

SMART NETWORK EXPERTS – GETTING THE MOST OUT OF TECHNOLOGY INTEGRATION

COMMUNICATIONS AND INFORMATION TECHNOLOGY SERVICES PROVIDER, EMW CELEBRATED ITS FIRST YEAR IN THE ME WITH PLANS TO TRIPLE THE NUMBER OF SPECIALISTS AT ITS DUBAI OFFICES.

THE MIDDLE EAST operations of East Meets West, (EMW) which has its regional headquarters in Dubai and offices in Oman and Iraq with over 50 specialist staff, has plans to grow threefold in the year ahead, according to Tony Bui, Founder and President of EMW.

Who visited the region recently to review the operation's progress and participate in Abu Dhabi's International Defence Exposition (IDEX).

Bui knows about managing such growth. He started his business working from his garage some ten years ago and today oversees an enterprise that spans four continents supporting Fortune 500, the US and other governments, NATO and Middle East organisations and employs over 160 employees. During the last three years, EMW has doubled in size each year.

Despite what Bui admits is a low key presence in the Middle East over the last 12 months, the company, dubbed the 'smart networking expert' has secured major contracts across the region including the Burj Al Arab, Emirates Bank, Buzz Call Centre, Higher College of Technology in Abu Dhabi and several others such as Royal Jet, Jumeirah International and Zayed Military College in Al-Ain.

"All this has happened in the last 12 months. We've put a lot of emphasis on this market as EMW – living up to its name – sees it as a strategically important location – not only to service the huge growth coming from the Middle East, but also other areas," he says.

One of the highlights of its IDEX participation was a contract for the EMW Dubai Office to upgrade the communications for the Amiri Flight in Abu Dhabi. The Amiri Flight is the



Tony Bui, Founder and President of EMW



Serjios EL-Hage, MD, EMW South West Asia

UAE Government Organisation that provides air transportation for Abu Dhabi Government Officials and also acts as the Head of State Reception Organisation and Facility at the Abu Dhabi International Airport.

"We believe there are a lot of business opportunities here that can benefit from our expertise that we have in the region and that we have built up globally over the years. Our plan is to use this expertise – our Dubai team has an average of 15 years experience for example – to secure growth and meet the requirements of this region," says Serjios EL-Hage, MD, EMW South West Asia, who manages the Middle East region.

In aiming to triple the size of its Dubai office, Bui is confident that EMW in line with its strategy of employing local personnel, will be able to source sufficient high level systems and networking staff regionally. Currently, all staff speak Arabic.

The company's smart network tag comes from its early identification of the move to convergence of voice and data and the additional business solutions this can provide, especially call centre solutions. EMW was among the adopters of VOIP back in 1996 and since then, leveraging technologies from vendor partners that include Avaya, Foundry, Cisco, Trapeze and Wificom, has delivered several industry firsts in the field and developed its own niche IP enabled technologies especially in the security field.

At IDEX earlier this year, EMW introduced a new product, ObjectVideo. This is a security software system that allows conversion of any CCTV camera into a digital video detection system with easily customisable intelligent features such as ability to detect left packages, loitering people or vehicles, intrusion of a perimeter or space, theft, and a wide range of other capabilities.

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