

## **Nearby Computing gets into a strategic partnership with BMB for the Middle East.**

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A key driver for growing the Edge computing landscape is enabling both operators and Enterprise customers to have access to easy-to-use solutions that can solve challenges at specific verticals as well as defined geographic regions. To achieve that, the best method would be to partner with experienced System Integrators in these regions that understand the inherent challenges and the best way to overcome them.

Lately, there has been a growing demand in the Middle East region for Edge solutions that can both solve complicated customer challenges and scale to heterogeneous environments. There is also a need for skilled integrators that understand local conditions and possess the will & know-how to solve customers' challenges using innovative technologies such as Edge Computing and Edge Orchestration.

Bearing this in mind, the partnership between BMB and Nearby Computing seems obvious. BMB brings expertise in operating in the region, with a presence in the Middle East, North Africa and parts of Europe. Their stellar reputation in the region, in addition to being a trusted advisor to the operators there, allows them to push for Edge Computing to solve the inherent challenges being faced. On the other hand, their technical expertise and skills allow them to effectively integrate and facilitate any requirement from a software, hardware and services perspective.

In turn, Nearby Computing can present their innovative Nearby One solution to more operators and Enterprises, ensuring that these companies gain the ability to leverage the Nearby One Marketplace to deploy critical solutions ranging from Video Analytics to Augmented Reality as well as various 5G solutions. Added to this, is the ability to NZTP provision, deploy to a variety of hardware & infrastructure, automate management and reduce cost of ownership, accompanied by an increase of ROI.

### About BMB Group

Technology has been the driving force behind BMB for the past 25+ years. Today BMB is a leader in the world of Digital Information and Communication Technology, serving more than 3,000 industry-leading customers across all verticals. BMB is a global system integrator and advisor working with top rated technology partners to empower businesses and organizations throughout their digital journey.

BMB's technologies and services include Digital Banking & Fintech ,IoT, Automated Machine Learning, Cloud solutions, Optical Fiber Networks, Big Data and Advanced Analytics, Virtual & Augmented Reality, Cyber Security, Collaboration, AI, Business Intelligence, Customer Relationship Management, Enterprise Networking, Data Center, Enterprise Content Management, Business Process Management, Enterprise Mobility Solutions, Sales Force Automation, Warehouse Management & Field Service and Managed & Professional services.

With more than 400 industry-experts and a physical presence in France, Spain, UAE, KSA, Egypt, Jordan, Lebanon, Iraq & Algeria, BMB serves the EMEA region and works relentlessly to put customers at the center of their technology journey.

For more information, visit: <https://bmbgroup.com/>

### About Nearby Computing:

Nearby Computing helps Telcos & Enterprise customers unleash the potential of Edge Computing through Orchestration and Automation of MEC and 5G. The Nearby One is an orchestration platform that goes beyond market standards to manage all tiers of the network, from Cloud and Data Centre to Edge, from a single pane of glass. Using a cross-domain approach that is fully agnostic, it is able to manage hybrid networks at scale through domain-specific orchestration and comprehensive end-to-end orchestration. The solution covers all critical elements of deployment automation - from the initial Edge node provisioning to application on-boarding, to lifecycle management and QoS Assurance to SLA monitoring. We have been identified as one of the pioneers in edge computing by leading analysts, making NearbyOne, the most complete orchestration platform in the market now.

The company was founded in 2018 as a spin-off of the Barcelona Supercomputing Center and operates globally from its headquarters in Barcelona, Spain. We are a titanium level Intel

For more information, visit:

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