

## MEEZA QITCOM ROLE REINFORCES EVENT AS IDEAL IT PLATFORM

**December 27, 2011, Doha:** MEEZA, the leading IT solutions and services provider in Qatar, is joining the elite IT event, QITCOM 2012, an ictQATAR initiative, as the only strategic partner at this prestigious event.

MEEZA's lead role, as the strategic partner of this event, is aligned with its goals of proliferating quality-delivered IT services, given the event's one-of-a-kind status in Qatar and the region. Sponsoring part of the programs conveyed at QITCOM 2012, MEEZA experts will be presenting latest IT trends and the benefits and challenges of the industry-wide debates on cloud computing and discuss the returns on deploying software and infrastructure-as-a-service.

Given QITCOM's focus on innovative solutions and cutting edge topics, MEEZA will use this opportunity to demonstrate its latest solution offerings to meet the needs to develop in this growing market.

In close alignment with the state's 2030 vision, MEEZA has been created to accelerate forward IT adoption in Qatar as means for building a knowledge-based society. In doing so, MEEZA enables businesses of various sizes and across sectors with the option to utilize technology as a differentiator and an engine of growth.

"Above and beyond simply being the leader in providing IT services and solutions, MEEZA has been created, amongst its many pillars; to support the build-up of knowledge based society in Qatar. QITCOM is an ideal platform for us to showcase our thought leadership initiatives and development and is not just a commercial exhibition. QITCOM is a major achievement for the IT industry in Qatar, and a one of a kind for this very specialized industry. Partnering with ictQATAR at QITCOM confirms MEEZA's spearheading role in this market", said Ghada P. El Rassi, Deputy CEO at MEEZA.

The objective of the long-term partnership between MEEZA and ictQATAR, will be to accelerate the growth of information, technology and communication in Qatar. In turn, MEEZA is privileged to be part of this ecosystem, to promote international trends in IT services. To service the Qatari business community, MEEZA enables companies to focus on their core functions, increase their productivity and be able to rapidly scale their organisational operations.

Ali Al-Khulaifi, Market Development Department Manager- ictQATAR, shared the plans for QITCOM 2012 at the launch saying, "QITCOM aims to link policy-makers, ICT technology providers and the country's large-scale ICT consumers. It is a platform where these groups can meet to discuss the sector and the shaping of technology into end-user services that advance the development of Qatar towards a knowledge-based society. It is an opportunity to focus on the solutions being developed in Qatar, while also allowing international players to showcase how they are pushing the boundaries of ICT as we know it. QITCOM's focus on innovation aligns directly with Qatar's 2015 ICT Strategy. We welcome MEEZA's initiatives and its decision to Partner, as a very positive step towards a successful QITCOM 2012".

By offering state-of-the-art managed IT services and solutions, MEEZA has positioned itself as a leader taking advantage of the rise of Internet and large-scale networking initiatives in the country. As an end-to-end services provider, MEEZA has built world-class facilities and infrastructure to allow it to scale in terms of sheer capacity as well as the number of services it

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can deliver. To that end, MEEZA's cloud computing platform has been highly praised globally and regionally.

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Notes to Editors:

**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 establish itself as the leader in the local IT industry, 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 IT Services, Data Centre Services and Cloud 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 for clients. Additional Data Centres M-VAULT 2 and M-VAULT 3 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 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 clients minimise business risk, reduce IT capital expenditure and speed up time to market for new initiatives.

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