



PRESS RELEASE



World leader in Trading Solutions comes to UAE

Alpha Data partners with Orange Business Services, Trading Solutions to provide enterprise trading solutions to UAE financial sector

For Immediate Release

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Trading Solutions, the Orange Business Services's provider of international and unified communications solutions for the trading community has entered the UAE through a partnership agreement signed with Alpha Data, the UAE's leading IT systems integrator. Together, the companies are set to market the first complete, fully integrated voice trading solutions for the Financial Services Sector.

Alpha Data and Orange Business Services, Trading Solutions's team aim to provide clients with cutting-edge communication systems including the Etrali Voice Trading Platform and turrets (the Etrali Mach family), the flexible Etrali Vision terminal, interworking solutions with recording and PBX telephony, a suite of management software (the JadeSuite) and a suite of computer telephony integration software (the CTI Suite).

"We are always endeavoring to expand our offering by building partnerships with key industry players who will assist us in providing the best solutions for our clients, said KSN Prasad, General Manager of Alpha Data. "Orange Business Services, Trading Solutions has been providing communication technologies in 48 countries for over 40 years; we are confident that their solution offering will be of great benefit to the UAE financial community."

Christophe Roux, Middle East Sales manager of Orange Business Services, Trading Solutions, said that “We have partnered with a number of technology providers across the world and we were looking to enter the UAE market with a partner who has a strong reputation and technical understanding. Our partnership with Alpha Data will enable us to build a solid base in the UAE financial sector.”

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Photo: Mr. Christophe Roux, Middle East Sales manager of Orange Business Services and Mr. KSN Prasad, General Manager of Alpha Data

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 Orange Business Services, Trading Solutions

Orange Business Services, Trading Solutions is the leading provider of unified communications solutions to the trading community. Celebrating 40 years in business, we provide our customer with choice and control over their technology. Its offering includes our open-voice trading platform system, a range of terminal – the Etrali Mach and Vision families, and interworking solutions for recording and PBX telephony. All our platforms are powered by a suite of management software - the JadeSuite - and a suite of computer telephony integration software, the CTI Suite. We also offer international connectivity services tailored for secure transmission and free-seating and support the lifecycle management of systems and connectivity with a full range of customisable services designed to fit clients requirements – whatever their size.

Our systems, connectivity and services are recognized throughout the industry for their technical superiority, reliability and functionality. In an independent report, Orange Business Services, Trading Solutions was confirmed as providing the best customer support in its field. We are the prime partner for more than 1,600 trading rooms in over 48 countries worldwide.

Visit www.orange-business.com/etrali

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