



## PRESS RELEASE



### Alpha Data Picks Up HP Best Reseller 2007 Award

**For Immediate Release**

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Alpha Data, the leading IT systems integrator in the UAE, has recently been awarded the prestigious title of HP Best Reseller of the Year, at the HP Partner Awards 2007 that was held at the Habtoor Grand Hotel & Spa in Dubai.

The Award recognizes and rewards partners whose achievements over the most recent 12 months have been outstanding; and by receiving this award, Alpha Data has been honored by HP EMEA for its clear focus and alignment with various HP Business Units.

Rajan TN, Division Manager for Enterprise Computing Systems in Alpha Data Dubai, said about the Award that Alpha Data has had a “long and fruitful relationship with HP for more than 12 years;” and that it is a “privilege to receive such a prestigious Award from HP.”

Rajan then went on to add that Alpha Data “has increased sales of HP lines, considerably, in 2006–2007. We have made necessary structural changes within our

company, with the aim of attaining maximum mileage from HP on both Value and Volume product lines. "We have made significant investment in Training and Certification in order to achieve the necessary level of specialization status with HP," he further stated.

Salim Ziade, SPO manager, from HP Middle East, said that the company is a strong believer in building healthy relations with its partners and that this is "a great opportunity to thank its channel partners for their successful work with HP Middle East over the past year." In conclusion, Mr. Ziade said that Alpha Data has shown "tremendous loyalty to HP and excellent delivery in terms of reaching sales goals"

**-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 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 HP Middle East**

HP is the largest technology and solutions provider in the Middle East with 670 employees and subsidiaries in Dubai, Abu Dhabi, Riyadh, Khobar, Cairo, Ramallah, Oman and 2 service Joint Ventures in Kuwait and Bahrain servicing the GCC, Egypt and the Levant. HP has been present in the Middle East since 1968 and opened its first regional office in 1994. HP Middle East is the market leader for enterprise, small and medium business and consumer technology products and offers a large portfolio of solutions and services in various business domains.

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