

### Optimiza Partners with HDI to Support Contact Centers in Jordan

*Optimiza Academy enhances its strategic partnerships in the region*



Amman, November 4, 2007 – On behalf of H.E. the Minister of Information and Communications Technology (MoICT), Eng. Abd Al-Kareem Freihat, Secretary General of the Ministry, patronized a launch ceremony held on October 30 at the Sheraton Amman hotel, where Optimiza Academy, the human capital development and training arm at Optimiza (ASE:CEBC), announced the signing of a partnership agreement with the Colorado/USA based world's largest membership association for internal and external IT Services and Support professionals, HDI represented by its regional office for the Middle East & Africa – HDI-MEA. According to the agreement, intensive and advanced certified training programs will be provided to contact center staff working in the ICT sector in Jordan in order to upgrade and enhance the efficiency and

productivity at these contact centers, and maximize the return on their investments.

The Ceremony was also attended by a large number of parties working in contact centers and information technology organizations in Jordan.

On this occasion, Engineer Abd Al-Kareem Freihat said: "The Ministry works diligently in supporting all efforts towards developing skilled labor that is the backbone for the outsourcing industry." He also reiterated the importance of public-private partnership to sustain and develop the growth of this sector.

The agreement was signed on May 14 by Mr. Nidal Bitar, Director of Optimiza Academy, and Mr. Moustafa Kadous, HDI Middle East and Africa President and Chief Operating Officer.

With this agreement, Optimiza Academy becomes the only authorized HDI partner to provide training and certification programs for contact centers and IT Service Helpdesks in Jordan. In addition, it enables Optimiza Academy, in cooperation with HDI, to set in motion the achievement of contact centers' ambitious objectives of standardizing their interactions and communication with the clients/ callers through proper and aggressive training to their different levels of support groups from front line agents to directors of the support centers.

HDI is committed to helping IT service and support professionals and their organizations maximize the return on their professional development investments. To this end, HDI focuses on establishing best industry practices, developing certification and training programs based on internationally-recognized standards, and providing members with timely access to valuable industry resources and events.

Mr. Nidal Bitar, Director of Optimiza Academy, said, "We consider our partnership with a global institution of HDI's caliber a huge achievement that falls in line with our strategy that aims at offering training services catered to all

the needs and requirements of the different sectors in the Kingdom. We are happy to sign this agreement which supports our plan to develop high-quality training programs for the staff of contact centers based on internationally-recognized standards by drawing on HDI's extensive expertise in this field."

On his part, Mr. Moustafa Kadous, HDI Middle East and Africa President and COO, said, "We are happy to have Optimiza Academy on board as a partner to offer our training programs in Jordan. We trust Optimiza Academy's ambitious vision in helping us achieve our mission of investing in the human resources working in this sector, thus creating a solid infrastructure that contributes to the advancement of the information technology sector and the different related economic sectors."

Mr. Hazem Malhas, CEO, Optimiza also added: "We realize the importance of the ICT sector and the contact centers industry and their strong impact in mobilizing the various economic sectors in Jordan. This sector is witnessing an impressive growth at the regional level and this partnership exemplifies our vision which aims at adopting best information technology practices in order to create a promising information technology sector. The patronage of HE the Minister of Information and Communications Technology stands proof of the importance the Jordanian government is bestowing on this sector."

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#### **About Optimiza Academy**

Comprehensive human capital development and training services are offered to Optimiza's clients through Optimiza Academy. One of the few certified training centers in the region; Optimiza Academy's unique offering is in its total training solutions based on an organization's specific set of requirements. Optimiza Academy provides any combination of management skills training and consulting, IT training and e-Learning. Using advanced methodologies, a wide range of training packages are tailored and delivered on behalf of some of the world's leading vendors, management certification bodies and software companies, and are guaranteed to enhance any trainee's performance.

#### **About (HDI) - MEA**

Founded in the United States in 1989, HDI is the world's largest membership association for internal and external technical service and support professionals and the premier certification body for the industry. HDI has more than 10,000 members worldwide and business partners in every continent. HDI-MEA is the pre-eminent help desk industry thought leader, the first member-based organization serving this industry, and the only international help desk

certification entity in the region. HDI-MEA empowers its members through access to timely and valuable industry information, encouraging member collaboration, and establishing open standard, globally recognized certification and training programs. HDI-MEA serves 71 countries with headquarters in Dubai, UAE, and support office in Egypt and its affiliated partners across the region. For more information, visit [www.hdi-mea.com](http://www.hdi-mea.com).