

[Jabra and Westcon Middle East Group Partner-Up for Middle East, North Africa, Pakistan & Afghanistan](#)

Westcon Middle East Group to market Jabra portfolio of UC-optimised voice communication and collaboration products through regional channel partners

Online PR News â€“ 20-May-2012 â€“ DUBAI, United Arab Emirates Jabra, a world leader in innovative hands-free communications solutions, has appointed Westcon Middle East Ltd. as a distributor for the Middle East, Pakistan and North Africa regions. Under the agreement, Westcon Middle East Ltd. will distribute the entire suite of Jabra UC-optimized headsets through its strong reseller base to address rising enterprise market demand for Unified Communications (UC) solutions that include voice communications and collaboration.

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The agreement with WestconGroup is a major milestone in Jabra's growth strategy to accelerate the business in the region. Westcon and Comstor serve all the segments of the regional enterprise market: large enterprises, the mid-market including call centers, as well as the SMB office and mobility markets.

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This latest regional co-operation builds on the successful partnership between Jabra and Westcon Group worldwide over the past years. It's a natural continuation to the very deep and fruitful co-operation between the two companies, and we look forward to scaling the relationship into Middle East, Pakistan and North Africa given WestconGroups demonstrably strong track record in the region, said Hanny Hanna, Regional Manager Jabra Middle East, Africa and Turkey. Jabra offerings for UC voice solutions complete WestconGroups portfolio of convergence products by leading technology vendors including Avaya and Cisco. We will work in close co-operation to leverage synergies, to strengthen brand recognition through joint marketing activities and to meet market needs.

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Jabra products are a natural extension to the groups range of solutions and services for the high-growth markets of MENA region said Steve Lockie, Group Managing Director, Westcon Middle East Group. In the increasingly fast-paced virtual world we operate in, there is no limit to the hosts of networks connecting us to our customers, partners, peers, colleagues etc. Jabra wireless headsets are the vital business tools that simplify connectivity and deliver productivity benefits to the end-users. From an organizational perspective, Jabra products ensure rapid return on the customers' UC investment.

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Westcon Group was awarded as the EMEA Distributor of the Year by Jabra in the partner conference in Rome February 2012.

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For more information or to become a partner of Jabra with WestconME, please visit me.westcon.com

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You can also send your feedback to marketing@westconme.com

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About Westcon Middle East Group

Westcon Middle East group comprises of Westcon Middle East & Comstor Middle East. It is a leading Value Add Distributor (VAD) of Convergence, Infrastructure, Mobility, Security & Cisco centric solutions covering the Middle East and North Africa. We offer a portfolio of best in-class products, services and solutions from highly reputed vendor partners that interoperate with and compliment each other. Our highly qualified staff deliver outstanding support and unmatched relationship to our vendors and channel partners, including technical expertise, network design, sales consultancy, logistics and integrated marketing apart from holding a large inventory of products for immediate deliveries.

For more information visit me.westcon.com

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About Jabra

Jabra is the brand of GN Netcom, a subsidiary of GN Store Nord A/S (GN) - listed on NASDAQ OMX. Jabra employs approximately 850 people worldwide and in 2010 produced an annual revenue which amounted to DKK 5,145 million. Jabra is a world leader in the development, manufacturing, and marketing of a broad range of hands-free communications solutions. With a reputation for innovation, reliability, and ease of use that goes back more than two decades, Jabras consumer and business divisions produce corded and wireless headsets, plus mobile and in-office speakerphones that empower individuals and businesses through increased freedom of movement, comfort, and functionality.

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