

Optimiza Rolls Out Regional Portfolio Offerings at Gitex

Solutions Portfolio Addresses Regional Healthcare, Insurance, Banking, Telecommunications, Government, SME and Supply Chain Management Industry Needs



Dubai, UAE- 9 September 2007- Optimiza, a leading technology and business consulting services company, today made its regional debut at GITEX, showcasing its wide portfolio of products and services for the first time to enterprises spanning the Middle East regional market.

The new Pan-Arab company, formed from the merger of nine key Middle East and North African ICT companies, provides clients with consulting and technology implementations which offer better managed business processes

and more efficient workflow for a wide range of industries. Visitors at Gitex Technology Week will get the chance to learn more about Optimiza's offerings at pavilion B6-21, in exhibition hall 6.

"Optimiza's offerings form a comprehensive package of end-to-end solutions supported by our regional presence and a significant pool of expertise," said Hazem Malhas, CEO, Optimiza. "Our pavilion at GITEX will give visitors a preview of some of the leading edge technologies that have been deployed for our customers across many industries in the Middle East and North Africa. Our network of operations allows Optimiza to manage regional projects that combine world class consulting and local knowledge and support in order to make a success of the most ambitious projects."

Optimiza's products and services portfolio encompasses solutions that address critical issues in managing business processes and leveraging efficiency and productivity for a wide spectrum of industries including healthcare, banking and insurance, telecommunications, education, government, distribution and manufacturing, small and medium size enterprises and other sectors. All solutions are scalable to clients' requirements and are tailored to meet the demands of different businesses and industries.

At Gitex, Optimiza offers a wide range of hardware, infrastructure and networking products in partnership with industry leaders such as HP, Acer, Cisco, Symantec, CA and many others.

Optimiza brings to its regional partners over 26 years of diversified and extensive experience in management consultancy, IT services, training and outsourcing with a track record of hundreds of highly successful solution implementations in a wide range of sectors.

Optimiza is exhibiting for the first time at GITEX in the Business Solutions area, exhibition hall number 6/ pavilion # B6-21.

Please visit www.optimizasolutions.com for further details about Optimiza's industry-specific solutions.

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