

Hyperline is a North American manufacturer of the most comprehensive range of products available for Structured Cabling Systems; copper cable, LAN cable, telephone cable, telecommunication cable, fiber optic cable, coaxial cable, interface cable, industrial cable, hybrid cable and much more. Gregory O'Reilly, Chief Business Development officer at Hyperline discusses how the company is looking to grow its business in the region.



Gregory O'Reilly
Chief Business Development Officer
Hyperline

Getting into the act

What's unique about your strategy towards the market?

We are probably one of the best in providing support after the sale. Our focus on new customers does not come at the expense of our existing customers who we provide constant support. This aspect makes us stand apart from our competition..

Discuss your solutions for the datacenter?

We have an extensive portfolio of solution for the datacenter, right from the patch guards to connector, cables, patch panels, racks, solutions on the copper side and we are in the

process of developing likewise on the fiber side.

Who are your partners in the region?

We have CMT (Core Matrix Technology) and also have NIT as our distributors and in addition have distributors for some of the other GCC countries. NIT is a security focused distributor but like us want to offer end to end solutions to customers and hence looking at solutions we offer on the cabling side.

Have you had significant successes with the larger datacenters and Telcos?

To be honest, not as much as yet but that is one of our

objectives ahead. We have however done projects that were approved for Du and Etisalat. We are continuing to work and establish our value and recall with consultants and engineering companies so that we are able to break into some of the larger projects in the region. This will be one of our goals up ahead.

Are you looking to enhance your SI channel in the region?

We have brought in a manufacturer representative to work with the distributors and the channel. It was our distributor CMT who helped us get approvals from Etisalat

and du on the copper front. We would like achieve some similar results on the fiber front.

Discuss your focus on fiber solutions in the region?

We move more fiber cables in the region compared to North America for instance. We are in the process of enhancing our fiber cable solutions. Our copper solutions are among the world's best and we want to ensure similar achievements with our Fiber solutions.

Do copper and fiber cables have different use case scenarios?

Copper is usually for workstations, offices. As a

backbone, fiber is more the norm. In Canada, fiber is used to the home office and to the desktop.

So not only is copper running to the desktop; fiber is being used as well. At some point, fiber will catch up. There is however a last mile hassle that the PCs need to have a fiber compatible network card.

Which are your larger markets?

We have a large market in Russia and the United States. We have experienced a 35% growth in Canada over the past year. We have just really started out here. I came down for the first time in April this year for Bicsi and since then

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we have redrawn our focus and are committed to grow our business locally. We have tried in the past to do the business from Canada but that hasn't really given us the desired results. We are investing here so that we can support our customers from here.

Are you looking at all markets in GCC and around?

We have distributors throughout the region already including Qatar, Bahrain, Kuwait and some partners were earlier working with in Cairo. We have a lot of

distributors but have them spread out across the region, allowing us to get our products into the markets here.

What are the products on the roadmap?

We are developing a wireless access point. We are conducting product trials in Canada. We have a powered version now and we are working with our manufacturer to bring out a PoE version. This would help bring in some value differentiation among vendors we compete with. We will possibly be looking at

showcasing our new fiber solutions at the show next year. New Fiber solutions would be our next major

announcement because we are primarily a cable company.

How do you view the interest from potential partners?

We have generated interest and recall in the market over the past couple of years. We have had great interest from potential distributors in the region and have had as many as 15 to 20 companies or so looking to work with us. They want to take our products to the consultants they work with, to get them approved. Overall, it is a positive outlook.

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