

Chatsworth Products

Chatsworth Products Incorporated, or CPI as it is better known, is a networking company steeped in science and research.

Its history begins 20 years ago when 90 employees of US communications vendor Harris banded together to buy out the firm's Dracon Division via an employee stock ownership plan.

Since then, Chatsworth has developed its own niche as a provider of IT optimisation equipment.

The company expanded out of its native US eight years ago, setting up a direct office in the Middle East three years ago. Prior to this, Chatsworth had sold its solutions through resellers in the region, but until three years back had no headquarters of its own. "The market demanded some kind of direct representation if we were to move further," recalls Middle East sales manager Sundeep Raina.

The move certainly appears to have paid off: since opening its office in Dubai, UAE, the company has enjoyed regional sales growth of approximately 380%, according to Raina.

Two of the vendor's specialties are energy efficiency and environmental monitoring tools for enterprise data centres, with Saudi Arabia's booming resources sector providing a substantial market in this regard.

Raina explains that Chatsworth works alongside networking giants including Cisco and Juniper Networks to research and develop infrastructure cabinets and systems that optimise the flow of hot and cold air in data centres. "The biggest pain points for any data centre manager are heat and power," says Raina. "To manage that in the

optimum way was what we were asked us to do."

Raina says that Chatsworth

has an established presence in the UAE, where its customers include the prestigious Meydan racecourse, and the company is keen to grow its share in other markets including Qatar, Kuwait, and Bahrain.



Sundeep Raina,
regional sales manager,
Chatsworth

Vital statistics

Founded: 1991

Global HQ: Westlake Village, California

Revenue: Employee-owned

Regional HQ: Dubai, UAE

Go to guy: Sundeep Raina, regional sales manager

azeti Networks

IT infrastructure monitoring specialist azeti Networks was formed in 2006, in Germany, by local technology pioneers Dirk Sommerfeld and Dirk Hartmann.

The company's flagship solution, Sonarplex, provides monitoring and testing features for various facets of technological infrastructure, including networks, servers, enterprise applications, service level agreements and cloud services.

Through sensors and common industry bus interfaces, Sonarplex also monitors environmental parameters, such as temperature and humidity to help support a continuous flow of all operational processes and technologies.

The vendor also touts "its comprehensive spectrum of technical features and ease of use combined with low total cost of ownership", claiming these make Sonarplex the right solution to monitor the performance and availability of all IT infrastructures, as well as operational technology and environmental parameters.

"With the combination of IT monitoring, environmental monitoring and the monitoring of operational technology on a single platform, azeti has one of the broadest approaches to monitoring currently available in the market," says CEO Dirk Hartmann. In April 2011, azeti was identified as a 'cool vendor' in the infrastructure services segment by IT industry analyst firm Gartner.

In the Middle East, the company is supported by local partner Emitac Distribution, which works alongside the regional channel ecosystem to deliver azeti solutions. In October 2010, azeti signed also signed a distribution agreement with UAE-based managed hosting and IT services provider Smartworld.

Vital statistics

Founded: 2006

Global HQ: Lunen, Germany

Revenue: Privately held

Regional HQ: Dubai, UAE

Go to guy: José Bustamange, VP MEA