



PRESS RELEASE



UAE Federal Credit Organization Adopts Leading-Edge Technology *Full IT Infrastructure Solution deployed by Alpha Data*

For Immediate Release

April 3 , 2007

The Real Estate Bank, the general government organization that aims at facilitating real estate credit for UAE nationals, establishments, companies and cooperative societies has selected Alpha Data to build a full IT infrastructure at their facilities.

The solution installed is a complete integration of structured cabling, networking and telephony systems, which consist of LAN, WAN, Servers, Firewalls and IP telephones with the ability to connect the Abu Dhabi Head Office and Dubai based branch and Disaster Recovery Site.

A crucial part of the project was to ensure a consistent link between the head office and the Dubai branch, as well as secure it. Alpha Data worked with its partners including Nortel Networks, Belden and Juniper Networks to customize the solution in order to accelerate the performance of the Wide Area Network (WAN) and enable the consolidation of data between both branches.

A CallPilot Unified messaging system from Nortel was vitally important for the bank with users logging in from multiple sites using numerous log-in methods. This solution will allow users to handle their voice, fax and email messages as objects in a single mailbox that can be accessed from any web browser, e-mail or by telephone. Real Estate Bank implemented this powerful mobility to enhance the efficiency of their employees.

Mr. Abdul Aziz Al Zaabi, GM of Real Estate Bank pointed out that "The board of directors of the bank has a strong belief that it is essential to have a well-built IT infrastructure. Their vision is to build a pioneering bank providing Real Estate Banking services through the use of the best and most advanced technologies in accordance with the highest standards. Hence, we have chosen Alpha Data for this project, given their expertise in

implementing similar projects, in addition to their solid presence in this UAE market as one of the only IT companies that is able to work as a full systems integrator."

Mrs. Sherifa Al Jaber, IT Manager of Real Estate Bank stated that "The solution provided by Alpha Data is made up of an industry-leading set of voice and data networking products, services designed to meet our business needs change and the market high expectations. We believe the adopted solution will provide our employees the power to use information more effectively and efficiently,"

Mr. Muamamr Maqam, Banking and Finance Vertical Manager at Alpha Data said "We have integrated state of the art technologies from our key partners to manage the entire setup on behalf of the customer and ensure the highest level of performance,". "We have provided a comprehensive solution, keeping in mind the customer's requirement for an IT Infrastructure that is highly available, adaptable and easily manageable," he added.

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Photo: Mr. Abdul Aziz Al Zaabi, GM of Real Estate Bank

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 Real Estate Bank

The Real Estate Bank is General Government Organization of Independent legal entity subsidiary to the Minister of Finance and industry. Established by virtue of Federal Law No.: (1) of 1981, the Bank commenced its activities in 1999 with a capital of two billion Dirhams subscribed in full by the Government.

The Bank aims at facilitating real estate credit in the United Arab Emirates for UAE nationals, establishments, companies and cooperative societies with capital owned by the government or UAE nationals in whole or at a percentage not less than 80% within the framework of the economic and social development plan in the State.

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