

Dell Names EMEA Partners of the Year

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Dell names the EMEA partners of the year at the 2014 EMEA Solutions Conference-- with winners including the likes of Softcat, Ricoh, Yael Integrated Solutions, Computer Arabia and Bytes Systems Integration, among others.



In attendance were nearly 350 EMEA channel partners and end users from across the region.

Softcat and S. Arabia-based Al Hilal Group get the EMEA Partner of the Year award, with awards handed by Dell CEO Michael Dell together with regional Dell execs.

Softcat and Hilal Group also get the Platinum Partner award, together with Ricoh, Yael Integrated Solutions, Systemax, Realdolmen, Bytes Systems Integrations and Cloud Solutions.

Dell says it has 158 Premium Level partners in EMEA, a 33% increase over the last year.

"We are making ongoing efforts to make it as easy as possible for our partners to do business with Dell and it's great to see that this is paying off," VP and EMEA Channel Sales general manager Laurent Binetti says. "We look forward to continuing our work with the channel, to ensure that the success and growth that Dell's PartnerDirect program has experienced over the past few years, continues well into the future."

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