

Microsoft and MEEZA Discuss Benefits of Cloud Computing For SMEs at ICT Event

Doha, Qatar: March 20th, 2010: Microsoft Qatar participated in the third Business Connect event, Qatar's leading information and communication technology event, along with its gold certified partner MEEZA, a leading Qatar based Managed IT Services and Solutions provider. Hosted by ICTQatar at Al Sharq Village and Spa, Business Connect addressed critical business challenges faced by the small and medium sized enterprises (SMEs) with Microsoft and MEEZA sharing insights on new technology solutions that are ideal for SMEs to boost business efficiency and reduce costs.

Commenting on the significance of the event, Mohammad Hammoudi, Country Manager, Microsoft Qatar said, "Business Connect is an important platform to network and highlight key technology trends that improve productivity, reduce costs and share best practices that will transform and drive the success of businesses in Qatar. We thank MEEZA for their continuous support and together, we aim to help organizations understand and respond to changing business conditions with greater insight and speed than ever before."

As key speakers at the event, Microsoft and MEEZA discussed new technology trends including cloud services that regional SMEs could adopt in order to boost their productivity and enhance competitiveness. This is particularly relevant now with SMEs emerging across the Gulf region as the key contributors to the economy's GDP.

Mr Karl Roe, Director of Strategic Alliances at MEEZA said, "Cloud Services deliver significant benefits to businesses, including access to the latest technologies with minimal up-front investment. The pay-as-you-use model provides flexible, scalable, and on-demand computing services that provides unprecedented business agility and improves staff productivity. By participating at Business Connect, companies will get an insight into the latest technology trends and how they can address many challenges faced today."

Mamoun Al-Bishtawi, Small and Midmarket Solutions Lead at Microsoft said, "We are honoured to have participated with MEEZA at this event. It gave us an excellent opportunity to raise awareness about cloud computing and how it will benefit companies to enhance business performance while reducing operational costs."

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About Microsoft Gulf

Founded in 1975, Microsoft (NASDAQ:'MSFT') is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Microsoft Gulf opened its Dubai-based headquarters in 1991. Microsoft Gulf today oversees Microsoft activities in Bahrain, Kuwait, Oman, Qatar and the UAE. Microsoft Corporation's address on the worldwide web is: www.microsoft.com and Microsoft's Gulf web site is: www.microsoft.com/gulf.

About MEEZA:

MEEZA, a Qatar Foundation joint venture, is a managed IT Services and Solutions provider offering a wide range of services to clients, from creating and managing IT infrastructure to providing technology consulting. MEEZA has moved quickly to become a leader in the creation and management of IT infrastructure, with the objective of helping to accelerate the growth of Qatar through the provision of world class Managed IT Services and Solutions.

MEEZA's offerings include Managed Services & Data Centre Services, Software-as-a-Service, Consulting Services and Workplace Services. The world-class MEEZA Data Centres, known as M-VAULT possess managed storage, network and security systems as well as disaster recovery capabilities. MEEZA has also established a centralised Command & Control Centre that monitors and optimises MEEZA services to their clients 24x7x365. Additional Data Centres are being established in Qatar. With their multiple, interconnected and geographically diverse Data Centres, MEEZA is uniquely positioned to offer Cloud Services to clients across the region.

MEEZA works with their clients to fully understand their specific IT challenges and offer cost-effective IT services to help them focus on their core business and scale rapidly. Delivering best in class IT security levels, MEEZA helps their clients minimise business risk, reduce IT capital expenditure and speed up time to market for new initiatives. To find out more visit www.meeza.net

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Media contact

Ayesha Karumbaya

Tel: +9714 3344550

Email: a.karumbaya@asdaa.com