



PRESS RELEASE

Alpha Data Achieves Silver Certification from Cisco

September 2008

Alpha Data announced today it has achieved Silver Certification from Cisco®. The Cisco® Channel Partner program provides Alpha Data with the resource framework to develop an expertise to sell, plan, design, implement and operate Cisco networking solutions. To earn Silver certification, Alpha Data had to meet rigorous standards for networking competency, service, support and customer satisfaction set forth by Cisco.

Jacob Chacko, Division Manager of Networks and Telecom, Alpha Data said, "We are very proud to attain the silver certification from Cisco. This reflects how keen Alpha Data is in providing customers high quality products and services."

As a Cisco Silver Certified Partner, Alpha Data has met requirements for attaining a broad range of expertise. To achieve Cisco Silver Certification Alpha Data was required to achieve either two from the following four Cisco advanced specialisations: Unified Communications, Routing and Switching, Security, and Wireless LAN, or the Cisco Express Unified Communications Specialisation and one of the following advanced specialisations: Routing and Switching, Security, and Wireless LAN. In addition, Alpha Data was required to integrate Cisco Lifecycle Services into their offerings and maintain high levels of customer satisfaction based on independently audited customer satisfaction surveys.

The Cisco Resale Channel Program provides partners with the training required to build sales, technical and Cisco Lifecycle Services skills, and then validates their skills through a third-party audit. Cisco resale partner certifications—Select, Premier, Silver and Gold—represent an increasing breadth of skills across key technologies and a partner's ability to deliver integrated networking solutions. Cisco resale partner specialisations—Express, Master and Advanced—reflect an increasing depth of sales, technical and service expertise in particular technologies.

-ENDS-

About Cisco Systems

Cisco is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Cisco equipment in Europe is supplied by Cisco Systems International BV, a wholly owned subsidiary of Cisco Systems, Inc.

Cisco, Cisco Systems and the Cisco logo are registered trademarks of Cisco Systems Inc. in the United States and certain other countries.

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.

For more information, please contact:

Alpha Data
Marketing Department
P.O. Box 45384
Abu Dhabi, UAE
T 02 6333 644 F 02 6211924
E milanie@alpha.ae W www.alpha.ae