

Digital Dispatch

CISCO Live !

All Eyes on **Cisco Live 2025**

4 days | 22,000+ attendees | 100s of new conversations, connections & possibilities

Talks, Tech & T-Bones: **Two Power Lunches** at Cisco Live by Axelliant

While the expo halls were buzzing and sessions packed, some of the best conversations at Cisco Live 2025 happened over steak and Axelliant was right at the center of it.

With the generous support of **TD SYNnex**, Axelliant hosted not one, but two high-energy lunch meetups on the sidelines of the event.

At **Lou & Mickey's**, **Daniel Ruyman** brought together a lively table of clients, partners, and industry friends, sparking conversations that were as bold as the flavors.

Later in the week, **I-ning Yang** led another standout lunch that proved innovation and networking pair perfectly with good food.

Throughout Cisco Live, **Sayed Kachroo** and **I-ning Yang** proudly represented Axelliant engaging in key conversations, forging partnerships, and bringing our mission to the forefront.

And here's to more tech talks that don't require a conference room.



Immersive Cyber Attack Workshop

As cyber threats get smarter, staying ahead requires more than theory. It takes action.

On June 3rd, Axelliant, in collaboration with **TD SYNnex** and **eSentire**, hosted an immersive Cyber Range workshop in Arizona. Led by **David Case** and **Dave Delaney**, the session delivered hands-on exposure to real-world attack scenarios, from AI-powered phishing to web exploitation.

This wasn't your typical training. It was a high-impact, tactical experience designed to sharpen skills, strengthen strategies, and shift the cybersecurity mindset from reactive to ready.

For Axelliant and our ecosystem, this is what preparedness looks like.



Coffee, Croissants & Conversations

During our leadership team's visit to the Islamabad office, HR organized a Sunday brunch to bring everyone together; no agendas, no formalities, just open conversation over good food.

It was a chance for the team to connect with **Doc** in a more relaxed setting, share thoughts, ask questions, and just talk, face-to-face, person to person. We've always believed that our people are our greatest strength, and moments like this help us stay aligned, connected, and moving forward together.

Here's to more real conversations, more connection, and more team wins.



Software Truths: What's Real & What's Rumor?

Myth: Developers know everything about computers they're basically wizards..

Fact: We do look like wizards... until Google goes down. Then we're just very confused people staring at error messages, whispering "why?" under our breath while trying not to cry in JSON.



Muzzammil Hussain

Myth: We're all tech nerds glued to screens.

Fact: Sure, we love our gadgets but many of us are artists, musicians, gamers, athletes, tech is just one language in our toolkit.



Ahmad Ribal

Myth: Engineers just write a few lines of code and the AI does the rest.

Fact: Behind every smart system is a lot of hard work from data cleaning, model training, and evaluation to deployment, monitoring, and scaling. It's not just coding; it's engineering intelligent systems that actually work in the real world.



Muhammad Hanzala

Myth: Developers just sit and type code all day.

Fact: Developers are creative problem-solvers who design systems, architect solutions, and think critically about how technology can solve real-world issues. Coding is just one part of their strategic and innovative work.



Marriam Salman

Myth: The Scrum Master assigns tasks to the Scrum team members.

Fact: The Scrum Master encourages self-management by helping the team understand Agile principles and empowering them to plan, assign, and manage their own work during sprint planning and throughout the sprint.



Haider Ali Cheema

Myth: Developers know everything about computers.

Fact: Just like doctors specialize in areas of medicine, developers specialize too in web, mobile, frontend, backend, etc. Asking a backend developer to fix your printer is like asking a cardiologist to treat your knee!



Hamza Shafiq

Meet the New Talent on Board !

Muhammad Nabeel

I recently joined Axelliant as an Account Executive, and it's been an exciting start! The team has been incredibly welcoming, and I'm already enjoying the fast-paced, collaborative vibe.



Syed Hafeez ur Rehman

I've been hired as an Account Manager on Axelliant's Strategic Growth team, focused on growth and backed by a incredible team. Grateful to be part of the journey!



Muhammad Arham Akram

I've recently joined as a Senior Business Analyst in the PMO. The team's been welcoming, and I'm excited to contribute and collaborate on upcoming projects.



US Team Spotlight

Born and raised in the evergreen state of Washington, Daniel once dreamed of becoming a Diplomat or UN official working in a high-rise office, rocking a sharp suit, carrying a briefcase, and casually dropping French phrases like “bonjour” in meetings.

But life had other plans. While studying French at SMU in Dallas, a chance encounter with a rising tech/media mogul rerouted his path from global politics to the dynamic world of **Information Technology** and he’s never looked back.



Daniel Ruyman
(Director of Strategic Partnerships)

A young Daniel, back when his biggest decisions involved school lunches not strategic partnerships.

Briefcase not included, but ambition? Fully loaded. Who would’ve guessed that this kid with global dreams would one day be juggling Cisco deals and MDF strategies instead of peace treaties?

Today, he brings rich experience to Axelliant as **Director of Strategic Partnerships**, managing key relationships with **Cisco**, **TD SYNnex**, **NetApp**, and more. Since rejoining his **SIGMANet family** in **2020**, he’s been focused on strategic growth and yes, making MDF sound cooler than expected.

“My tenure at Axelliant has been a highlight. I’m lucky to work with such a talented and supportive team.” Off the clock, he shares his home with 4 dogs, 13 parakeets, a guinea pig, and 2 fish tanks, true zoo with excellent Wi-Fi.

My advice? Dream big, stay curious, lead with compassion and don’t be afraid to ask for what you want.

HR spotlight

My journey began with internships at **PepsiCo** and **TEO International**, where I found my passion for building impactful HR systems.

Today, as an **HR Executive at Axelliant**, I support recruitment, onboarding, offboarding, and benefits making sure every



step of the employee experience feels smooth and supported. What I love most is the fast-paced, collaborative culture here. Every challenge brings growth, and I’m constantly learning alongside inspiring teammates.

Outside work, I recharge through travel - it fuels fresh ideas and reminds me:

“The best routes are the ones you haven’t explored yet.” **Uzair Aslam - HR**

Editor’s Notes

What a ride it’s been with the Axelliant family! With each newsletter, I’ve grown not just as a marketer, but as a storyteller and team player. As we head into **Q3**, it’s time to reflect on how far we’ve come and gear up for what’s ahead. This edition is full of heart, hustle, and just the right dose of humor.

Our **Software Development** team gets some much-deserved spotlight as we bust some of the biggest misconceptions about their work.

And **Who would believe this adorable little guy (on the left) from the childhood photo**

is now our Director of Strategic Partnerships?

That’s right! He’s now our very own, **Daniel Ruyman**. Plus, in this month’s **HR Spotlight**, meet **Uzair Aslam**, the guy many of us probably talk to more than our next-desk neighbours. As we celebrate growth, we also say a warm goodbye to Taha Hashmi, Head of Managed Services. Thank you for your leadership, Taha - you’ll be missed, and we wish you all the best in your next chapter!

Here’s to new beginnings, shared wins, and everything yet to come.

Let’s keep building together.



Haleema Ijaz
(Lead Digital Marketing)

