



PRESS RELEASE

Delma Brokerage adopts innovative Technology Alpha Data selected to deploy Best-in-Class Security Solutions

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Delma, Abu Dhabi's newest brokerage firm and liaison between *Abu Dhabi Holding* and *Rana Investment* in Saudi Arabia, has chosen Alpha Data, the UAE's leading systems integrator, to provide it with the latest in technology to support its advanced E-services.

Alpha Data is set to build an infrastructure of structured cabling, networking, telephony], recording systems, servers, PCs as well as Audio Visual systems. A crucial part of this project is the security solutions for Delma Portal, which offers an E-Trading system that allows clients to use the Portal for accessing valuable GCC stock information as well as use all available investment tools to trade with stocks.

Mr. Hisham Amer, CEO of Delma Brokerage said that "the segment of financial services requires the presence of a successful, efficient and effective brokerage firm operating within a strong, reliable and secure environment. The Delma team is all geared up for the changes and challenges of the financial market in the UAE." He added that "online trading is a strong trend of this market, and requires improvements in security and performance to sustain customer satisfaction. Alpha Data has studied our needs and offered security solutions that enable us to provide richer, more dynamic and interactive online trading in a secure and assured manner."

"The solution is an integration of various IT infrastructures, such as servers, backup and security. We have provided a comprehensive solution, keeping in mind the customer's requirement for IT Infrastructure that is both flexible and secure," said Ashraf Sheet, Security Consultant of Alpha Data, adding that we "have worked with our partner, Juniper to provide state of the art security solution for Delma's. Securing the E-trading system was vital, for we have done a vulnerability assessment, which enabled us to define the security gaps and thus, offer the best solutions. The Management at Delma has shown [or demonstrated] its [the management is singular, so it must be 'its' not 'their'] confidence in our abilities, from consulting, to implementing and supporting their total IT infrastructure."

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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.

About Delma

Delma Brokerage was established by Abu Dhabi Holding and Rana Investment - two well-known entities in both the UAE and Saudi Arabia, respectively. Since its onset in 200X, Delma has become one of the UAE's prominent brokerage firms. The Delma Team is comprised of top-notch professionals in command, armed with an exhaustive knowledge base and core commitment to ensure sound and sustainable growth for the investor's wealth.

For more information, please contact:

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