

A long-exposure photograph of a city skyline at night. The buildings are illuminated with various lights, and the foreground shows light trails from traffic on a multi-lane highway. The sky is a mix of orange and purple, suggesting dusk or dawn. A green rectangular box is overlaid on the left side of the image, containing the text 'COMPANY OVERVIEW'.

**COMPANY OVERVIEW**



ALPHA DATA



Alpha Data, is the leading System Integrator with over 30 years track record. Founded in 1981, Alpha Data has grown from two employees to a 700-strong workforce building ICT infrastructure solutions for thousands of organizations.

Alpha Data works with its clients through a combination of deep-level business and technical expertise, an extensive knowledge of today's technologies, and a mature, highly capable delivery and services infrastructure. Alpha Data's offerings help our customers improve processes, reduce data center and infrastructure costs, manage risk and governance and enhance top-line revenue. Our business approach is based on establishing long-term partnerships that encourage success through mutual benefit.

Alpha Data has established strong industry ties, with the highest level of accreditation achieved with HP, Microsoft, Cisco, Belden and Juniper in addition to an ecosystem of complementary vendors. This enables Alpha Data to deliver a breadth of best-of-breed solutions to its customers through our teams of pre-sales, post sales, project implementation and support experts.

**Our mission is to bring out the best in everyone we work with, be it our staff, our customers or our partners.**



### Enterprise

Alpha Data's Enterprise team provides a complete range of networking equipment, telephony systems, servers, storage solutions, printing solutions, and services to a variety of sectors across the UAE. Our team consists of highly certified professionals, many with over 15 years experience in the IT industry.

We recognize that key areas of importance for our customer when considering an IT solution are based around a number of perspectives including availability, adaptability, manageability and security. Our offering reflects this understanding and our solutions are designed to deliver based on these perspectives.



### ELV & Security

Alpha Data's dedicated ELV and security team has over 20 years supplying a range of key components to clients across a number of sectors.

Our expertise enables us to meet a range of needs; from a single projector to an integrated command control centre, a sound system to public announcement solutions and CCTV. Alpha Data's clients are to be found in Banking, Military, Defense, Government, Education, Financial, Hospitality, Healthcare, Oil and Gas and the Telecommunication sectors.



### Services

Our suite of managed services range from hardware support through to proactive 24/7 infrastructure and applications management. We also have a large team of Microsoft Industry Experts who have extensive experience with implementing MS Infrastructure solutions. We can deliver turn-key advanced infrastructure solutions and complex projects across all phases from conceptualization to planning, implementation and operation.

With our consistent focus on achieving the highest possible technical capabilities in each of our core focus technologies we can deliver technical implementation services at the highest standard available in the industry.



### Managed Print Services (MPS)

Alpha Data Managed Print Services offers you a range of leading-edge imaging and printing devices, network print management software, supplies (including paper), support, professional services, and document workflow solutions. Through Alpha Data MPS, you can achieve a cost-effective, secure, and highly flexible environment that manages all the information that makes your business run - whether your employees are in the office, at home, or on the go.

Alpha Data MPS enables you to manage your imaging and printing assets as a business investment rather than as a technology cost center. Through analytics and insights, we proactively help you gain greater visibility into your usage patterns and needs - and help you plan for ongoing improvements. Alpha Data is HP Platinum Partner.



### IT Skills Outsourcing

Outsourcing of IT personnel is a strategic option for companies that do not want the expense of recruiting, training and retaining in-house IT specialists. Alpha Data can provide the required personnel to carry out this critical function on a client's behalf whilst reducing staffing and administration costs.

Alpha Data identifies qualified candidates whose skills match the specific disciplines required. Rather than simply placing 'temps' into jobs, we invest in people by permanently employing them as our own staff and then placing them into job assignments with our clients.



### Post-sales Support and Maintenance

Our post-sales installation and support teams consist of 360 professionals who are regularly certified to provide support for key brands including Juniper, Cisco, Nortel / Microsoft, Hewlett Packard, and Bosch.

Many of our clients request comprehensive maintenance contracts with Alpha Data to ensure that their critical networks (hardware or software) are supported. These contracts range from traditional warranty support, to maintenance during office hours, to 24X7 critical support.



### Project Management

Our project management team has over 17 years experience in managing and integrating complex IT infrastructure and data centre projects. Our project managers act as a single point of contact in large projects ensuring that projects are delivered on time and within budget. Alpha Data's teams use the latest in PMI methodology in each of their projects.



### Security

Alpha Data specializes in providing quality security services for a wide range of needs. As part of its steadfast commitment to enhancing the security of an organization, Alpha Data has developed a number of specialized products that ensure infrastructure, cloud and end-point security for various devices – including personal computers, tablets, and mobiles, among others.

Our comprehensive systems guarantee the protection of crucial data and can prevent potentially harmful problems that could be detrimental to the overall well-being of the organization.



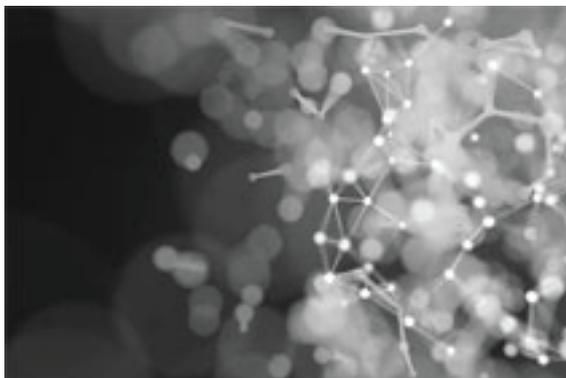
### Cloud

Cloud computing is one of the most recent resource-efficient discovery of the modern IT as software and hardware resources can be availed on-demand, thereby allowing users to save on cost, maximize flexibility and scalability. Content delivery and recovery is also efficiently done, thus saving time and energy, which data centers have been striving to achieve as a sustainability goal. Alpha Data provides a range of public and private cloud services including identification and assessment of your business requirements, consultation and design, implementation, monitoring and management of the solutions.



### Internet of Things (IoT)

The Internet of Things is here and information accessibility to the network is even more profound as homes, buildings, offices and even the whole city begins to connect to each other, providing a whole new experience of a connected world and a seamless virtual reality which can only be made possible through strong connectivity. Machines are getting smarter to enable a faster and more efficient delivery of services. Alpha Data has a wide range of M2M (Machine-to-Machine) solutions and network connectivity for smart devices in offices, buildings as well as city services and provide IOT solutions and services for different use cases across diverse industries. capabilities in each of our core focus technologies we can deliver technical implementation services at the highest standard available in the industry.



### Big Data & Analytics

With a growing volume of data, big businesses rely on analytics to make use of information to propel growth. To accelerate the value of Big Data, companies require structured solutions, expertise and data insights that only experienced in the field can deliver. Alpha Data enables organizations to create a road map for comprehensive, future-proof Big Data & Business Analytics Strategy by offering services encompassing:

- Smart Data Management Assessment
- Understanding legacy Unstructured data & Conducting ROT Analysis
- (Redundant Obsolete Trivial- Data Analysis)
- Business Analysis Blueprint
- Data Life cycle Management consultancy
- Smart Data Content Management
- Information Governance & Data Security

### Mobility (Digital Workspace)

As organizations look at opportunities to adapt to changes in work driven by digital disruption, we see some common goals they are trying to achieve. Business priorities that our customer's continue to focus on:

**Business Agility (and Continuity):** Dealing with the volatility in businesses, whether that's growth or decline, mergers or acquisitions. And the reality of disruptions, both planned and unplanned. (OS Upgrades, Branch consolidation, etc.)

**Customer Experience:** Our customers continue to look at ways how to improve interactions with their customer. Rather it be Doctor-Patient, Educator-Student or Service Providers and their customers, the focus remains on improved customer satisfaction to not only win new customers, but also retaining existing ones.

**Productivity:** Increasing employee engagement and the amount of productivity an employee can achieve through the better use of technology.

**Security and Compliance:** Securing your organizations digital assets and intellectual property.

**Cost and Efficiency:** IT more flexible to deal with change; cost effective approach.

**Business efficiency:** workplace redesign, automate process/workflow, etc. Centralized management of the IT stack.

**Hybrid Cloud Adoption:** Companies want to take advantage of investments that have already made in the datacenter and bridge that infrastructure for the most efficient use of resources while adopting the cloud



### Mobility (Mobile Workspace)

Mobile workspace enabling IT to securely deliver all apps – Windows, web, SaaS, mobile – data and services from any device, over any network, to empower people with new ways to work better.

Mobile Workspace is the set of people, processes and technology focused on managing mobile devices, wireless networks, and other mobile computing services in a business context. As more workers have bought smartphone and tablet computing devices and have sought support for using these devices in the workplace, MW has become increasingly significant. The goal of Mobile Workspace is to determine if and how available mobile IT should be integrated with work processes and objectives, and how to support workers when they are using these devices in the workplace

## Solutions & Services:

### ICT

#### End User Computing

- Desktop, laptops, tablets- HP and Dell
- Server Solutions
- Storage and Backup Solutions
- Connectivity Solutions
- IT Consolidation (Virtualization)

#### Messaging Solution - Microsoft Exchange

- Software
- Business Continuity and Disaster Recovery

#### Convergence Networks

- Unified Communications
- Network Security Solutions & Security Management
- VOIP Systems and Networks
- Complete LAN, WAN & Wireless Infrastructure
- Service Provider Infrastructure Networks

## Managed Print Services

### Data Center Infrastructure

- UPS System
- Precision Cooling Solution
- Fire Extinguishing System
- Environment Monitoring Solution
- Raised Floor
- Enclosures (Indoor / Outdoor)
- Data Center Solution
- Outdoor Data Center Solution
- Water Leak Detection
- Generator

### Energy Saving Solutions

- Air Conditioning Energy Saving Solution
- Lighting Dimming and Energy Saving Solution

## ELV & Security

- Structured Cabling System
- Intelligent Cabling System
- Audio & Video Conferencing System
- Projection & Screen Equipment
- Public Address & Paging System
- Digital Signage
- Video Intercom
- Access Control System
- CCTV
- SMATV
- Intrusion Alarm
- Master Clock
- IPTV & Interactive Television
- Radio Frequency Identification (RFID)
- Kiosk Info Desks
- Gate Barrier system
- Turnstiles
- Bollards
- Under Vehicle Scanning System & Car Plate Recognition
- Hand Held & Walk Through Metal Detectors
- X-Ray Machine
- Room & Home Automation System
- Room Management System
- Visual Communications

## Cloud Services

- IaaS
- Compute Power
- Storage Capacity
- DR Provisioning
- Managed Private Cloud
- Managed Backup
- Managed Load Balancer
- BaaS
- DRaaS
- USMaaS
- Web Portals
- Exchange
- Sharepoint
- Dynamics
- Citrix Xenapp
- Citrix Mobile
- Colocation Hosting
- Private Cloud
- Virtual Private Cloud

## Big Data & Analytics

- Smart Data Management Assessment
- Understanding legacy Unstructured data & Conducting ROT Analysis (Redundant Obsolete Trivial- Data Analysis)
- Business Analysis Blueprint
- Data Life cycle Management consultancy
- Smart Data Content Management
- Information Governance & Data Security

## Mobility

- Mobility Strategy
- Mobile business intelligence
- Mobile security
- Mobile device management
- Mobile application management
- Bring your own device



## Our Partners:



CORNING





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