



AI-Futtaim Technologies wins Enterprise Reseller of the Year award at prestigious Channel Middle East awards

Dubai, March 25, 2009: AI-Futtaim Technologies reconfirmed its market-leading status as the region's leading system integrator when the AI-Futtaim group company was awarded the Enterprise Reseller of the Year award at the prestigious 2009 Channel Middle East awards in Dubai on Monday night.

There were 20 nominations from across the region for the Enterprise Reseller category and seven were short listed.

The glittering event, now in its second year, was attended by over 300 senior channel executives and industry representatives from the UAE and Gulf region, making it a memorable night for the regional channel community.

Venkat Raghavan, General Manager, AI-Futtaim Technologies praised the team and the long list of satisfied clients that made this possible. He said: "Our experience and strength in systems integration and the team's commitment to serving customers across different verticals helped AI-Futtaim Technologies establish itself as a clear winner.

"Our long standing relationships and '*customer first*' philosophy enabled us to be recognized as the region's finest. As a result, our customers and principals - Alcatel-Lucent, Panasonic and Microsoft Business Solutions – have an equal share in our success." he said.

Andrew Seymour, Editor of *Channel Middle East* magazine said: "AI-Futtaim Technologies has enjoyed a prolific year that has seen it reinforce its position as a leading provider of networking, IP telephony and infrastructure solutions in the Middle East.

"Over the past year it has notched up a long list of enterprise clients in sectors such as banking, real estate and hospitality, underscoring its growing reputation in the market. In addition to that, its expansion into Qatar represented a milestone in its attempt to establish business outside of the UAE," he added.

AI-Futtaim Technologies was selected for the award on the basis of its commitment to IP Telephony and Unified Communication. The jury also took in to account its diverse client base across verticals with significant presence in hospitality and finance and its deep integration skills in implementations culminating 2008 in a deal with Etisalat to implement IP based voice solution.

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Note to Editors:

About Al-Futtaim Technologies

Al-Futtaim Technologies, one of the leading regional system integrators and a member of Al-Futtaim, provides complete business solutions to large, medium and small customers. These include Networking solutions, IP Telephony, Infrastructure, Contact Centre solutions, Business applications, ELV Systems, Professional Audio Visual Solutions, and Managed Services. Al-Futtaim Technologies provides a comprehensive range of solutions by working with best-in-class brands such as Panasonic, Alcatel-Lucent and Microsoft Business Solutions amongst others to deliver a full spectrum of business solutions to customers. With the recent acquisition of Dubai-based Futech Software Solutions, Al-Futtaim Technologies has expanded its service offering to include IT consulting. Futech's expertise includes business strategy, best practices/standards and procedures, business and technology architecture, program and project management, technology development, integration, implementation, and change management.

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