

NEC appoints MER ICT as Executive Hospitality Partner in The Netherlands

Hilversum, 10 March 2015 – With the launch of its Global Hospitality Partner Program, NEC is reinforcing the company's leadership in providing best in class IT & Communications solutions to the Hospitality sector and driving its accredited Business Partners towards further success.

Kees van Donk, Director Hospitality at NEC Enterprise Solutions, explains: "As a subset of NEC Smart Hospitality, this program aims at mutual growth and profitability in the important Hospitality sector. Through this program we recognize and support Business Partners that invest in and promote the value of our integrated solutions, enabling them to go-to-market more successfully and help them to create new, profitable opportunities".

Executive Hospitality Partnership

The program addresses and supports the 4 main aspects of **Sell, Learn, Support and Promote** and includes marketing support in raising awareness, developing leads, training staff and supporting implementations. The first 2 partners which had the honor to become Executive Hospitality Partner within NEC's Smart Hospitality Framework were Advance in Russia and Teksam in Turkey. Now MER ICT of The Netherlands is added to that list.

Supplier of choice to the Hospitality industry

Across all major geographic regions NEC is one of the key suppliers of choice to the Hospitality industry. By merging leading IT and Communication technologies, NEC deploys solutions with the scalability, capability and affordability to meet the demanding business needs of hotels, event centers, cruises and travel organizations.

As Huub Albers, CEO of MER ICT, confirms: "The Hospitality sector is one of the strategic vertical markets for MER ICT in our drive towards growth. Recent projects we have been awarded, like the Waldorf Astoria Amsterdam and Hotel Hilton Schiphol Airport, prove that this is the right choice for us. Thanks to the continued focus and support of NEC with respect to the international hospitality industry, we have been able to establish these successes. Our selection as Executive Hospitality Partner will further strengthen our activities and our continued success in working with leading national and international hotel operators like Van der Valk, Mercure, Hilton Worldwide and Starwood Hotels and Resorts."

About MER ICT

MER ICT is a privately held company based in Zwolle, The Netherlands. MER ICT is a System Integrator of Communication Solutions and leading provider in Hospitality, Local Government, Healthcare and Housing Associations.

MER ICT is a NEC GOLD Partner and has been awarded '*Excellent Performance Partner*' several times. The company is well known for quality in engineering and building customer relationships. For more information please visit the MER ICT website at www.merict.nl.

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About NEC Enterprise Solutions

NEC Enterprise Solutions provides IT & Communication solutions to small, medium and large enterprises in both the private and public sectors. Designed for open connectivity, high availability and flexible growth, our innovative solutions incorporate the latest voice, data and video technologies and enable real-time, collaborative working, increased productivity and customer satisfaction. Our servers, storage solutions, software and virtualised workstations enable businesses to maximise operational efficiency, performance and profitability. NEC Enterprise Solutions serves its customers across EMEA (Europe, Middle East & Africa) through a network of direct sales organizations, business partners and value-added resellers. For more information, please visit: <http://www.nec-enterprise.com>.

About NEC Corporation

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society. For more information, visit NEC at <http://www.nec.com>.

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