

*Virtualisation*

# Value-Add Partnership

**MIDDLE EAST**

**Adam Jull of IMSCAD and Simran Bagga of Omnix International discuss the recent partnership agreement between the two firms and the sectors they'll be targeting in 2023 and beyond**



mnix International and UK-based virtualisation services specialist IMSCAD have announced

a partnership. The seeds of the partnership were first laid approximately eight years ago, but in the wake of the COVID-19 pandemic, and the growing appetite in the built environment for digital transformation, as well as the need to work from different locations and devices, the two firms have inked a partnership.

"We work very closely with Autodesk and our skills are around deploying graphical software in a VDI (virtual desktop infrastructure) or cloud environment. This allows people to work more flexibly and on different devices

and such like away from the traditional workstation. Since Omnix and Autodesk have a long history of joint innovation, and Omnix has a broad reseller base, they were the perfect match for us to get into that customer base with our solutions and services," said Adam Jull, CEO & Founder of IMSCAD.

"We're effectively a services business and, as we are independent, we go across all solutions, and we just advise our customers on what to do, and then they can decide whether to go ahead or not. To date we've got over 700 deployments under our belt and have Autodesk customers globally in VDI or cloud, so we have a lot of experience and expertise that we can offer."

Simran Bagga, Vice President of Omnix Engineering and Foundation

**700**  
*IMSCAD has carried out more than 700 deployments of its virtual environment solution*

Technologies pointed out that Omnix and Autodesk have worked together for over 30 years. She said that her firm was keen to partner with IMSCAD as it sensed a significant opportunity to provide an integrated virtual desktop environment for CAD modelling to customers in the region.

“This hasn’t really been happening in the region because of concerns around security, scalability, and dependability and with hybrid work environments and the outbreak of the pandemic, things have been far more complicated than they need to be and can definitely be simplified going forward.

“Our partnership with IMSCAD will act as a value-add complimentary solution for our current Autodesk partners and customers who are looking to expand their reach, their mindset, their businesses, and how they work and deal with virtual situations in today’s world.

“The partnership with IMSCAD is a win-win because they bring us the technology and the know-how, and we bring them the channel ecosystem, and our experience in the region. We know the region well and have experience of working with partners and customers and they know the technology well. So, I think we complement each other well,” she added.

### SHOWCASING THE TECHNOLOGY

Discussing how Omnix and IMSCAD will address the local market, Bagga states: “The big focus for us is on getting partners to be comfortable selling this technology because everybody wants to sell what’s in their comfort zone, and today these solutions are outside that zone. What we’re trying to do here is have a dedicated in-house commercial resource whose job is to pitch the IMSDCAD solutions to our existing channel ecosystem because we have a very healthy channel ecosystem, given the fact that we are a reputed value-added distributor.”

“Following that, we’re going to engage with the market with a number of activities including doing training webinars for our sales and technical partners and customers. We’ve defined a well-structured go to market strategy where we’re saying ‘hey, can we enable



**▲ Market focus**  
Simran Bragga says that Omnix International is looking to focus on the UAE and KSA as its key markets, followed by Kuwait, Qatar, Oman and Bahrain.

**▼ Win-win partnership**  
The partnership with IMSCAD and Omnix will see both companies share their experiences and knowledge of the region.

and recruit partners to think about this technology’. We’re also looking at how these partners can translate the experience they have to customers, so we’re keen to handpick a few of our partners to tell the story to their customers. We’re looking to put together a number of case studies in the next few months. There’s a lot of heavy lifting to do when it comes to showcasing technology like this.”

Jull added: “From our point of view, we’ve built our business in the US and Europe, and we do everything remotely – we remote consult, remote deploy and remote support. So, while we won’t be

there in person if a customer wants to meet us, our teams in the UK manage all these companies and their requirements all over the world – we’ve done about 700 Autodesk customers in a virtual environment so far. It’s quite a specialist job and there are challenges, but we focus on it day in and day out – that’s our specialisation as a company. This is what we sell; we guide a customer and liaise with the customer on what’s best for them, and then go and deploy it.”

Asked about the profile of companies they’re keen to target and which sectors show the most promise, Jull remarked: “AEC firms are obviously key but we’re also looking into the manufacturing and oil and gas sectors. One of Omnix’s partners is focused on the oil and gas market and they’ve just signed up with us.”

Bagga concluded: “We’re looking to focus on the UAE and Saudi Arabia as our key markets, followed by Kuwait, Qatar, Oman and Bahrain.

“There is no specific order of markets we want to focus on but we’ll go wherever we see opportunities to position and pitch these solutions. Saudi Arabia is definitely on our cards to visit and make a strong pitch for because of the amount of development happening in the country at the moment – technology such as this will help firms achieve their goals.”

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