Navijin

MARKET GUIDE

NAVIJIN RESEARCH

# Market Guide 2026: Enterprise Access Networking

How to evaluate switching, Wi-Fi, video and voice suppliers for projects in 2026–2028 across the Middle East, Africa and the CIS.

Key findings | Technology trends | Evaluation framework | Vendor landscape | Recommendations


Applies to
**IT leaders, consultants and integrators**

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ABOUT THIS GUIDE

# About this guide

This Market Guide helps project owners, consultants and system integrators choose networking suppliers for access, aggregation, wireless, video and voice projects. It explains what is changing in the market, which technologies to plan for, and how to score suppliers objectively. It is published by Navijin's product and solutions team.

Conventions: menu paths are shown in **bold** (for example **Network** → **VLAN**); commands and values in `monospace`. Screenshots may differ slightly by firmware version.

### Who should read it

- IT leaders and project owners
- Consultants writing tenders
- System integrators and resellers

### What you will learn

- Five key findings for 2026
- Technology trends to plan for
- An eight-criteria evaluation framework
- How supplier types differ

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SECTION 01

# Key findings

- **Total cost of ownership now outweighs list price.** Project owners increasingly judge networking suppliers on lead time, local stock, warranty handling and support quality, not only on purchase price.
- **The access layer is carrying more load than ever.** IP cameras, Wi-Fi 6/6E/7 access points, IP phones and IoT sensors all draw power and bandwidth from the edge switch. PoE budgets and multi-gigabit uplinks have become the first design constraint.
- **Wi-Fi 7 is moving from early adoption to tenders.** Hotels, offices and universities refreshing wireless in 2026–2027 should plan for Wi-Fi 7-ready cabling, 2.5G switch ports and 6 GHz where regulation allows.
- **Security is a buying criterion, not an add-on.** 802.1X, VLAN segmentation, secure management (SSH/HTTPS) and firmware traceability are now standard requirements in banking, government, healthcare and energy projects.
- **Regional brands with local presence are gaining share.** Buyers value suppliers that hold stock in-region, answer in local languages and replace faulty units quickly.

SECTION 02

# Market definition

This guide covers enterprise and project networking equipment used by small, medium and large organisations and by the system integrators that build networks for them.

| Segment | Typical products | Typical buyers |
|---|---|---|
| Access and PoE switching | Unmanaged and managed PoE/PoE+/PoE++ switches, 8–48 ports | Offices, retail, hotels, CCTV projects |
| Aggregation and core | Layer 2/Layer 3 switches, 10G/25G uplinks, chassis switches | Campuses, data rooms, hospitals, banks |
| Industrial networking | DIN-rail and hardened switches, industrial power supplies | Oil and gas, utilities, ports, transport, factories |
| Wireless | Indoor/outdoor Wi-Fi 6/7 access points, controllers, PTP/PTMP bridges | Hospitality, education, warehouses, events |
| Video and voice | IP cameras, NVRs, SIP phones, IP PBX and VoIP gateways | Security integrators, enterprises, government |
| Optics and connectivity | SFP/SFP+/QSFP modules, media converters, network cards | All of the above |

**Geographic scope:** the GCC (UAE, Saudi Arabia, Qatar, Kuwait, Oman, Bahrain), the wider Middle East, North and Sub-Saharan Africa, and the CIS and Caucasus region.

SECTION 03

# Market dynamics

### Drivers

- National digital transformation programmes are funding new government, education and healthcare networks.
- Hospitality, tourism and real-estate growth creates steady demand for guest Wi-Fi, IPTV, VoIP and surveillance.
- Industrial digitalisation in oil and gas, utilities, mining and logistics requires rugged switches and reliable wireless links at remote sites.
- Video surveillance expansion, driven by safety regulation and smart-city projects, increases PoE port counts and storage needs.
- Cashless payments and fintech push banks and payment providers to segment and secure branch and ATM networks.

### Challenges

- **Lead times and supply uncertainty.** Projects stall when equipment ships from outside the region with long or unpredictable lead times.
- **Grey imports and counterfeit equipment.** Units without a local warranty, or copies of known brands, create security and support risk.
- **Skills gaps.** Many sites lack network engineers; equipment must be simple to install and supported remotely.
- **Harsh environments.** High temperatures, dust and humidity shorten the life of equipment that is not rated for them.
- **Budget pressure.** Premium global brands often exceed project budgets for access-layer equipment.

SECTION 04

# Technology trends to plan for (2026–2028)

| Trend | What it means for your design | Horizon |
|---|---|---|
| Wi-Fi 7 (IEEE 802.11be) | 320 MHz channels, 4096-QAM and Multi-Link Operation. Needs 2.5G/5G/10G switch ports and PoE+ or higher per AP. | Tenders now; mainstream 2027 |
| Higher PoE budgets (802.3bt) | PTZ cameras, Wi-Fi 7 APs and displays need 60–90 W ports. Size the total switch PoE budget with 20–30% headroom. | Now |
| Multi-gigabit edge, 10G/25G uplinks | Access switches with 2.5G ports and SFP+ uplinks prevent bottlenecks at aggregation. | Now |
| Network access control (802.1X) | Authenticate every user and device. Required in banking, government and healthcare tenders. | Now |
| Segmentation by design | Separate VLANs for guests, staff, cameras, voice, IoT and management. | Now |
| Centralised and cloud management | Fewer site visits; faster troubleshooting for multi-site customers. | 2026–2027 |

| | | |
|---|---|---|
| Rugged edge for industry | Wide-temperature DIN-rail switches and industrial power supplies in cabinets and outdoor enclosures. | Now |

SECTION 05

# Buyer evaluation framework

Score every shortlisted supplier on the eight criteria below, from 1 (poor) to 5 (excellent), and multiply by the weight. Adjust the weights to your priorities.

| Criterion | Weight | What good looks like |
|---|---|---|
| Product fit and performance | 20% | Right port counts, PoE budget, uplinks, Wi-Fi standard and management features for the design |
| Total cost of ownership | 15% | Fair purchase price plus low licence, power, spare-part and support costs over 5 years |
| Local availability and lead time | 15% | Stock held in-region; delivery in days, not months |
| Warranty and RMA | 15% | Clear warranty period, local replacement process, advance replacement for critical sites |
| Technical support and skills | 10% | Pre-sales design help, configuration guides, responsive engineers in your language |
| Security and compliance | 10% | CE/FCC/RoHS, ISO 9001 production, 802.1X, secure management, verifiable serial numbers |
| Management and scalability | 10% | Consistent management across switches and APs; growth path to higher speeds |
| Partner ecosystem | 5% | Distributors and integrators who can install and maintain the solution locally |

**TIP**

The companion **Enterprise Network RFP and Evaluation Checklist** turns this framework into 40 questions and a ready-to-use scoring sheet.

SECTION 06

# Vendor landscape: three types of supplier

Rather than rank individual brands, this guide groups suppliers by the way they serve the region. Most projects combine more than one type.

| | Global premium brands | Global value brands | Regional brands with local presence |
|---|---|---|---|
| Typical strength | Very broad portfolio, advanced core and data-centre features, strong brand recognition | Low price, wide retail availability | Local stock, fast replacement, direct engineer access, project pricing |

| | | | |
|---|---|---|---|
| Typical trade-off | High price and licence costs; long lead times on some items | Limited enterprise support; consumer-grade lines mixed with business lines | Lower global brand awareness; buyers should verify certificates and references |
| Best fit | Large data centres, complex campus cores | Small offices, home and retail | Access, PoE, wireless, CCTV, voice and industrial projects of all sizes |

SECTION 07

# Where Navijin fits

Navijin is a networking and security brand owned by **Navas Technology LLC** and registered as a trademark in the United Arab Emirates. It belongs to the third group above: a regional brand built around local stock, warranty and engineering support, headquartered in **Dubai** and serving the GCC, Middle East, Africa and the CIS through distributors and resellers.

| Portfolio | Highlights |
|---|---|
| Switching | Unmanaged, smart and Layer 2/Layer 3 managed PoE switches; aggregation, 10G/100G and chassis switches |
| Industrial | DIN-rail switches and industrial power supplies |
| Wireless | Wi-Fi 6 and Wi-Fi 7 indoor and outdoor access points, gateways and controllers, outdoor bridges, 4G LTE routers |
| Video and voice | IP cameras and NVRs; SIP IP phones, IP PBX and VoIP gateways |
| Software | NavGATE OS, NavAP OS and NavCloud management |
| Connectivity | SFP optical modules and network cards |

**Trust and compliance:** CE, FCC and RoHS product compliance; production under ISO 9001 quality management; UAE-registered trademark; every unit verifiable by serial number at navijin.com/en/verification; certificates and authorisation letters on request.

**Project experience:** Navijin equipment has been deployed end to end (switching, Wi-Fi, CCTV and IP telephony) in more than ten oil and gas sites, and in hospitals, hotels, banks, fintech companies, universities and marinas. Customer names are kept confidential; anonymised case studies are on navijin.com.

SECTION 08

# Recommendations

**For IT leaders and project owners**

- Write tenders around requirements (ports, PoE budget, standards, security, warranty), not around a single brand, so qualified regional suppliers can compete.
- Ask every supplier for certificates, a verifiable serial-number check and a written warranty and RMA process before award.
- Score total cost of ownership over five years, including licences, spares, power and downtime.
- Plan cabling and switching for Wi-Fi 7 now, even if the first phase installs Wi-Fi 6.
- Keep critical spares in-country, or choose a supplier that does.

**For system integrators and resellers**

- Standardise on a portfolio that covers switching, wireless, video and voice from one supplier to simplify support.

- Register projects early to secure pricing and stock allocation.
- Use supplier pre-sales engineers for PoE budget, Wi-Fi coverage and VLAN design reviews.

> **NOTE**
>
> **Methodology:** written by Navijin's product and solutions team, based on project experience, discussions with distributors, resellers and integrators, and public IEEE and industry standards information. **Talk to a Navijin engineer:** sales@navijin.com · navijin.com/en/quotation

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