



## Optimiza launches its strategic partnership with Source Technologies

*Optimiza becomes a Master Distributer for Source Technologies' Transactional Kiosk Solutions in the MENA region*

Amman, June 2009 – In line with its vision to further develop its services and strengthen its partnerships with key international IT organizations, Optimiza announced that it has signed a strategic partnership agreement with Source Technologies, the leader in financial transactional kiosk solutions in the United



States. This partnership was launched during the Arab Advisors 6<sup>th</sup> Media and Telecoms Convergence Conference held on 1-2 June in the Four Seasons hotel, Amman.

According to this partnership agreement, Optimiza has become the master distributor for the Source Technologies Kiosk solutions in the MENA region, enabling Optimiza to widen its range of services for the various sectors it serves including Financial Services, Healthcare, Government, Telecom, Enterprises and Education.

On this occasion, Mr. John Durnford, Vice President International Sales, Source Technologies said: "The development and deployment of Financial Kiosk Solutions is complex, so the choice of Master Distributor was important to Source Technologies. Optimiza brings all of the essential skills to such solutions, as Optimiza has a strong presence throughout MENA through subsidiaries and a committed reseller network, and has proven success in Arabising US based applications, as well as the vital

skills of being able to integrate Enterprise software into the Core Financial Systems of large Banks and Telcos.”

On his part, Mr. Hazem Malhas, Optimiza CEO said: "Optimiza has become the leader in the region to provide innovative enterprise kiosk solutions with references in most of the regional countries. This has been achieved through the strategic business partnerships which Optimzia has established with the leading manufacturers in such an innovative field. Source Technologies is one such company that has deployed thousands of kiosks in the United States in the Financial and Telecommunications industries and has gained many Banks and Telcos as references. Optimiza is proud to announce such a strategic partnership with Source Technologies for the MENA region.

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