



PRESS RELEASE

New stylish Hotel from Starwood Hotels opens in Dubai *Alpha Data implemented complete networking solutions*

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The Westin Dubai Mina Seyahi Beach Resort and Marina, Starwood Hotels' newly-built 294-room relaxation spot, is set to lure tourists and visitors with its interior neoclassical style and tranquil setting facing the Arabian Gulf. A complete converged network from Nortel was deployed by Alpha Data, the UAE's leading systems integrator.

Located at the Jumeirah Beach, the new five-star resort offers a rejuvenating experience for the whole family to enjoy following its opening last month. Alpha Data deployed the telephony, data networking and wireless solutions; the installations were completed in April ahead for the resort's official opening.

"The Westin Dubai Mina Seyahi Beach Resort and Marina is another product of Starwood Hotels' continuous goal of building top-of-the-line hotels for people and tourists," said Allam Shalabi, Complex Director of Engineering of Westin Dubai Mina Seyahi Beach Resort and Marina. "The Westin Beach Resort is the new place to go to relax and enjoy nature's beauty in a cosmopolitan city."

A common network was also made with both The Westin and its neighboring hotel, Le Meridien Mina Seyahi, which is also managed by Starwood Hotels. Operating under the same administration department; telephony and data networking are now connected for the two hotels.

Commenting on the project with Alpha Data, Shalabi added, "Alpha Data's track record with the hospitality sector and their level of expertise is why we selected them and the results so far are excellent."

"We are extremely proud that Starwood selected Alpha Data to install the network for their newest resort in Dubai. Alpha Data has worked as a systems integrator for the vast majority of the key landmark hotels across UAE over the past ten years. Our engineers worked closely with the team at the resort to integrate all the systems based on the instructions and policies required by Starwood Hotels," said Sandeep Nair, Account Manager at Alpha Data Dubai.

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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 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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