



Newsletter

AT&T Cabling Systems EMEA Distributor appointed in Dubai

Dubai, 1 April 2013

AT&T Cabling Systems announces the appointment of a new distributor, Westcon Group Middle East, complementing the existing channel reseller network, covering United Arab Emirates, Saudi Arabia, Qatar, Kuwait, Oman, Yemen, Bahrain, Afghanistan, Pakistan, Libya, Egypt and Iraq. The agreement grants Westcon distribution of the complete AT&T Cabling Systems product portfolio, including AT&T CopperLine, AT&T FiberLine, AT&T CenterLine, AT&T RackLine and AT&T OutdoorLine.

Mr. Serdar Gorali, AT&T Cabling Systems EMEA Sales Director, said today "this synergistic agreement, combining Westcon Group established exposure and channels with AT&T Cabling Systems established quality and brand, provides value for both companies across this region".

Westcon Group Middle East comprises of Westcon Middle East & Comstor Middle East, the leading Value Add Distributors (VAD) of Convergence, Infrastructure, Mobility, Security & Cisco centric solutions in MENA. We have a portfolio of best in-class products, services and solutions from highly reputed vendor partners that interoperate with and complement each other. Our highly qualified staff delivers outstanding support and unmatched relationships with our vendor and channel partners, including technical expertise, network design, sales consultancy, logistics and integrated marketing. Westcon delivers excellence in core distribution services around the region. Westcon Group has business units around the world with significant sales channels for Avaya, Blue Coat, Cisco, Juniper, Motorola and close to 100 other industry leading vendors. The company has specific expertise in the Convergence of voice, data & video application technologies, including VoIP, internet security, wireless and mobility solutions.

AT&T Cabling Systems provides complete and state-of-the-art LAN cabling solutions and components for all needs of enterprise customers. Our high-performance network infrastructure solutions based on innovative designs and highly advanced technology are the first choice for all applications. Combining unmatched reliability with the unparalleled AT&T Millennium™ Lifetime warranty, AT&T Cabling Systems are your key to years of fail-safe and trouble-free operation, minimizing system down-time and maximizing your profits.