



PRESS RELEASE

Raffles Dubai sets Precedent for Hospitality Technology Systems

Alpha Data selected to deploy first combined room management system in UAE

June 2008

Raffles Hotels & Resorts, ranked one of the top hotel groups worldwide, are opening their doors in Dubai with a landmark property next to Wafi Mall. Well known for their pursuit for excellence, Raffles Hotels & Resorts have made every possible effort to ensure that their Raffles Dubai is set to be a market leader and a new landmark. In line with their mission, Alpha Data was selected to implement the latest in hospitality technology at Raffles Dubai.

"The growth in Dubai, not only in terms of numbers of hotels, but in levels of service excellence is phenomenal," said Ravi Veerasawmy at Raffles Dubai. We were looking for a technology partner who is at the very leading edge to ensure that the systems we installed would provide our guests with the very best in facilities."

"Alpha Data is one of the only ICT companies in the country who were able to work with us as a systems integration manager to seamlessly link our telephony networks, networking systems, interactive television, building management systems and room managements systems. We needed that level of experience and skill set to ensure that Raffles Dubai sets a new standard in the local hospitality sector," added Veerasawmy.

"There's no shortage of exciting, innovative technologies available to help hoteliers create unique, positive guest experiences. Such solutions can establish and reinforce guest loyalty while maximising the profit potential of each guest," said Anil KJ, a Hospitality Consultant at Alpha Data. "Integrating numerous systems and devices to work together and exchange information is the number one challenge for many hoteliers and that's where we come in."

"One of the key requirements was for fully integrated room management and guest access systems. As this had not been done before in the UAE, we worked closely with our manufacturing partner Minxon to develop the panels, integrate them and install the systems throughout the hotel. While for the telephony, we worked with our long-time partner Nortel," Anil KJ added.

"Alpha Data has worked as a systems integrator for the vast majority of the key landmark hotels across UAE over the past ten years and we are very proud to have been part of the development of Raffles Dubai," said KSN Prasad, General Manager of Alpha Data Dubai.

-ENDS-

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 700 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.

Alpha Data is a leader in hospitality technology solutions. With over 15 years of working with over 200 top hotels Alpha Data has both the solution range and the technical expertise to provide technology across an entire property.

ABOUT RAFFLES HOTELS & RESORTS

Raffles is a collection of luxury hotels and resorts worldwide, each distinguished by its luxury, elegance and residential charm. Each hotel is a landmark in its respective city, positioned at the top of its local market and rated among the very best in the world.

Raffles' relentless pursuit of service excellence has earned for its hotels and resorts a legion of international accolades, including Condé Nast World's Best Places to Stay and Travel & Leisure World's Best Awards. Its flagship Raffles Hotel Singapore was named Best Hotel in Asia by readers of Ultratravel magazine by The Daily Telegraph and Best Luxury Hotel 2006 by Travel Trade Gazette Asia. Raffles Hotels & Resorts was ranked second among the world's top hotel brands in the 2006 Condé Nast Traveler Business Travel Awards. For more information, please visit www.raffles.com

For more information, please contact:

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