



## **Optimiza Participates in GITEX for the Second Consecutive Year**

### **Optimiza and Royah Optimiza demonstrate their unique solutions at the largest technology exhibition in the region**

In line with its vision to become one of the biggest IT companies in the Middle East, Optimiza participated in GITEX Technology Week which took place between 19 and 23 October 2008 at the Dubai International Convention & Exhibition Centre for the second year in a row. This was Optimiza's first participation after its acquisition of 70% of Royah; a company specialized in systems integration and implementation of Oracle solutions, being one of the largest Oracle Certified Advantage Partners in the Kingdom of Saudi Arabia.

The company had a notable presence at Um Al-Quwain VIP room, located at the second floor within the DWTC, where Optimiza's management team from its Jordan, UAE and Saudi Arabia offices conducted private meetings with customers and partners. Also, Optimiza exhibited its solutions within Oracle's pavilion in Hall 5 at stations 8, 26 and 47, and the Kiosk team from Optimiza Dubai managed the kiosks installed within the exhibition.

Optimiza focused on presenting Oracle based IP's and solutions, which include e-Hope, AMAN, E-Business Suite, Data Warehousing, Siebel CRM, Siebel Contact Center, Workforce Management, Asset Lifecycle Management, Hyperion, Mobility Solutions, EPBL and SOA.