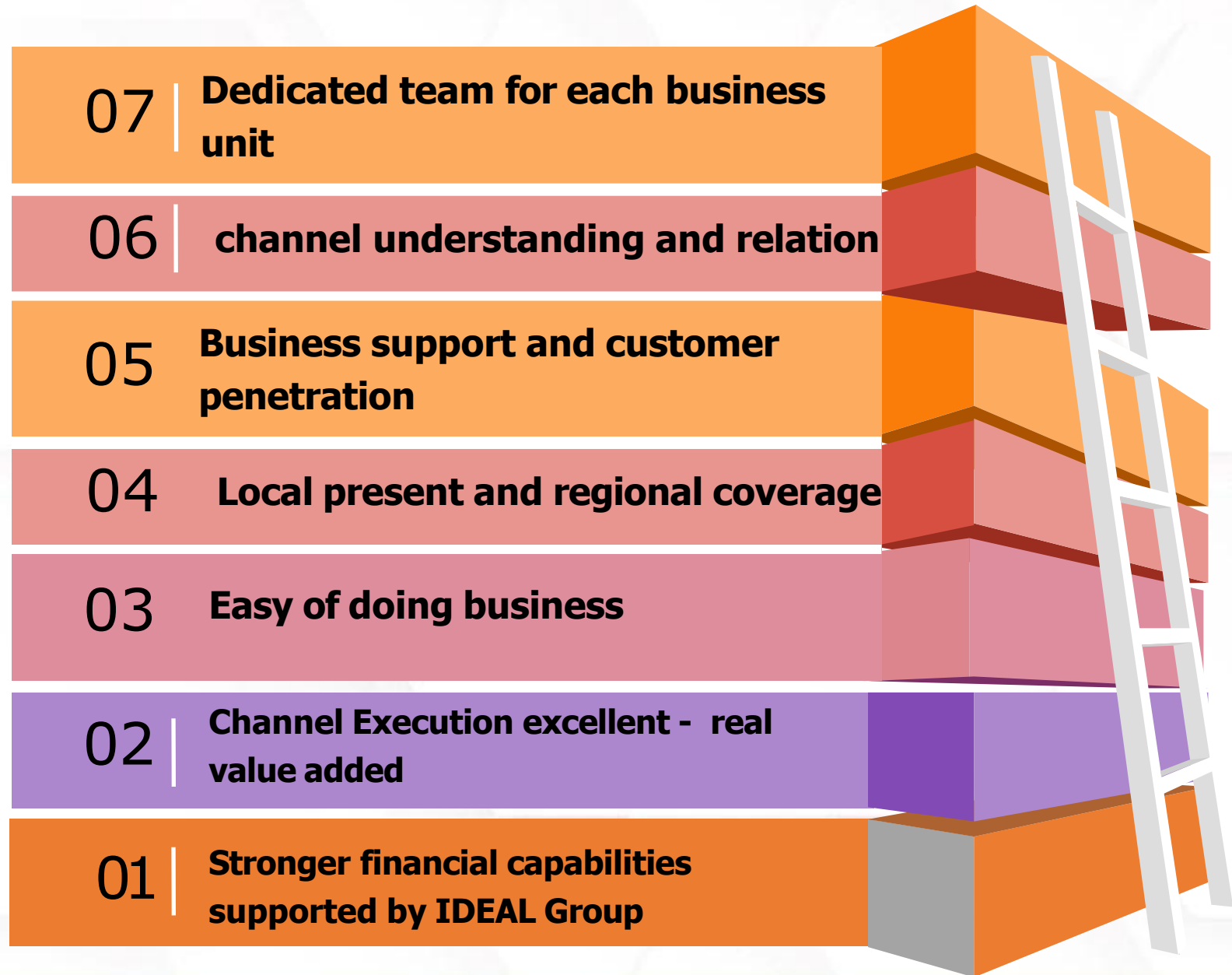




# 7-WHY CLOUD DISTRIBUTION

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[info@dcloud.com.sa](mailto:info@dcloud.com.sa) | [www.dcloud.com.sa](http://www.dcloud.com.sa)



Cloud Distribution Co.