SAUDI BUSINESS MACHINES PARTNERS WITH
EXTREME NETWORKS

To Deliver Managed Wi-Fi, Network, and Cloud Services to Customers

> *Together, SBM and Extreme Networks will provide customers with the support, benefits, and consultancy needed to quickly start offering cloud-driven networking solutions*

November, 2020 — Riyadh, Saudi Arabia — In response to growing demand, SBM has today announced a partnership with Extreme Networks, Inc., a cloud-driven networking company, to deliver business-critical managed services to customers. Leveraging the ExtremeCloud IQ™ cloud management platform, SBM will now be able to offer Wi-Fi-as-a-service, Network-as-a-service and cloud-managed services.

The adoption of Extreme Networks' compelling cloud MSP offering, Extreme Elevate, has enabled SBM to transition to a managed service provider business model and capitalize on Extreme's end-to-end cloud-driven networking portfolio. As a result, SBM can provide secure wired and wireless networking solutions to its customers in the Saudi market through an OPEX model.

With Wi-Fi, wired and cloud-powered networking solutions high on the agenda for organizations which are looking to supercharge their digital transformation projects, Extreme Elevate ultimately gives SBM an opportunity to tap into the cloud-managed networking market which Omdia believes will see an annual growth rate of 23% all the way through to 2024.

Executive Perspective

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"In line with Saudi Arabia's own vision for 2030 and the growing demand for Wi-Fi- and network-as-a-service globally, we are proud that Extreme Elevate has enabled SBM to transform their business and offer managed services. Thanks to our partnership and Extreme Elevate being a compelling cloud MSP offering, SBM can now provide its customers with a cost effective, resilient and scalable networking infrastructure through a subscription model. This has ultimately created a differentiated offering that will allow businesses across the Kingdom to leverage SBM's world-class services organization with Extreme Networks' industry leading cloud networking portfolio."

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- **Maan Al-Shakarchi**, Regional Director, META & South Asia, Extreme Networks

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"We're excited to continue our journey with Extreme Networks. By working together, we're able to provide customers with solutions which advance their businesses and operations. An effortless and reliable network is vital to run an organization during the current climate and thanks to adopting Extreme Elevate, we're now in the position to offer our customers such services. As we adapt to new ways of working, it is imperative that we continue to grow new partnerships, as we have done with Extreme, so that we can continue to provide the latest in networking technology."

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- **Wael Ghoraba**, Sales Manager, Networking Solutions, Saudi Business Machines

Find out more about **ExtremeCloud IQ**

https://www.extremenetworks.com/extremecloud-iq/

SBM Partners with Extreme Networks

About Extreme Networks

Extreme Networks, Inc. (EXTR) creates effortless networking experiences that enable all of us to advance. We push the boundaries of technology leveraging the powers of machine learning, artificial intelligence, analytics, and automation. Over 50,000 customers globally trust our end-to-end, cloud-driven networking solutions and rely on our top-rated services and support to accelerate their digital transformation efforts and deliver progress like never before.

For more information,

visit Extreme's website or follow us on Twitter, LinkedIn, and Facebook.

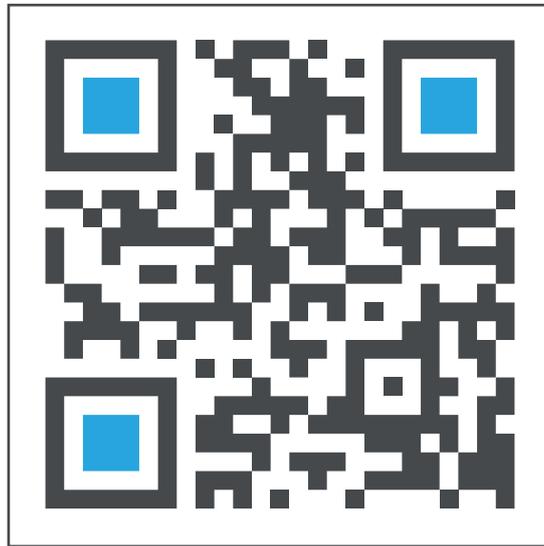Omdia 2020 Cloud Managed Networking Report

About SBM Saudi Business Machines Ltd.

About SBM Saudi Business Machines Ltd. (SBM) is the General Marketing and Services Representative of IBM in Saudi Arabia and the Kingdom's leading provider of end-to-end enterprise information technology and telecommunications solutions.

SBM partners with worldwide IT leaders to offer cutting-edge enterprise technology solutions across every industry in the Kingdom, with its capability as a total solutions provider further enhanced with an unrivalled portfolio of solutions in Systems and Software, Networking Solutions, Systems Integration, Consultation and Implementation, Business Recovery, Physical and Cyber Security, Cloud and Operations Support.

For more information,

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