

The Utopian

The latest news from **Utopia**
TECHNOLOGY

January 2018



HUAWEI

**MORE THAN
\$10BILLION R&D
SPEND KEEPS
HUAWEI AHEAD
OF THE GAME**

Huawei is the world's largest manufacturer in the world. Much bigger than Apple; but it is much more than that.

Huawei is a leading global information and communications technology (ICT) solutions provider.

Driven by responsible operations, ongoing innovation, and open collaboration, Huawei have established a competitive ICT portfolio of end-to-end solutions in telecom and enterprise networks, devices, and cloud computing. Their ICT solutions, products, and services are used in more than 170 countries and regions, serving over one-third of the world's population.

We are proud to be a close partner of Huawei, and one which has been awarded Distributor of the year for four consecutive years.

Huawei are firmly committed to growth and innovation, and last year alone, invested at least \$10 billion in research and development.

Huawei President Alex Lin said,

"We invest a lot on IT and research and development. The only resource that makes us better than our competition is the intelligence, it's the research.

"People trust Huawei, to continue that trust you need to invest over the years and what we deliver to the consumer is the product, the experience and the service. So, we focus our investment on those kinds of things."

Commercial Director of Utopia Technology, Chris Sulej added,

"Working with such cutting-edge vendors is one of the things that keeps us at the forefront on ICT business streams.

"We were early adopters of Huawei Technologies, recognising the potential their products and solutions in disrupting and reinvigorating the Enterprise market.

"We see our multiple awards as acknowledgement of our team's commitment to world-class customer service and the support we have continually provided to our customers."

Utopia
TECHNOLOGY

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WE'LL BE THERE. WILL YOU?

ISE (Integrated Systems Europe) is the largest AV systems integration show in the world.

The annual four-day event, which takes place at the RAI Amsterdam from February 6th to 9th, is a joint venture between InfoComm International and CEDIA – the two leading industry associations for the global audio-visual industry.

At Utopia Technology we specialise in bringing innovative Technology Partners to the Enterprise Market, delivering disruptive Solutions and Services to our Clients that will grow with their business needs.

- > Aurora Multimedia Renowned innovation and advantages in the growing trend towards AV over IP technology, and much, much more.

Our new relationship with Aurora Multimedia provides solutions for a variety of global markets, including government, education, security, hospitality and corporate.

If you're going to ISE 2018, let us know and we can arrange to meet.

We have the products and services that turn cutting edge into leading edge, find out more <here> or call on 0332 414 100 and see how together we are better.

WHAT IS THE "INTERNET OF THINGS", AND WHAT WILL IT MEAN FOR BUSINESS?

The internet of things (IoT) isn't new, the first internet-connected toaster was unveiled at a conference in 1989.

The basic premise of IoT is simple: it's about connecting devices over the internet, letting them talk to us, applications, and each other.

A recent report from CompTIA, "the world's leading tech association", sets out what it found when it surveyed 512 business and IT executives.

In their minds, the IoT is associated with "ever-greater levels of connectivity; more intelligence built into devices, objects, and systems; and a strong data and applied learning orientation."

These views "sync-up well with the macro trends of more powerful and pervasive computing and storage, the further blurring of the physical and the virtual and the harnessing of big data for real-world functional activities."

Like it or not, the IoT is already with us. And it is big, and it is clever. At Utopia technology, we're working closely with our world class vendors to make sure that our resellers and their customers are able to maximise business benefit of the IoT whilst helping reassure them that we have addressed security issues.

You can read more about the survey <here>

SIGN UP FOR OUR NEWSLETTER AND YOU'LL DO SOMETHING GOOD FOR CHARITY. AND, YOU COULD WIN A NICE PRIZE!

We hope you have enjoyed reading this newsletter and would like to receive future issues. We intend to make them informative and interesting.

Sign up <here> and for every sign up from this issue, we'll make a donation to the local charity we support – Salford Food Bank - part of a nationwide network of foodbanks, supported by The Trussell Trust, working to combat poverty and hunger across the UK.

INTRODUCING OUR NEW PARTNER



Aurora

Our new relationship with Aurora Multimedia provides solutions for a variety of global markets, including government, education, security, hospitality and corporate.

This new collaboration enables us to offer industry-leading products backed up by Aurora's renowned innovation and Utopia's reputation for the highest standards of service and value.

Working with Aurora Multimedia enables us to take advantage of the growing trend towards AV over IP technology deployments in both 1Gbps and 10Gbps networks. Aurora is a world leader in HDBaseT technology which brings a rich feature set, increased reach, and better performance than existing solutions.

Also available will be the Aurora range of 10Gbps POE enabled versions for Fibre and Copper based high performance networks, in addition to the world-renowned range of control systems, amplifiers and speakers, tuners, videowall processors and much more.

At Utopia Technology we specialise in bringing innovative Vendor Partners to the Enterprise Market, delivering disruptive Solutions and Services to our Reseller Partners that will grow with their business needs.

We have the products and services that turn cutting edge into leading edge, find out more <here> or call on 0332 414 100 and see how together we are better.