



PRESS RELEASE



Orange Business Services Showcase Trading Solutions

For Immediate Release

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Following the partnership announcement last November, Orange Business Services and Alpha Data Processing Systems organized a workshop and live demonstration on 'Etrali Trading floor solutions, Mach 3D' to introduce it to the financial sector in the UAE. The workshop was inaugurated at the Shangri-La Hotel, Dubai in the presence of senior management officials from different sectors of the financial Market.

The four hour long workshop presented by senior executives from Orange Business Services and Alpha Data. The demonstration showed the ways that Mach 3D is driving down costs and improving efficiency in the trading rooms where it is already in place. Mach 3D is the only turret on the market which is compatible with both Time Division Multiplexing and Internet Protocol. This enables companies to implement true state-of-the-art trading and customer relationship management tools, without having to completely re-engineer their entire trading floor.

"UAE is one of the most boosting destinations in the region and has built a world class financial base, which makes it ideal for our solutions. The UAE is witnessing a noticeable growth in the brokerage firms, which will encourage competition in the financial sector.

Fast response is very crucial for the success of any brokerage firm, with Mach 3D there is no possibility to miss any call ' said Marie Anguera, head of Orange Business Services Global Products, Trading solutions. "Our partnership with Alpha Data will open new channels for our business in the region," she added.

"The objective of the workshop is to educate comprehensively and continuously all sections of the financial community on Etrali Trading floor solutions, Mach 3D', its implementation, the efficiency of it and the impact of technology on trading. This is important because today a large cross-section of the public is involved in the trading activities," said KSN Prasad, General Manager of Alpha Data. It was the first workshop with Orange Business Services to be held in UAE and we are looking forward for our next workshop.

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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.

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