



IT Innovation the focus at IT Matters: an IT Innovation Summit, hosted by MEEZA

December 08, 2009, Doha: Leading IT thought leaders and Qatari businesses have gathered in Doha for IT Matters: an Innovation Summit. The summit, hosted by MEEZA, a leading provider of Managed IT Services and Solutions in Qatar, provides a valuable platform for sharing experiences across industry sectors, as well as providing ideas for business growth and innovation through IT.

Senior representatives from prominent organizations and businesses including Vodafone Qatar, DOHALAND, Gartner, Silatech, Gulf Bridge International, and Cisco gave presentations at the event; their regional and international experience offering new insights on IT solutions and services to Qatari and regional organizations.

IT Matters is MEEZA's major IT industry and business event of the year and caps off a hugely productive first year of operations for the company. Since their launch in November, 2008, MEEZA has launched the first high availability data centre in Qatar, established the first commercial command and control centre in Qatar, delivered a portfolio of Managed Services to the market, and was awarded over QAR 550M in contracts, an outstanding achievement in the regional IT industry. Just last month, MEEZA announced the release of SaaS (Service-as-a-Software) which is set to revolutionize the small-to-medium size business sector.

James Fanella, MEEZA Acting CEO, spoke of the importance of IT Matters to MEEZA and its stakeholders.

"It is important that our clients, stakeholders and the broader public have an opportunity to hear, not only about new and emerging IT solutions, but also real business experiences of how these technologies are impacting organizations in Qatar and across the region. This is what IT Matters is all about", Fanella said.

After one year of business operations in Qatar, the introduction of Vodafone Qatar has changed the local telecommunications landscape. Grahame Maher, CEO of Vodafone Qatar, a client of MEEZA shared his company's experiences with respect to IT solutions and how these impacted Vodafone's start-up objectives.

"What Vodafone Qatar achieved in 2009 would have been impossible only five years ago. To go from virtually nothing to being a fully operational telecommunications service provider in a matter of months is in large part due to the services and solutions which MEEZA provide us and the strong partnership we have with the company" Maher said.

Eng. Issa M. Al Mohannadi, CEO of DOHALAND, also a client of MEEZA, spoke about the importance of IT to his company's business and project objectives, set to transform the face of Doha in the coming years. "Our Heart of Doha project will encourage community building, presenting the people with an opportunity to work, socialize and interact within the heart of the city, bringing back the Qatari architectural values in a contemporary setup. As with every other project, this will also require careful implementation of leading IT solutions and services," Eng. Issa M. Al Mohannadi said.



IT as a major driver of business growth is becoming more and more important in the Middle East, one of the world's fastest developing markets. The long term success and competitiveness of Qatar, in particular, has been built on a promise of cutting edge IT capabilities. The state's commitment to diversifying its economy into a knowledge based economy is testimony to the importance of IT locally.

- Ends -

Notes to Editors:

About MEEZA:

MEEZA, a Qatar Foundation joint venture, is a managed IT Services and Solutions provider that offers a wide range of services to clients, from creating and managing IT infrastructure to providing technology consulting. It is seeking to support the growth of Qatar and the region through the provision of world-class Managed IT Services and Solutions to the market.

In their pursuit to become the preferred Managed IT Services and Solutions provider in the MENA region, MEEZA has made significant investments in IT infrastructure. These include M-Vault 1 – MEEZA's Tier 3 Data Centre and C³ - the state-of-the-art command and control centre that monitors and optimises MEEZA services to clients 24x7x365. Additional Data Centres are being established in Qatar which will uniquely position MEEZA as a provider of Cloud Services across the region.

Find out more www.meeza.com.qa

Jamie Morse

Account Manager
Hill & Knowlton Qatar LLC

T +974 418 1292

M +974 319 4431

F +974 418 1293

Email: jamie.morse@hillandknowlton.com