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# Meet the Exhibitors



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# Committee Message



**Dharmendra Sawlani**  
President  
Dubai Computer Group

## DCG drives Dubai's IT Trade towards a unified future!

Established in August 2007, the Dubai Computer Group (DCG) emerged as a dedicated advocate for the computer industry within Dubai. Over the years, it has expanded significantly, now encompassing more than 200 IT companies, including IT distributors, resellers, system integrators, and software and networking companies. The operations of DCG are overseen by an elected Board of Directors. As a DCG member, you become part of a vibrant ecosystem that fosters innovation, facilitates partnerships, and unlocks new business prospects. Together, we can shape a brighter future for the entire IT community.

DCG's visionary approach aims to bridge businesses and connect ideas, nurturing collaboration and innovation within its dynamic ecosystem. Their commitment to fostering growth and synergy among DCG members and other stakeholders fuels a thriving environment where businesses, ideas, and innovation converge to create lasting success.



**Ashok Kumar**  
Vice President,  
Dubai Computer Group

Technology is taking us places, both literally and figuratively. In the rapidly advancing digital age of cloud, AI, and machine learning, finding the right vendors and value-added distributors (VAD) has become crucial for technology channel partners. These partners strive to meet the demands of regulated industries. As the industry progresses towards deeper integration, simplifying the user experience becomes a significant focus for channel professionals. This ongoing trend is already evident, and experts predict that it will continue to shape the future.



**Ashish Panjabi**  
General Secretary,  
Dubai Computer Group

Dubai stands out as an exceptional IT hub, offering a range of distinctive advantages. Boasting top-notch logistics, seamless money transfer services, tax-free re-export zones, highly interconnected sea and airports, and a thriving ecosystem of skilled IT professionals including consultants, resellers, distributors, software developers, and system integrators who possess a global mindset. The Dubai Computer Group represents a diverse array of companies eagerly prepared to cater to your needs.



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We have fewer than 50 team members across 3 offices (Dubai and India), supported by the Creative NewTech Team across Pan India.

### **Does being in Dubai Airport Free zone contribute to your business efficiency?**

Establishing a warehouse in the Dubai Airport Free Zone has been a pivotal decision for our business. Its strategic location enables us to efficiently serve 50-60 countries, often facilitating same-day shipments, which significantly enhances our distribution speed. Additionally, while customers are inspecting goods the close proximity to cargo handlers streamlines processes expediting large-volume shipments.

### **How do you manage your inventory considering that the rapidly evolving technology causes phone models to phase out quickly?**

This business isn't for the faint-hearted. The key is strategic inventory management and sometimes exiting at lower than purchase rates to minimize losses. For example, with the iPhone 16 launch approaching, we reduced our inventory of previous models and adjusted our stocking duration accordingly. While monetary loss can be a challenge, the introduction of new products at varying prices creates opportunities for profit.

### **What's your plan for Gitex 2024?**

We actively participate in exhibitions like Gitex (Global, Morocco, Berlin), GSMx Miami and more for building valuable connections. Face-to-face interactions enhance trust and foster long-term relationships based on shared principles.

At Gitex 2024, we will highlight our readiness to expand our product range beyond Apple products to include innovative gadgets, MacBooks, and AirPods, leveraging new opportunities from India. We have customers we've known for over ten years who haven't transacted with us due to operating in different sectors. When our paths align, collaboration becomes possible. It's vital to communicate our presence to these customers and explore new opportunities together contributing to our growth.

## **“Mobile trading business isn't for the faint-hearted”**

Mr. Ashvini Udhani (aka Ashu) shares how integrity, passion, and strategic partnerships have fuelled Sunwin Trading's success

### **Define the key factors that drive Sunwin Trading's success?**

At Sunwin, success is not solely about revenue growth; it's about ethical progress and finding joy and humility in what we do. A commitment to integrity and discipline serves as our foundation. We are grateful for God's blessings, our supportive family, mentors, and an incredible team. Our passion for the business, coupled with 30 years of hard work, has been crucial to our success.

### **Tell us a bit about your journey?**

My brother Sunil Udhani and I gained valuable experience working at Achiever Computers, progressing from sales executives to directors. Together we launched our telecom venture in 2016; our first office was in Deira. In 2018, we shifted to a warehouse in the Dubai AirPort Free-zone. The following year we started our first operations in New Delhi, India, and currently operate out of two locations.

Around 2021, we identified India as a key sourcing hub, particularly after Apple and Samsung opened factories there.

With the guidance of our mentor, Mr. Ketan Patel, we built a robust supply chain between India and Dubai, importing competitively priced products through our skilled inspection and procurement team in Delhi. Today, we exclusively deal in iPhones which is incredibly rewarding.

### **What's your USP and how do you stay ahead of the competition?**

Our USP is the ease of doing business, whether with suppliers or customers. We honour all commitments without negotiation and expect the same, ensuring everything runs smoothly. Our communication is clear with no grey areas - we aim for a straightforward 'yes' or 'no'.

Our effectiveness comes from quick decision-making and precise work. We value 100% integrity, clear communication, and earning money with respect and spirituality. While profit is important, it's not our only goal. Our culture promotes a positive attitude, continuous effort without high expectations, and viewing our workplace as a place of worship, aligning our mindset accordingly.

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# Quality Computers: A 35-Year Legacy of Innovation in IT Solutions

Mr. Vasant Menghani, Founder and CEO and Mr. Sunny Menghani, Managing Director discusses milestones, new innovations, and how Quality Computers is powering UAE's digital transformation



Mr. Sunny Menghani and Mr. Vasant Menghani

## What are the major milestones that have defined Quality Computers' longstanding success in the IT hardware and services industry?

Our 35-year journey speaks for itself. Some of our key milestones include pioneering a one-stop solution for all IT needs in the early 90s, addressing the significant gap in PC components at the time. We were instrumental in establishing Dubai as a leading hub for IT products, alongside Singapore and Taiwan. Additionally, we proudly contributed to the conceptualization of the Dubai Shopping Festival (DSF), which has since evolved into a global event attracting millions of shoppers from around the world.

## How have your partnerships with global tech giants contributed to your business growth?"

Our collaborations with industry leaders such as EPSON, APC, Microsoft, Intel and

many brands have significantly elevated our business by enhancing sales, profitability, and brand reputation. These partnerships enable us to provide customers with a comprehensive, one-stop solution for premium tech products—ranging from computer accessories to Microsoft software and operating systems—all at competitive prices reinforcing our market position as a trusted provider of top-quality technology solutions.

## What sets you apart in customer service and after-sales support, and what new products and services do you plan to showcase at GITEX 2024?

We pride ourselves on delivering exceptional stock and sales services, providing fast, on-the-spot solutions at our dedicated service centres in Bur Dubai and DIP2. All products come with a 1-year warranty, and for TOUCHMATE products, our own homegrown brand, we offer extended coverage. Our goal

is to ensure customer satisfaction and quick, reliable service.

At GITEX 2024, we will be presenting our latest TOUCHMATE offerings, including affordable notebooks, rugged tablets designed for outdoor and courier use, an extensive range of smartwatches perfect for gifting, TWS earphones with built-in displays, MP3 glasses, and a variety of innovative gadgets.

## What major trends do you foresee in IT hardware and services, and how will you capitalize on them?

The future lies in touch-based and AI-driven solutions. We are integrating AI-based hardware solutions from our partners and developing AI-driven software, such as HR and team management solutions, to enhance productivity and stay ahead of the curve. For cybersecurity, we collaborate with industry leaders like Kaspersky and Microsoft, ensuring robust protection for both our internal infrastructure and our clients' systems.

We've also established AI development in India and set up a factory in China for the latest hardware, ensuring a seamless hardware-software combination for our clients. We manage the development, export/import, and logistics of TOUCHMATE products from our headquarters in DIP-2, Dubai. With the support of a skilled team of 200 professionals, led by Mr. Sunny Menghani, our group COO, we grow stronger every year. Our digital marketing company in Dubai, GROUNDWORK Solutions LLC, positions us to lead in these trends.

## How are you aligning your efforts with the UAE's vision for digital transformation?

In line with the UAE's vision for digital transformation, we also contribute through innovative solutions like TOUCHMATE's TEAM365 app. Our affordable SaaS-based tool support the growth of local and international businesses to efficiently manage sales teams, track performance, and boost productivity, driving forward the nation's digital transformation agenda.

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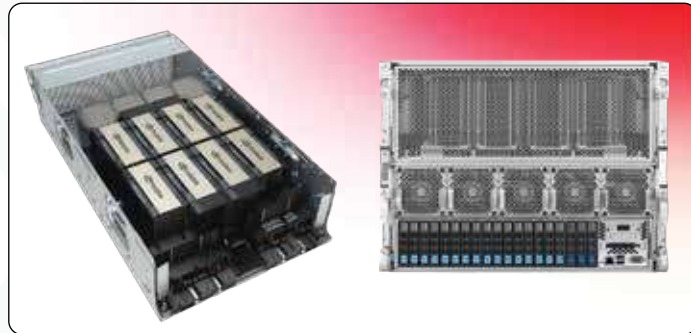
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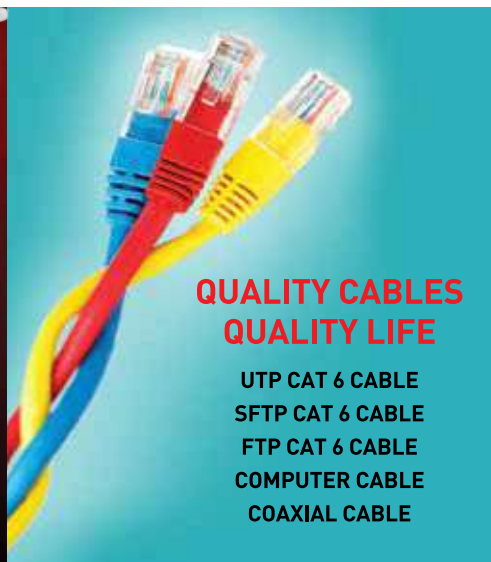


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# Smile Computers: Scaling global heights from Dubai

Sawlani brothers share the success journey of Smile Computers, key strategies, and dynamism in delivering high-quality products



(L to R) Mr. Dharmendra Sawlani and Mr. Bharat Sawlani of Smile Computers

## Tell us about the journey of Smile Computers?

I started Smile Computers in the year 2000 and later my brother Bharat Sawlani joined me in the business in 2004. We initially began by locally selling and exporting cabinets keyboards, mice, computer accessories, and gradually gravitated towards selling USB drives and iPods. This transition was necessitated by the rising costs of real estate and a higher requirement of financial resources required for these bulky, low-value products that required expensive warehousing. The decision to deal in compact, high-ticket items which included laptops and other devices initiated our partnership with Toshiba. Microsoft and Apple soon followed. This tremendously increased the profitability and turnover of the business.

When VAT was introduced in 2018, we

set up another company in Dubai Airport Freezone to manage the export arm of the business. Managed under Savvy Impex FZO the volume of exports is ten times larger than our local business. Free Zones are a blessing for traders like us.

## What is your business model and unique selling proposition (USP)?

We cater largely to resellers, and to some extent also service retailers. Our USP is the consistent availability of products at competitive prices. We strictly deal in genuine, brand-new products, avoiding any refurbished goods. Our global sourcing strategy leverages price differentials by capitalizing on offers, promotions, and sales across various countries, while closely monitoring currency fluctuations to make sourcing flexible and most cost-effective. Our expertise in sourcing, securing, coupled with adept

logistics and rapid distribution, gives our clients a significant edge in the market.

## How do you navigate Dubai's changing laws vis-a-vis trading?

Dubai offers a highly business-friendly environment, especially those involved in exports. The majority of our sales are in overseas markets, with our goods primarily exported or re-exported from Dubai, which minimizes the impact of local compliance on our operations. While local laws have minimal effect on us, the recent VAT policy amendment advocated by DCG for B2B transactions is now subject to the Reverse Charge Mechanism (RCM) enhancing operational efficiency, streamlining trade, and greatly benefiting the industry.

## How do you tap new markets? What are your plans for GITEX 2024?

We participate in international exhibitions and use tools like data directories for email marketing and direct selling through social media campaigns. Once clients experience our services, long-term partnerships follow. At GITEX 2024, the focus is on connecting with new clients, expanding our database, and showcasing a range of Apple and Microsoft products.

## What trends do you see emerging and where do you see Smile Computers in the future?

Since COVID, the demand for endpoint devices - laptops, mobiles, and tablets - has surged significantly. Previously, households typically had one or two devices; now, many have three to five, with each child needing a laptop for school. This increase in usage has permanently raised the base market, creating a much larger demand of devices. As a result, new opportunities have emerged for us to tap into this expanded market, which is unlikely to return to pre-pandemic levels.

Additionally, trends such as remote work, digital learning, and the growing adoption of IoT will continue to drive demand for connected devices. Smile Computers is well-positioned to capitalize on these trends, evolving as a key player to meet the ever-growing needs of this dynamic landscape.



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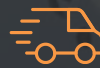
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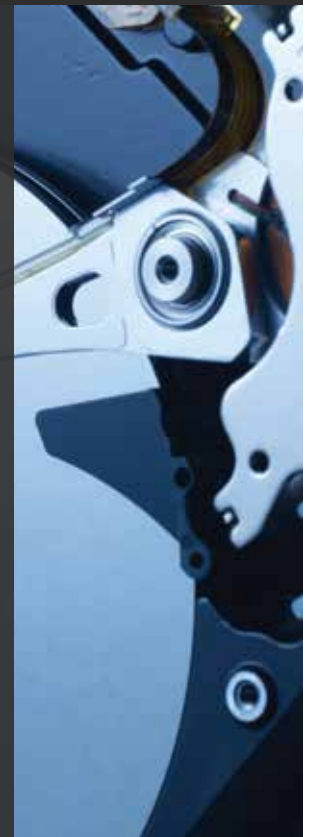
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## Luckystar: Shining bright in the World of Tech

With global success in the IT retail and distribution landscape Luckystar's remarkable journey, diverse product offerings, and strategic advantages sets it apart in a competitive marketplace

**L**uckystar Computers LLC is a retail giant and an e-commerce platform for computers with worldwide operations to its credit. Founded in 1998 in Dubai, this dynamic company has grown from its humble beginnings into a global player in the computer trading sector. With a total of 32 years in the IT industry and 26 years of dedicated service led by visionary founders Mrs. Uma Shankari, Mrs. Uma Sunder, and Mr. Krishnamoorthy, the company has built a reputation for innovation and adaptability, establishing a strong presence across the Middle East, Africa, and India.

### A Journey of Expansion, Adaptability, and Innovation

Luckystar's ability to adapt to evolving market needs has been a key driver of its success. The company demonstrated its sharp business acumen and a will to take vital decisions during critical moments

transitioning from a wholesale supplier to a retail giant; starting with its first retail outlet in Bur Dubai to expanding to four retail showrooms; and strategically entering high-potential markets in the Gulf, Africa, and India just in right time.

Today, Luckystar Computers India Pvt. Ltd., a subsidiary of Luckystar Computers LLC, is a major distributor of Apple accessories to Apple-authorized stores across India. Additionally, the company also distributes STM, Element Cases, Dicota & PORT Designs and Alogic products in India. This strategic diversification has further strengthened the company's reach, positioning it as a key player in both the retail and distribution sectors.

### A Diverse Product Range

Luckystar prides itself on its impressive portfolio of top-tier computer brands that includes trusted names such as Acer, HP, SUS, Dell, and Huawei. The prod-

uct range includes high-performance laptops, personal devices, and comprehensive business solutions catering to both professionals and everyday users establishing itself as a one-stop solution for all computer needs.

### What Sets Luckystar Apart

The hallmark of Luckystar's success lies in its customer-centric approach and strategic partnerships. The company holds Platinum Partner status with Lenovo and are Authorized channel partners of HP, Dell, MSI, Acer, ASUS and Huawei. These partnerships give Luckystar a competitive edge, enabling them to offer exclusive deals and cutting-edge products to their customers at competitive prices.

Moreover, Luckystar has ventured into e-commerce with its online platforms, [www.luckystardubai.com](http://www.luckystardubai.com) and [www.lucky-starindia.com](http://www.lucky-starindia.com), providing customers with convenient access to an extensive product range and making shopping effortless for local and global customers. The company also specializes in providing data center and server solutions from leading brands such as IBM, Dell, Huawei, and XFusion.

### Strengths Driving Success

Achieving international success with a lean team of just 35 employees showcases the company's robust systems and commitment to quality and strong customer service. The company's core strengths lie in its retail and distribution solutions. Luckystar's core strengths lie in its retail and distribution solutions, with continuous expansion of distribution channels across Dubai and India ensuring broad product accessibility to a broad audience. The ability to pivot and respond to market trends has been crucial to its sustained growth.

### A Vision for the Future

Looking ahead, Luckystar is committed to continuous growth and global expansion. By leveraging its strong partnerships and deep market insights, Luckystar is well-positioned to dominate the market, ensuring that it remains a leader in the IT retail and distribution landscape for years to come.



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# Activities and Initiatives

## Dubai Computer Group (DCG) Shines at GITEX AFRICA 2024: Empowering the Future of IT



At GITEX AFRICA (Morocco) 2024, Dubai Computer Group (DCG) made a lasting impact, showcasing our dedication to IT innovation and business growth. With 20 expert

delegates, our exhibition stand provided an immersive experience, revealing cutting-edge solutions designed to drive enterprises forward.

Our delegates capitalized on the opportunity to connect with global tech leaders, innovators, entrepreneurs, and industry enthusiasts, forging the foundation for powerful collaborations and partnerships.

Through dynamic discussions our Delegate's team shared valuable insights, equipping businesses with the knowledge and tools they need to thrive in today's fast-evolving tech landscape.

DCG's presence reaffirmed our commitment to building



connections that inspire innovation, drive progress, and shape a future full of limitless possibilities.

We are proud to have been part of GITEX AFRICA 2024 and are eager to continue unlocking new opportunities for businesses worldwide through IT.

Join the DCG Community in shaping tomorrow, today.

## Digital Transformation for a Sustainable Future: DCG and eziLINQ leading the way

In an era where sustainability is key to building a prosperous future, the Dubai Computer Group (DCG) community is taking bold strides to align with Dubai's Vision 2030 for a green economy. Under the visionary leadership of DCG President Mr. Dharmendra Sawlani, DCG has united over 250 companies, driving initiatives that support both economic growth and environmental responsibility.

With sustainability at the forefront of their agenda, DCG has not only elevated themselves but also empowered the corporations under their umbrella to embrace practices that reduce environmental impact. Mr. Dharmendra Sawlani's leadership in this journey is a shining example of how businesses can evolve to meet the challenges of the modern world while ensuring future generations benefit from a cleaner, greener planet.



digital. By transitioning from traditional, resource-heavy methods to sustainable, digital solutions, DCG has empowered its community to reduce waste and improve efficiency. This shift is a direct contribution to the green economy vision emphasizing sustainability as

the cornerstone of future growth.

eziLINQ, as a proud member of DCG, fully supports this visionary approach. We are committed to offering cutting-edge digital solutions that eliminate the need for paper-based business cards, providing a smarter, eco-friendly alternative. Every digital business card shared through eziLINQ represents a step towards reducing waste and protecting the environment.

### Going Digital: Supporting the Green Economy Vision

One of DCG's most impactful contributions to this green movement has been the launch of the initiative to go fully

# Activities and Initiatives

## DCG AGM: a confluence of vision and vitality

The DCG Annual General Meeting (AGM) convened over 150 members in a vibrant event, highlighting past achievements and future endeavors. The board highlighted numerous key accomplishments, reflecting the organization’s steadfast commitment to innovation and progress, reinforcing DCG’s role as a leader in addressing contemporary challenges and embracing new opportunities.

Several critical topics, central to the organization’s mission and the interests of the broader community, were discussed in depth. Key discussions centered on e-waste management, market issues, upcoming tax changes in Dubai, board elections, and forthcoming events promoting networking and professional growth. With a palpable sense of optimism, the AGM concluded, instilling confidence in DCG’s strategic direction. The event underscored the power of collective effort and a shared dedication to progress, leaving attendees energized and ready to contribute to DCG’s ongoing success and growth.



## DCG Shines at GITEX Global: A hub of innovation and engagement



DCG made a significant impact at GITEX Global 2023, attracting over 3000 visitors to its vibrant stand. Showcasing ten distinguished exhibitors, the event highlighted cutting-edge technologies shaping the industry’s future. Attendees engaged with industry experts, explored networking opportunities, and benefited from Business Coaches. DCG’s stand buzzed with activity, drawing industry leaders and tech enthusiasts alike. Each exhibitor brought unique innovations to the table, demonstrating cutting-edge technologies and

services. Visitors to the DCG stand had the opportunity to engage directly with industry experts and were treated to a diverse array of exhibits, from state-of-the-art software solutions to pioneering hardware advancements. Looking forward, the momentum from GITEX Global 2023 promises further growth, whereby DCG remains committed to driving technological advancement and fostering meaningful connections within the community, reaffirming its leadership role in shaping the future of technology.

# Activities and Initiatives



## DCG Social meet-up 2024

On 4th September 2024, the Dubai Computer Group (DCG) held its Social Meet-Up at with more than 100 DCG members joined the meet up, The event theme “Your Network is Your Net Worth,” gathered professionals, Company owners entrepreneurs, and tech enthusiasts for an evening of networking and collaboration. Attendees had the opportunity to exchange ideas, discuss emerging market trends, and explore future business opportunities. This meet-up focused on expanding networks,

with participants from various DCG Member companies and forming valuable relationships. Key discussions revolved around industry challenges, and market trends.

Another highlight was the chance to meet key decision-makers from Dubai’s IT business sectors. These personal interactions built trust and opened the door for future partnerships. The informal yet professional atmosphere allowed attendees to connect on a deeper level, fostering collaboration and growth.

## DCG Taxation Event: Navigating Corporate Tax and VAT updates



The DCG Taxation Event was a knowledge-rich session that brought together over 165 members seeking to stay informed about corporate tax and VAT updates. With a focus on providing valuable insights into upcoming regulations, the event aimed to equip attendees with the knowledge and guidance needed to navigate the complex world of taxation. Renowned experts shared comprehensive overviews of

corporate tax and VAT updates, covering key developments, compliance requirements, and best practices. The event fostered interactive discussions, allowing participants to exchange ideas and experiences while addressing practical challenges. Networking opportunities facilitated connections among professionals, encouraging collaboration and partnerships within the DCG community.

## DCG Desert Safari: Uniting IT professionals for unforgettable networking



Dubai Computer Group (DCG) successfully hosted the DCG Desert Safari Retreat, bringing together over 600 participants for an extraordinary networking event. Supported by esteemed sponsors including Insurancemarket.ae, Dlink, National Bank of Fujairah, Logicom, and XFX, the retreat took place in the picturesque desert outskirts of Dubai, creating a thrilling and adventurous ambiance. Attendees engaged in a range of activities such as dune bashing, camel riding,

and sandboarding, fostering a sense of shared excitement and creating lasting memories. With designated networking areas, participants had ample opportunities to connect, exchange ideas, and explore collaborations, strengthening their professional networks. The event received resoundingly positive feedback, with participants praising DCG and the sponsors for organizing a valuable platform that celebrated unity, collaboration, and growth.

## DCG Bowling Event: fostering unity and networking among IT professionals



Dubai Computer Group (DCG) hosted a highly successful networking event, the DCG Bowling Event. Over 185 IT professionals, including DCG members and their staff, gathered at a popular bowling alley for an evening of networking and friendly competition. The event provided a vibrant atmosphere for professionals to connect, exchange ideas, and build lasting relationships within the IT community. Participants

enjoyed the spirited camaraderie as teams engaged in friendly bowling competitions, accompanied by laughter and cheers. In between games, ample networking opportunities allowed for meaningful conversations and the exploration of common interests. The event fostered a sense of unity and collaboration within the DCG network, with participants expressing their appreciation for the engaging and memorable experience.

# Activities and Initiatives

## A Triumph for Charity: DCG Tech Titans Clinch Victory

A special moment for DCG Tech Titans the cricket team of Dubai Computer Group, as they won the finals of an indoor cricket tournament on 6th October 2024. Along with other 32 corporate teams, joined hands to play cricket, combining their passion for the sport with a noble cause. This kind of tournament not only encourages team spirit and friendly competition but also serves a broader purpose by contributing to charitable initiatives like those of the Jain Seva Foundation, which is known for its philanthropic work.

The tournament was not just a display of sporting excellence but also a testament to the power of collaboration and community. By winning the finals, the DCG Tech Titans showcased their dedication, teamwork, and commitment to giving back to society.

Through their victory, the DCG Tech Titans continue to inspire, demonstrating that success is not only measured by achievements on the field but also by the positive impact we can make on the world around us.



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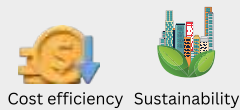
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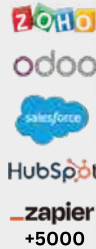
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# From Startup to Powerhouse: The 20-Year Grand Evolution of Microtrans LLC

Known for quality, innovation, and strong partnerships in IT distribution across the Middle East, Microtrans LLC celebrates a milestone success



This year marks a significant milestone for Microtrans LLC, as it celebrates two decades of remarkable growth and service in the IT distribution sector. Since its founding in 2004, it has become one of the Middle East's largest IT wholesalers, known for reliability, trust, and ethical conduct.

## Driving Forces Behind Microtrans Success

Microtrans journey from a regional player to a dominant force in the IT wholesale market can be attributed to several key factors. Foremost is their unwavering commitment to quality and service excellence, treating clients as long-term partners rather than mere transactions. This approach has fostered strong, trust-based relationships that support mutual growth.

Innovation is another critical element of their strategy and success. By stay-

**“As we face several competing challenges, our industry must once again demonstrate its resilience. We have survived numerous recessions and emerged stronger each time. Now, more than ever, we must govern ourselves with foresight and unity, preparing proactively to navigate the rapidly changing world order.”**

Raees Ahmed, Managing Director

ing ahead of industry trends and regularly expanding their offerings with cutting-edge technologies, Microtrans consistently meets the evolving needs of its diverse clientele. Their strategic expansions into CIS and North African markets have further fuelled their growth, opening up new opportunities and broadening their influence.

Lastly, the dedication and deep IT expertise of the Microtrans team have been indispensable. Their commitment

to excellence ensures that they consistently delivers superior results, standing out in a highly competitive market.

## A Strategic Edge in a Diverse Market

Microtrans maintains its competitive edge by leveraging strong local partnerships and a deep understanding of regional market dynamics. This localized approach, combined with their global sourcing capabilities, ensures they can offer top-tier IT products that meet the highest standards of quality and reliability. Their proactive commitment to innovation drives them to continuously adopt cutting-edge solutions, enhancing their services and solidifying their leadership in the IT distribution sector.

## Highlight at Gitex 2024

Looking forward, Microtrans is excited to showcase new brands and product categories at Gitex 2024. With a focus on gaming, lifestyle gadgets, GPUs, and high-end storage solutions, they are aligning with current IT trends and consumer demands. This strategic alignment ensures that Microtrans remains relevant and continues to offer value-added services to their clients.

## Long-standing Vendor Relationships

The relationship with major global brands like Western Digital, Seagate, Toshiba, Intel, and Samsung is built on a foundation of trust, transparency, and long-term collaboration. Microtrans's extensive regional reach and market insights offer valuable distribution channels that benefit both their partners and their extensive customer base.

## Future Outlook and Strategic Goals

As Microtrans LLC celebrates 20 years, their inspiring journey from humble beginnings to a IT distribution leader exemplifies the power of hard work, strategic planning, and market insight.

All set to expand by exploring new markets and adopting advanced technologies to streamline operations, Microtrans's goal is to maintain leadership in the IT wholesale market while offering innovative solutions tailored to client needs—a true blueprint for success in the ever-evolving tech landscape.



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# Empowering businesses through hassle-free IT solutions

A conversation with Mr. Dilip Sabarwal on the future of IT, sustainability, and consumer focus

## How would you describe the service that Chipin offers its clients?

Chipin IT Solutions acts as an outsourced IT department - a one-stop solution consolidating all technology-related inquiries that a company may have. Our proprietary CRM system offers clients clear insights into IT assets, renewals, and support tickets enabling quick identification of recurring issues. We prioritize preventive maintenance and user education to empower clients in solving basic problems independently, enhancing their overall experience.

Our commitment to transparency and cost-effective solutions ensures seamless IT operations, as we take full ownership of managing their complete IT systems from hardware, software, and third-party coordination. Our focus is on helping clients save costs, rather than selling them services.

## What are the biggest challenges in the IT services sector today?

A significant challenge is the disparity between the supply and demand for quality services. Many businesses opt for cheaper alternatives but later discover hidden costs. We position ourselves as a premium provider, working with clients who value IT as essential to their operations.

Prospective clients often seek multiple quotes, which can favor lower-cost providers. To address this, we educate them on service quality differences and offer a monthly payment model instead of annual contracts, ensuring consistent service and flexibility for termination with just one month's notice.

## How has Chipin established itself as a leader in cloud computing, and what trends are currently emerging

## in cloud services?

We were early adopters of Microsoft 365, overcoming setup challenges with minimal support, which led to increased referrals from our partner, Redington. Now, we also collaborate with AWS, Alibaba Cloud, and Microsoft Azure, primarily in hybrid environments combining on-premise and cloud servers.

Sustainability and energy-efficient technologies are becoming prominent trends in cloud computing. To support green IT practices, Chipin collaborates with Microsoft to help customers reduce their carbon footprint, aiming for carbon neutrality or negative emissions, particularly for multinational clients in the UAE needing compliance documentation with EU and US regulations.

We also promote renewable energy solutions, such as solar technology for CCTV systems in partnership with Hikvision. Additionally, many companies are now seeking refurbished laptops with warranties and services, where we partner with local organizations, including the DCG group, to support this initiative.

## What is Chipin's key focus in the evolving tech landscape and the innovations you will showcase at GITEX 2024?

Our primary focus is on delivering hassle-free IT services, now with an emphasis on data security and backup solutions. A key insight is that cyberattacks are inevitable; the question is not if, but when will you be hacked. Small and medium enterprises often lack the resources for extensive security meas-



ures, making recovery strategies essential. While we've successfully avoided hacks, we emphasize on fundamental security practices. We ensure that the small and medium enterprises have robust security controls to prevent downtime. At GITEX, we will showcase top-tier cybersecurity solutions developed in partnership with US and UK startups, aimed at enhancing security for UAE businesses.

## What are your plans for the next five years?

In the next five years, we plan to launch Chipin 365, a service aimed at home users. Currently under development, the app will enable home consumers to request reliable services at a lower cost, providing transparency about the services rendered and the materials used. We believe home consumers deserve the same quality service we offer our corporate clients.

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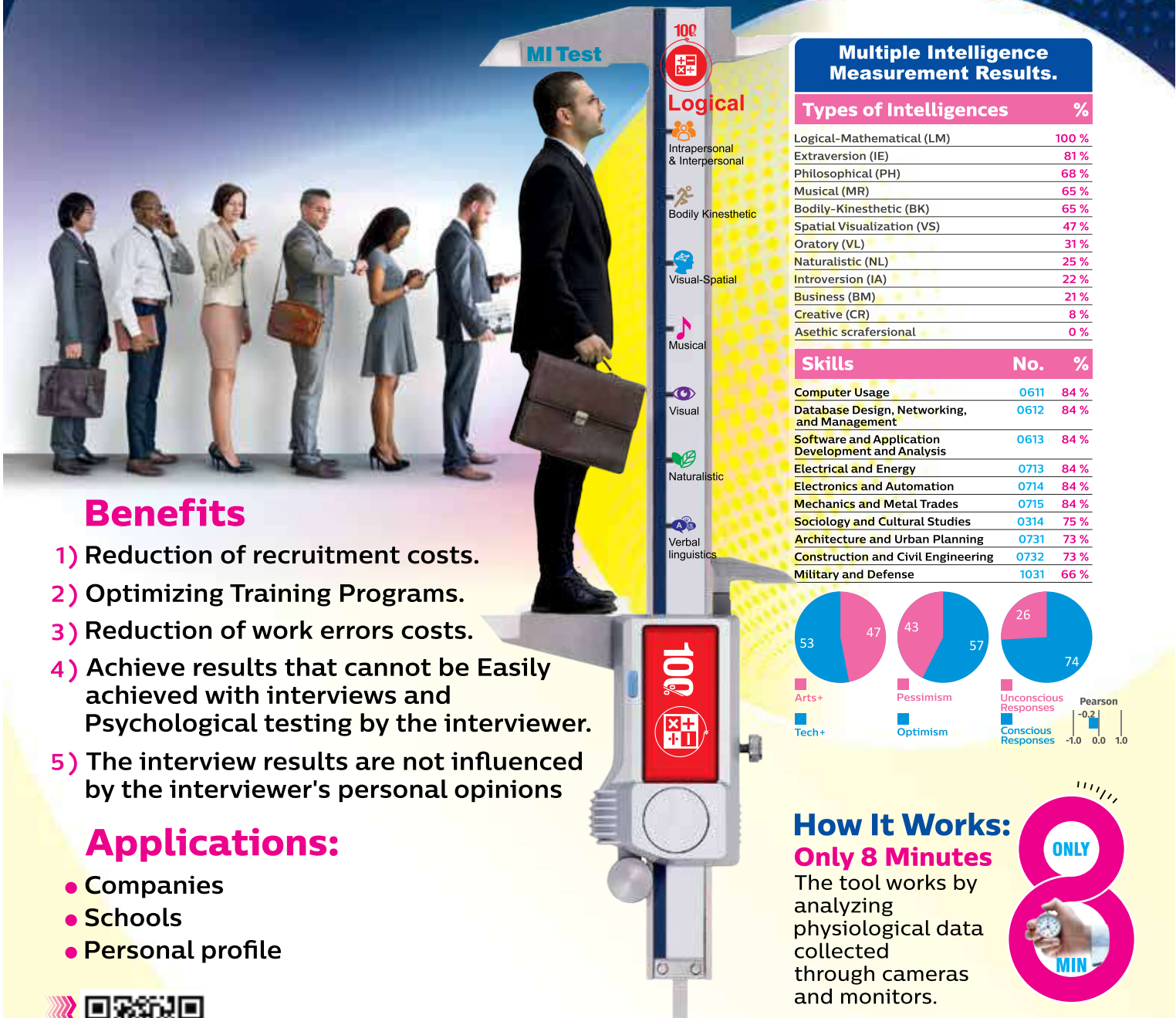
 **UAE** - Office #710, Al Khaleej Center, Dubai

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# Physiological Tools Choose the Best Employee



## Benefits

- 1) Reduction of recruitment costs.
- 2) Optimizing Training Programs.
- 3) Reduction of work errors costs.
- 4) Achieve results that cannot be Easily achieved with interviews and Psychological testing by the interviewer.
- 5) The interview results are not influenced by the interviewer's personal opinions

## Applications:

- Companies
- Schools
- Personal profile



For more information, Please Contact Our Consultants.

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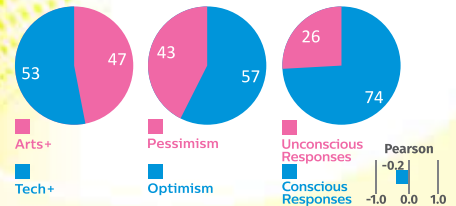
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### Multiple Intelligence Measurement Results.

Types of Intelligences	%
Logical-Mathematical (LM)	100 %
Extraversion (IE)	81 %
Philosophical (PH)	68 %
Musical (MR)	65 %
Bodily-Kinesthetic (BK)	65 %
Spatial Visualization (VS)	47 %
Oratory (VL)	31 %
Naturalistic (NL)	25 %
Introversion (IA)	22 %
Business (BM)	21 %
Creative (CR)	8 %
Asethic scrafersional	0 %

Skills	No.	%
Computer Usage	0611	84 %
Database Design, Networking, and Management	0612	84 %
Software and Application Development and Analysis	0613	84 %
Electrical and Energy	0713	84 %
Electronics and Automation	0714	84 %
Mechanics and Metal Trades	0715	84 %
Sociology and Cultural Studies	0314	75 %
Architecture and Urban Planning	0731	73 %
Construction and Civil Engineering	0732	73 %
Military and Defense	1031	66 %



## How It Works: Only 8 Minutes

The tool works by analyzing physiological data collected through cameras and monitors.





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