

Building the Middle East and Africa's Digital Future

Mindware, a Dell Technologies distributor, uses Dell APEX Flex on Demand to enable digital transformation in the Middle East and Africa

Customer profile



Technology | United Arab Emirates



“Our industry is changing. We had the PC era, then the Internet era, and now we have the pay-per-use technology era, ushering in Dell APEX Flex on Demand.”

Nicholas Argyrides

General Manager of Mindware Gulf

Business needs

Mindware, a leading Dell Technologies distributor in the Middle East and Africa, is catalyzing digital transformation throughout these regions. Using Dell APEX Flex on Demand's pay-per-use consumption model, Mindware is helping customers build secure business resiliency with flexibility, cost-effectiveness and control for a stronger digital future.

Business results

- Build business resiliency
- Improve time to market
- Boost IT agility
- Enhance scalability
- Enable more cost control
- Drive digital transformation
- Transform business operations

Solutions at a glance

- [Dell APEX Flex on Demand](#)

Mindware helps customers across the Middle East and Africa modernize technology to improve business operations. Its vision is to catalyze a digital transformation throughout the region by delivering the best, integrated technology solutions and becoming the distributor of choice for vendors and partners. Most recently, Mindware focused on consumption-based solutions, deployed via its partners, that further elevate customer competencies and outcomes.

Headquartered in Dubai, Mindware has been a leading technology provider since its inception in 1991. It was just awarded EMEA Distributor of the Year 2022 by Dell Technologies for the second consecutive year. Mindware's comprehensive portfolio includes a selection of infrastructure, networking, mobility, security and storage solutions. It also offers supplementary value-added services to its reselling partners such as pre-sales consultancy, implementation services, local technical support and an array of channel-enabling programs. With over 4,000 regional channel partners spanning 35 countries and a robust portfolio, Mindware's breadth and depth make it a powerful technology advisor, supplier and enabler.

As a Dell Technologies distributor, Mindware provides its partners Dell APEX Flex on Demand to provide consumption-based technology. Ultimately, the solution helps customers modernize IT infrastructure and incorporate on-premises, cloud capabilities. Mindware is helping customers securely accelerate time to market, gain cost control, enhance scalability and boost IT agility.

Leveraging the cloud

Mindware is constantly evolving its portfolio of best-in-class technology solutions to keep customers and partners on the leading edge of IT. Today, customers are talking about public cloud-first approaches and consumption models. However, a cloud-first strategy has some limitations which make it infeasible for many customers. First, it's difficult to scale and maintain on-demand processing speeds. Second, ingress/egress fees can quickly become cost prohibitive. Third, security standards often require on-premises technology for specific data sets, applications and industries.



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In turn, this is having a positive impact on customer relationships. In the IT space, the simpler, transactional relationships are fleeting. Longer-term, sophisticated partnerships with customers are the new way forward. That's because technology shifts rapidly and customers need an advisor and collaborator to keep IT current and aligned with evolving business needs.

“Our industry is changing. We had the PC era, then the Internet era, and now we have the pay-per-use technology era. While the channel – comprised of vendors, distributors and partners – will remain intact, the roles within the channel are changing. For example, we are now financiers and co-collaborators alongside our partners to help enable consumption-based technology for our end-use customers,” says Argyrides.

To mitigate these challenges, Mindware expanded its portfolio to offer Dell APEX Flex on Demand. The on-premises cloud solution meets customer requirements for security. It helps customers gain scalability and the agility to cope with unexpected business events via fast, easy access to buffer capacity and IT expansion. The solution also delivers greater cost control by eliminating the need to overprovision and providing predictable monthly charges. Customers pay only for what they use, even for buffer capacity usage, which caps total monthly billing at 85% usage of total installed capacity.*

“The Middle East and Africa are very diverse regions containing multiple countries, each of which is at a different stage of digital transformation. However, one consistent theme across all countries is the importance of data sovereignty, privacy and security. This is where Dell APEX Flex on Demand really stands out, blending security with the cloud for an ideal partner and customer solution,” shares Nicholas Argyrides, General Manager of Mindware Gulf.

Becoming an advisor and financier

Mindware considers itself a distributor of innovation. A big part of Mindware's value is the education of partners and their end-users about the “new era” of pay-per-use technology. In addition, distributor and partner relationships are transforming. Today, they are forging closer alliances, going after projects together and more collaboratively.



“Dell Technologies understands technology and where it is going. Like Dell APEX Flex on Demand, which keeps us current and relevant.”

Nicholas Argyrides

General Manager of Mindware Gulf



“Dell Technologies understands a distributor’s needs. Our partnership is one of Mindware’s most valuable enablers.”

Nicholas Argyrides
General Manager of Mindware Gulf

Increasing Channel Relevance

For Mindware, Dell APEX Flex on Demand is opening up new possibilities. In addition to transforming customer relationships, pay-per-use technology models are the future. Mindware embraces Dell APEX Flex on Demand as a must-have solution to stay relevant. The company educates customers about the consumption-based solution, to help them stay on the cutting edge of IT options that can further elevate business operations.

“Simply put, Dell APEX Flex on Demand makes us more relevant in the channel. Although the pay-per-use solution is somewhat new to many of our in-region customers, we definitely see it as a key part of the digital future for the Middle East and Africa,” states Argyrides.

Why Dell Technologies

Mindware and Dell Technologies have enjoyed a partnership for almost twenty years. It’s a relationship built on trust and the shared goal of building a digital future that improves business outcomes.

“If I have to describe our partnership with Dell Technologies during the past two decades in one word, I would say ‘trust’. They understand technology and where it is going. That keeps us current and relevant. And Dell Technologies understands the needs of a distributor like Mindware and is uniquely suited to meet those needs, time and time again. Our partnership is one of Mindware’s most valuable enablers,” shares Argyrides.

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