

DUBAI, UAE, October 04, 2013 **/24-7PressRelease/** -- StorIT, the leading data storage specialist value added distributor in the Middle East and North Africa (MENA) region, today announced that it has signed a distribution agreement with SAS, a global leader in business intelligence and analytics software, to promote and distribute SAS Visual Analytics through its extensive channel network in the region. With the addition of SAS Visual Analytics to its solid portfolio of data management and storage solutions, StorIT is now poised to offer cutting-edge Big Data solutions to its customers in the Middle East.

"SAS Visual Analytics brings together analytics, reporting and visualization in one simple-to-use product, where companies will be able to use the speed of thought analysis and its capability to explore huge amounts of data to make quick business decisions. We are delighted to partner with SAS to bring this innovative solution to our customers in the region," says Bobby Joseph, CEO, StorIT Distribution fzco.

"StorIT has been always pro-active in our approach of introducing ground breaking and emerging business technologies and this year is no exception as we have once again brought world-class products, which address the rapidly evolving opportunities in the areas of Big Data, Cloud Computing and Enterprise IT Systems to this market. With this partnership, we have been able to enhance our product portfolio further and will now be able to offer comprehensive end-to-end Big Data solutions to customers in this region. We will also enable our channel by training them and offering the right tools, resources and support to sell SAS Visual analytics to end-customers better," Mr. Joseph adds.

SAS Visual Analytics is a high-performance, in-memory solution designed to quickly explore large amounts of data. It provides a robust set of BI capabilities and approachable analytics, enabling different types of users to gain insights from any size of data through data visualization and exploratory analysis with the option to deliver information to a wide variety of platforms including iPad and Android tablets. With SAS Visual Analytics, users can explore all data, execute analytic correlations on billions of rows of data in seconds and visually present results. It empowers users to uncover unexpected insights, find answers to complex problems, and quickly identify new and better courses of action.

"At SAS, we have a rigorous selection criteria while choosing partners. We want to ensure that our partners can add value to our products, invest in skills training and have consulting and implementation skills. StorIT was selected as a key partner based on its strong regional knowledge, domain and market expertise and extensive technical skills. StorIT is a reputed and established specialist distributor in the data management and storage solutions space with capabilities of a systems integrator. By including SAS Visual Analytics to its portfolio, StorIT will be able to deliver tremendous value and support to its reseller network," Ravi Acharya, Regional Channel Manager, SAS Middle East explains.

StorIT Strengthens Its Big Data Offerings By Adding SAS Visual Analytics To Portfolio

Written by Australian Business

Through its established channel network combined with its strategic initiatives, StorIT Distribution will help promote SAS Visual Analytics across the ME region.

About StorIT Distribution FZCO:StorIT is the Middle East's leading Specialist IT distributor of Enterprise Data Storage, and Information Management Solutions. Incorporated in year 2002, StorIT is based out of Dubai, with branch offices in Riyadh, Saudi Arabia and Doha, Qatar.

With active operations spanning more than 12 countries across the region, StorIT works with a wide Reseller Channel Network, comprising Value Added Resellers and Solution Providers, in offering comprehensive turnkey solutions to customers in the SMB, SME and High Enterprise Segments of the market. StorIT's proven track record, over a period of 10 years, of successfully introducing the very best of breed technology providers of the world to the Middle East market, by establishing and enabling a robust reseller channel that has been a key factor in their rapid growth in the region, has sealed its credentials as one of the most reliable, resilient and far-sighted value distribution organizations in the region. Supported by enhanced distribution services right from presales consultancy, marketing support, post sales professional services, project financing options through warehousing & logistics hubs in Dubai, Riyadh and Doha, StorIT has witnessed stupendous year-on-year growth over a decade by offering great value proposition as a dependable long-term partner to both its vendors and resellers (customers).

For further information, please visit <http://www.storit.ae>

About SASSAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 55,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW.

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