



PRESS RELEASE

Alpha Data Signs a Partnership Agreement with Optimiza

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Alpha Data, the UAE's leading systems integrator, has signed a partnership with Optimiza with a specific focus on Optimiza's kiosks solutions.

Today, Optimiza is the first and only company to provide total enterprise turnkey Arabic-English kiosk solutions for the MENA region. Optimiza's Kiosk Division offers software and system solutions for self-service and customer information relevant to a variety of sectors using touch screen kiosks. These touch screen kiosks are suitable for retail, real estate, hotels, banking, telecom, large-scale leisure environments, trade fairs, events and conventions for applications such as digital signage, bill payment and information.

Alpha Data's partnership with Optimiza will focus on the UAE, making Alpha the preferred reseller of their kiosk solutions in Abu Dhabi.

Commenting on the partnership, Fayez Ibbini, Managing Director of Alpha Data said, "Alpha Data is consistently seeking strategic partnerships with organisations that complement our offerings to our clients. Our partnership with Optimiza brings a new product line to our offerings, with particular benefit to our hospitality and retail sector clients."

On this occasion, Issam Jallad, Managing Director of Optimiza UAE said "Alpha Data's long-standing presence in the UAE, their extensive reach in terms of customer base and the technical expertise of their staff make them an ideal partner for Optimiza and we forecast a great deal of growth in Abu Dhabi through working with them."

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About Optimiza (Al-Faris National Company):

A publicly-listed IT company (ASE:CEBC) with a paid up capital of US \$35 million, Optimiza has established a comprehensive Middle East network that ensures reliable business solutions and services with local support in the areas of management consulting, IT solutions and services, training and outsourcing.

With 27 years' experience and hundreds of projects delivered, Optimiza's intellectual capital spans diverse industries, enabling more than 450 professionals to integrate and deliver successful, innovative consulting and technology solutions, with a commitment to excellence and customer satisfaction.

Optimiza serves clients from the telecom, banking, insurance, manufacturing and distribution, healthcare and government sectors, through its network of offices in Saudi Arabia, Qatar, Kuwait, Jordan, the United Arab Emirates and Iraq, and a region-wide reseller base.

www.optimizasolutions.com

About Alpha Data

Founded in 1981, Alpha Data is one of the largest IT and Telecom Solutions companies in the Emirates with revenues in excess of \$120 Million and offices in Abu Dhabi and Dubai. Alpha Data strives to build long term client relationships based on mutual trust and respect. With a team of over 650 qualified personnel, Alpha Data provides complete end-to-end solutions in the following areas of expertise: Telecommunications & Radio, Networking & Security Solutions, Infrastructure Cabling, Enterprise Computing, Audio Visual Systems and Applications. Each of our specialist areas are backed up by highly qualified presales and post sales support teams who handle both project implementation and post-sales support. Beyond our offering, what counts most to our clients is the technical skills of our staff. Alpha Data's people have both high level industry certification & in depth experience in their respective fields.

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