Title   : Sun in the Middle East

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SUN MIDDLE EAST
Sun Microsystems Middle East Africa

The Middle East regional headquarters was established in 1992 and expanded to include Africa in 1998. The Dubai Office serves as the headquarters for Middle East Africa, providing this diverse region with resource and expertise on key projects. It includes the Enterprise Resource Office, from which technical resources and product development teams are drawn.

Sun has five established offices in the Middle East Africa region, two of these are located in the Middle East (Dubai and Cairo) and three in Africa. There are plans to open up an office in Saudi Arabia in the future. Sun employs over 200 people in the Middle East Africa region.

In the Middle East, Sun adopts an indirect model, selling its entire range of award winning Enterprise servers, Ultra workstations, Solaris software and Java technology, via a network of 34 partners and resellers across 11 countries in the GCC, Levant and Egypt.

Sun operates customer care centers in Dubai and Al-Khobar providing access to 24 hour Support Hotlines, Sun Education and Sun Professional Consultancy Services.

In the Middle East region, Sun has formed strong partnerships with key market leaders in oil and gas (Saudi Aramco, Gupco, Kuwait Oil Company, Petroleum Development Oman), airlines (Emirates Group, Gulf Air), finance (Abu Dhabi Investment Authority, Habib Bank Ag Zurich, Samba, Bank du Caire), telecommunications and Internet service providers (Etisalat, Mobile Telecommunications Company, Batelco, Saudi Telecommunications Company, Arab Circle, King Abdulaziz City for Science and Technology) and education (King Saudi University).

Sun has established itself as a leading solutions provider to the telecommunications and Internet service provider industry in the Middle East. Sun believes that the telecommunications industry has an unparalleled opportunity to provide the highway for services, transactions and information exchange. In the Middle East, Sun Microsystems has the resource of the Sun Netscape Alliance which has the products, services, experience and expertise to be the strategic technology partner for telecommunications companies and Internet Service Providers seeking to take full advantage of the Internet.

In the Middle East, Sun is helping to 'dot com' the data center combining the predictability and control of the mainframe-based data center with the access and agility of today's Internet-based computing.

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