



## PRESS RELEASE

### Ali & Sons Installs state-of-the-art Security Systems for new Automotive Center

**For Immediate Release**

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Ali and Sons Motor Company the sole agent in Abu Dhabi and Al Ain for three of the biggest names in the automobile industry Porsche, Audi and Volkswagen has recently installed security systems at their automotive centre which scheduled to open shortly in the Musaffah Industrial Area. The centre includes a vehicle showroom, service centre and warehouse under one roof.

“Security systems are becoming a necessary requirement across many sectors in the UAE. Solutions such as integrated CCTV cameras provide an extremely valuable tool to ensure safety and enhance workflow,” stated Hassan Zuhdi, Sales Specialist Security Solutions at Alpha Data. The solution we offered Ali and Sons is an integration of state of the art cameras such as fixed coloured CCTV, Pan Tilt Zoom (PTZ) Day-Night cameras whose features include rotation and the ability to switch automatically from colour to monochrome in low-light conditions. This enables best possible pictures 24 hours a day. “In addition to that,” he added, “we implemented an advanced Digital Video Recording system (DVR) which has a built in multiplexing feature allowing split screen monitoring and recording for days and weeks at a time in high quality resolution.”

Mr. Hussain Fakhri, Director of Ali & Sons Motor Division said “we were looking for a security solution that would provide us with coverage of the new automotive centre so that we could monitor it from our Head office in Abu Dhabi through our wide-area-network.” The security system was implemented as a management tool to monitor customer traffic through our showroom to ensure the very best service for our customers. “Due to the value of the cars we carry, we were also looking to provide comprehensive security coverage to ensure that the vehicles are handled according to our policies and procedures,” he added.

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### **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 500 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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