NEC appoints Al Yousuf as Executive Hospitality Partner for the UAE

Hilversum, Dubai 30 March 2015 – With the launch of its Global Executive 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. Today NEC announced that Al Yousuf has been accredited NEC Executive Hospitality Partner for the UAE.

Kees van Donk, Director Hospitality at NEC Enterprise Solutions, explains: "As subset of our NEC Smart Hospitality drive, 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 create new, profitable opportunities".

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

Supplier of choice to the Hospitality industry
Across all 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 functionality, scalability and affordability to meet the demanding needs of hotels, event centers, cruise lines and travel organizations.

"We have seen a surge in the hospitality sector over the past two years and we are expecting to see a further increase in hospitality transactions in the coming years leading up to Expo2020 in Dubai", said Jamal Malulen, General Manager Al Yousuf Computer & Telecommunications. "In line with that trend, Al Yousuf offers integrated IT infrastructure solutions to the hotel industry based on latest technology and with premium service and support. The relationship between NEC and Al Yousuf at corporate level goes back a long time and we are very excited to continue this strategic partnership with the NEC hospitality team to focus on the growing hospitality market in UAE", Malulen continues.

"We have the most effective ingredients for successful operation in the region; a huge customer base, over 30 years of experience in the IT market, world class technology and hospitality applications from NEC supported by value added services from a competent and certified team, and finally a great value proposition for our commercial offering to the market", Malulen concludes.

About Al Yousuf

Al Yousuf is a 61 years old diversified group specialized in the fields of IT and Telecommunications, Motors, Home Appliances, Elevators & Escalators, Real Estate, Agriculture & Landscape and more. With 44 divisions across the UAE, Al Yousuf provides solutions for enterprise as well as consumers. Al Yousuf Computer & Telecommunications offers total solutions on turn-key project basis, including hospitality solutions, enterprise IP Telephony, Security, Networking, Low energy applications and many more to cater for each business requirement, from large corporation to SOHO.

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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.

Additional resources:

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