



IBA spots growth potential

Hall 7, Stand C7-35

IT SERVICES firm IBA Group is looking to build long-term partner relationships with companies in the Gulf through its presence at this year's GITEX TECHNOLOGY WEEK, where it will be showcasing its outsourcing services and diverse software engineering activities.

"The Middle East is a new and promising destination for the company," says Dr. Valentin Kazan, Vice President of the company. "IBA Group is an international business with offices in eight countries and most of its revenue comes from abroad. IBA Group implements numerous projects for the US and

European countries. However, these markets will sooner or later reach their saturation points."

Headquartered in Prague, IBA Group is one of the largest IT service providers in Eastern Europe, performing onshore, near-shore and offshore projects with 2,500 professionals. It serves customers in more than 30 countries across diverse markets, including banking, transport, communication, manufacturing, trade, and public sectors.

At GITEX this week, IBA Group will be showcasing its world-class IT outsourcing services relating to mainframe software, enterprise applications and web solutions, SAP solutions, other ERP systems, as well as Lotus technologies.

It will also offer new services, such as the development of corporate performance management (CPM) systems using IBM Cognos Business Intelligence and IBM Cognos Planning, IBM Tivoli services and solutions, and IBM FileNet workflow solutions.

This is the second time that IBA Group has exhibited at GITEX and Kazan says the company is looking forward to increasing its understanding of regional market dynamics in the IT services space.

"The IBA Group would like to establish contacts with business people interested in outsourcing, and gain an insight into the latest market trends in the Middle East and Gulf region," he reveals.

Extron heralds new AV dawn

Hall 6, Stand D6-25

GITEX TECHNOLOGY WEEK visitors who pitch up to Extron's stand in Hall 7 will be able to get a peek at the latest VN-Matrix encoders and decoders enabling real-time high resolution AV streaming over IP.

The audio-video products specialist will also be demonstrating its TouchLink configurable touchpanel control systems this week as it looks to reinforce its status as a leading supplier of AV kit.

"Government and educational institutions will find appealing solutions for their AV and IT integration challenges," comments Elisabeth Do Lam, Marketing Communications Manager for EMEA at Extron. "We feel that being present at such an important ICT show is important. This show connects professionals across the Middle East, African, Indian and South Asian markets," she adds.

The California-based outfit will be appearing at GITEX having just launched the FF 220T, a full-range sound field speaker for 8 ohm direct or 70/100 volt systems. Extron launched its Middle East operations two years ago in the UAE. The office provides comprehensive sales and technical support for Extron's customer base across the Middle East region.

Optinnova in partner hunt

Hall 4, Stand C4-50

INTERACTIVE WHITEBOARD specialist Optinnova will be on the hunt for master value added resellers to distribute its product range at this year's GITEX TECHNOLOGY WEEK. The firm's products are chiefly aimed at the education and corporate market, which have long used whiteboards to demonstrate concepts easily.

Optinnova's systems use electro-optical technology for its recognition systems, which consist of a pen, camera and video projector. The firm claims that it's available in a variety of configurations including mobile and wall-mountable one. The pen input can also be used as a computer mouse, while the software interfaces with office PC applications.

Alain Boissier, President of Optinnova, explains: "Our competitive advantage lies in technological elements which removes usual technical constraints: our IWB is a passive robust whiteboard without any complex and fragile electronic grid. It is insensitive to any external aggressions and do not require any recalibration when done at first."

Sense/Net lays claim to open source 'first'

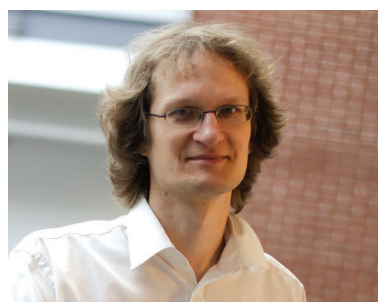
Hall 2, Stand K2-1

SENSE/NET HAS developed the industry's first open source enterprise content management system (ECMS) for the .Net platform and will provide visitors to GITEX with a rundown of how the solution works.

Sense/Net 6.0 is sold via implementation reseller partners, which design and build websites, intranets, portals, and extranets for their clients.

The Hungarian company claims the software is the first open source .Net-based ECMS with real enterprise features in the world.

"Our Business Solutions team — which employs about two thirds of the company — features project managers, consultants, web designers and



Kiss: ECMS product is a market first.

developers to supplement and support the development efforts of the implementation partners and their clients, including complete ECMS deployment and related custom development projects," explains Sandor Kiss, CEO of Sense/Net. "The service portfolio

of this unit is complete with support and full operations outsourcing, run by system engineers and technical account managers," he adds.

Sense/Net Inc is appearing at GITEX to build its partner base in the region and educate prospective allies on the revenue opportunities available.

"We want to build a successful and thriving partnership network in the Middle East market," he says. "The Sense/Net Partner Programme allows system integrators, web agencies, custom developer companies and hosters to resell Sense/Net products, implement custom solutions based on the core product, or even use the code to build a new product, all while providing profitable service and licence revenue to the partner."