

Partner reference
United Arab Emirates

Smartworld

Accelerating business
growth and driving
innovation in the UAE.

Lenovo Smarter Infrastructure Solutions Channel Partner Program: Channel-first

Smart Technology Services DWC LLC (Smartworld) is a joint venture between Dubai Aviation City Corporation and Etisalat. Smartworld provides IT solutions and services that support digital transformation and accelerate business growth. Partnership with Lenovo opens the door to sales opportunities in the UAE and wider region. Smartworld's offerings are backed by 24/7 support from Lenovo technical experts and a robust supply chain.

Abdulqader Obaid Ali, CEO of Smartworld, says: "The Lenovo sales and pre-sales teams are always very quick to respond to any queries. This gives us a significant advantage over competitors when bidding for fast-track projects."

Smartworld often works on projects of major strategic importance, such as the Dubai International Airport and Dubai Harbour. Thanks to Lenovo's alliance with Intel, Smartworld can ensure that client operations run with 99.999% availability.¹



"Lenovo delivers everything we need as an IT service provider: end-to-end data center solutions at competitive prices, backed by expert support."

Smartworld
Enabling Digital Economic Growth

Abdulqader Obaid Ali,
CEO, Smartworld

Benefits for Lenovo Channel Partners

- Close collaboration on sales opportunities with advice and guidance from Lenovo sales and pre-sales teams
- Dedicated Lenovo channel account manager serves as a single point of contact
- 24/7 support services give Smartworld—and its clients—peace of mind
- Regular technical and commercial training, and online workshops
- Intel technology helps ensure 99.999% uptime for mission-critical workloads
- Rapid, reliable delivery
- Competitive pricing and attractive financial incentives

Lenovo

intel®

¹ <https://itic-corp.com/blog/2020/05/itic-2020-reliability-poll-ibm-lenovo-hpe-huawei-mission-critical-servers-deliver-highest-uptime-availability/>