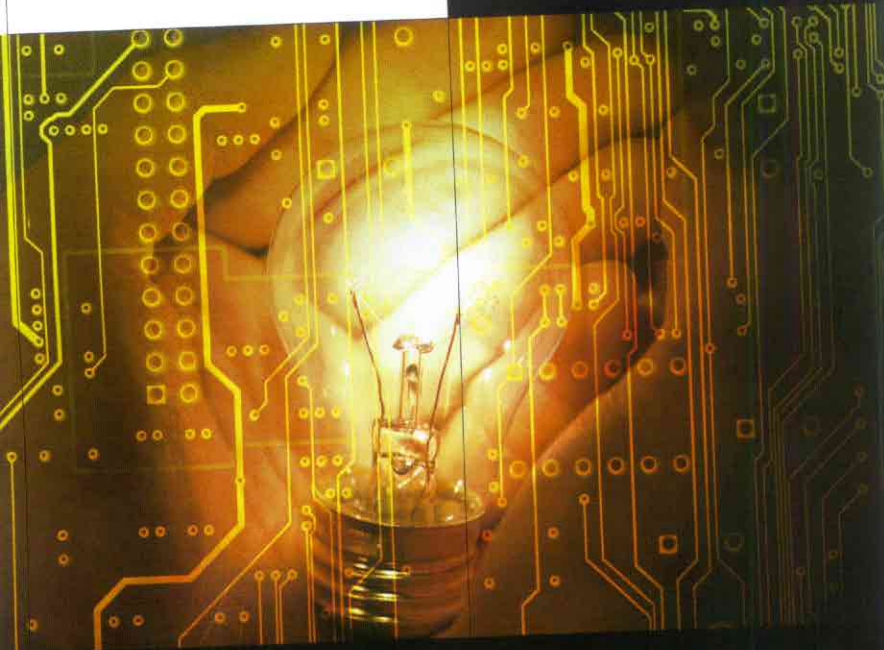


## VAR PROFILE: EMITAC



# IT WITH INTELLIGENCE

Part of the well known Bukhatir Group, IT major Emitac is set to strengthen its play in the regional IT solutions, services and support market.

### About the group

Founded by Abdul Rahman Bukhatir, Chairman of Bukhatir Group 30 years ago, the Group today enjoys a portfolio of more than 57 companies and a turnover of more than \$1.5 billion in 2006. The Bukhatir Group currently has a number of other strategic initiatives including Dubai Sports City, Ten Sports, Conmix and Sahara Center.

As a local company with over three decades of experience, Emitac is leading the IT charge in the Middle East, having expanded its presence across the UAE, Qatar, Bahrain, Jordan and Saudi Arabia.

Representing more than 40 different principals in the region, Emitac has been able to stretch its coverage of the IT landscape through strategic joint ventures, extensive and strategic vertical focus and a well trained and talented workforce of over 350 people. The company saw a turnover

of over AED 1 billion (\$275 m) in 2006.

Looking ahead, Emitac is set on the road to move forward with a clear vision, a sound and consistent strategy, financial strength and an unwavering focus on serving the customers with revolutionary state-of-the-art solutions, by the integration of stable technology, qualified experts, quality services and long term commitment that exceed expectations.

### Moving up the value chain

No two IT domains are the same. Domain and technology expertise are becoming central to IT project success and enterprises and customers today critically need the right skills, if they are to move up the value chain. Emitac, having realised this, has rolled out a number of vertical companies that will provide customers with the focused approach for their IT

initiatives. Here is a quick snapshot:

#### ■ EMITAC MOBILE SOLUTIONS (EMS)

This Emitac Company focuses on the mobility domain, particularly with the Blackberry. Having successfully launched it in the UAE with Etisalat, EMS is now working with other major telecom giants in the region.

#### ■ AVANZA SOLUTIONS ME LLC

Avanza Solutions, a software vendor based in US and has worldwide offices in Karachi, Dubai and Madrid. Avanza has a proven onsite offshore development record and has development facilities in Europe and Asia. Avanza is a technology based service provider in the area of eBanking, eBusiness, and eCRM. The company over the years has invested heavily in coming up with the state of the art reliable solutions that have been deployed worldwide.

#### ■ APPLIED COMPUTER SYSTEMS (ACS)

A testing and measurement company that works in collaboration with CA (Computer Associates).

#### ■ SEDCO

Specialises in the Arabic printers and Airport Management Systems

### Going all the way

Each customer demand requires a unique operational framework. Emitac provides customers end-to-end IT solutions encompassing various technology areas of infrastructure, disaster recovery and business continuity solutions, enterprise management,

**"Emitac Distribution, an arm of Emitac Group, Operates from Dubai and covers the Middle East. Positioned amongst leading regional distribution companies in the Middle East for IT products & support services, our future direction will remain focused to excel in our offerings to channel partners through value**



**added services with major focus on networking, security, storage & mobility solutions."**  
**Amer Khreimo,**  
**GM, Emitac**  
**Distribution**

networking and security solutions including security consulting for large organisations, ERP and Business Intelligence solutions, CRM, Call Center and e-Commerce solutions including B2B and web portals across

vertical  
Curre  
operati  
Techno  
Test and  
Integrati  
Healthc

### Distrib

The dist  
totally d  
and pro  
leading  
global s  
distribu  
best sui  
The dis  
additio  
■ Ware  
■ Valu  
■ Post  
■ Regi

### System

Bringi  
and in  
make  
Integr  
servic  
integr  
numb  
maint  
for in  
softw  
offer

- Mi
- IB
- Do
- Ra
- Bu
- Ed

"Em  
IT a  
ava  
an  
un  
sta  
inc