



TechAccess Unveils Unify SME Initiative and Announces Partner Promotion

Dubai, UAE, June 14, 2016: TechAccess, the leading value added distributor in the Middle East, North Africa, LEVANT, Pakistan and Afghanistan has just unveiled its Unify SME Initiative and new promotion to partners. An update session, which was held at the Sheraton Hotel in Dubai, introduced partners to the new initiative and shared details on rebates and promotions. Partners were also updated on Unify's channel program, benefits, and TechAccess' value proposition.

Feras Zeidan, Unify's new vice president for the Middle East & Africa, attended the event to thank partners for their continued support, and reinforced Unify's commitment to enabling them with the solutions to help them grow their business.

The SME promotion is valid on Unify's X3 and X5 Openscape UC bundles, and open to Unify partners in the GCC, KSA, Pakistan, Afghanistan and Levant. Partners who achieve and exceed their targets, stand a chance to avail of attractive rebates and marketing support.

"Unify has an exceptional UC portfolio that caters to enterprises and SMBs, and they have recently stepped up their focus on the SMB segment in the region. TechAccess' current promotion also targets the growing SMB segment, through which we offer enticing incentives, while continuing to support partners in selling a combination of the industry's best UC bundles," said Roshan Sequeira, Product Manager - Networks, TechAccess. "As a true value added distributor we strive to ensure that our vendors and partners grow and achieve their business objectives - these promotions offer partners encouragement to seek new business opportunities, benefit from attractive incentives, and grow their business."

Unify's solutions allow organisations to unite multiple networks, devices and applications into an engaging, easy-to-use experience. The vendor recently expanded its partnership agreement with TechAccess to cover the wider GCC and Levant region. TechAccess now operates as Unify's distribution partner across the GCC, KSA, Levant, Pakistan, and Afghanistan.

"The Middle East & Africa are key growth markets, and Unify is delighted to be working with TechAccess to address the burgeoning SME segment in these regions. TechAccess has demonstrated exceptional commitment to Unify, and we have seen some very encouraging results thanks to their strong SME partner network, market reach and expertise," said Feras Zeidan.

For more information on the promotion, partners can visit and register their interest on
http://www.techaccess.com/unify_bundle_reg.php

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