



## PRESS RELEASE

# 2,100-room Bavaria Executive Suites Dubai acquires complete IT infrastructure and networking solutions through Alpha Data

### August 2008

Set to open early 2009, Bavaria Executive Suites Dubai will be the largest all-suite hotel in the MENA region with 2,100 luxury designer suites in the heart of 'new Dubai'. Selected to deploy a fully converged network across the two 40-storey towers was Alpha Data, the UAE's leading systems integrator.

The project will include the implementation of a state-of-the-art data centre, and a converged network from Nortel to serve both towers. "With over 60% of Bavaria's business anticipated to come from the corporate segment, it was vital that the network installed would provide consistent access to guests with no down-time," said Jacob Chacko, Head of Alpha Data's Network and Telecom Division in Dubai. "We've provided for 99.9% redundancy and bandwidth management to ensure a consistent and uninterrupted speed of access to the internet – a vital facility for corporate guests," he added.

Alpha Data is also working to install a state-of-the-art data centre in the hotel with the inclusion of specialised raised flooring, temperature control, and fire-fighting systems. "The data centre really is the nerve centre of an organisation and it is important that the equipment is maintained with the correct temperature and humidity level," said Gigi George, Business Unit Head - Value Business at Alpha Dubai. "In the event of a fire, we have installed the latest in fire-fighting equipment that uses gas rather than water ensuring that the equipment will not be damaged."

Located on Sheikh Zayed Road within the Dubai Technology and Media Free Zone in the heart of the city's vibrant business district, Bavaria Executive Suites Dubai opens up opportunities for medium to large size groups wishing to visit Dubai and requiring both meetings facilities and accommodation under one roof. "With extensive facilities such as meeting rooms, business centres and more, we needed a technology partner who understood hospitality technology and who had the resources to implement this large-scale project," said Aamir Soorty, IT Manager at Bavaria. "With their extensive client list of some of the largest hotel brands in the UAE, we were satisfied that they would meet our technology requirements."

"We are very proud to have been chosen to provide technological solutions at Bavaria Executive Suites Dubai. This is a very interesting project given the size of the towers and the number of suites of Bavaria," added Chacko. "Working with our partners HP and Nortel, Alpha Data has a large pool of resources that can absolutely cater to the IT needs of Bavaria Executive Suites Dubai."

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### **About Bavaria Hotels International**

Bavaria Hotels International operates Bavaria Executive Suites Dubai opening early 2009 with 2100 luxury designer suites, 8 restaurants, multi-purpose meeting rooms for up to 1000, offices and extensive business centre, spa, and 2 fitness clubs within the Dubai Technology and Media Free Zone and Bavaria Executive Suites Sharjah, a 400-suite hotel near the Dubai International Airport in Sharjah opening late 2009.

Bavaria Hotels International, an established German hospitality company with headquarters in Munich, Germany, specializes in the worldwide development and management of hotels and resorts.

### **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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