



## WiSPGulf and ITQAN team up to deliver Falcon Network Composer

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WiSPGulf, Dubai based infrastructure solutions specialist, has announced the outsourcing of the production and distribution of Falcon Network Composer to Abu Dhabi based systems integrator, ITQAN Al Bawardi Computers.

WiSPGulf has recently secured the exclusive rights for the Middle East, Africa and Asia Pacific to bring the US based Cymphonix solution to its customers. The Cymphonix solution was re-branded Falcon Network Composer to align itself with the more locally orientated identity and to allow for future Arabic versions.

WiSPGulf recognized a gap in the market for more cost effective monitoring and management of internet and intranet bandwidth activities. Rival solutions are available but competing products under evaluation have shown installation, configuration and support to be of a lengthy process whereas the Falcon Network Composer solution offers an extremely user-friendly installation procedure which can easily be implemented within a day. The end user interface is uncomplicated and straightforward. "Competitors are retailing at approximately US\$50 000 excluding configuration and installation. Falcon Network Composer retails between US\$10 000 and US\$15 000. We have recognized that providing a practical and cost effective solution to address a challenging issue such as bandwidth usage and monitoring will create a huge demand for this product," says Garreth Scott, general manager of WiSPGulf. In gearing up for the expected demand WiSPGulf is aware that large volumes are going to be required and hence saw the opportunity of being able to produce the units locally and have available stocks through ITQAN Al Bawardi Computers.

"ITQAN has been serving the local IT market for the past 21 years and our success has always been based on delivering innovative solutions to our customers. We immediately identified the opportunities that Falcon would bring and are delighted with the fact that we can not only deliver the solution to our clients but are also at the forefront of producing it locally here in the UAE. By producing Falcon Network Composer locally we are in control of the complete supply chain management of the solution. This positions us well above our competitors when it comes to delivering innovative and cost effective solutions on time," said Dean Polley, general manager of ITQAN Al Bawardi Computers.

Falcon Network Composer is a network monitoring appliance which allows customers to maintain control of bandwidth usage and can also prevent conflict between core business applications thereby promoting network productivity. "WiSPGulf is well placed with Falcon Network Composer to provide leading edge technology to the markets of the Middle East and Africa. Falcon is the solution to minimizing continual expensive bandwidth growth while maximizing the use of existing bandwidth. Managing the existing bandwidth increases productivity thereby also increasing and ensuring a faster return on investment," says Scott.

The product offers multiple benefits to users including spyware identification, real-time web filtering, control over peer-to-peer network traffic, bandwidth optimisation and the ability to log and archive all instant messages sent over the network. The detailed information gathered allows users to prioritise, shape, limit or block internet and network traffic to ensure peak efficiency. Mission-critical applications can also be given the highest priority and availability.

Controlling or restricting the bandwidth usage to network users may send a message of autocratic control and create an underlying sense of being constantly watched over. "The idea is not to act as watchdog over employees. The main role of Network Composer is to rather identify problem areas and manage these in a productive and constructive way, while maintaining quality of service within an organization's network," added Scott.