

NEWS

RELEASE

Orchestrating a brighter world **NEC**

NEC appoints DSA as Executive Hospitality Partner in Ethiopia

Hilversum, Addis Abeba, 30 March 2016 – NEC Enterprise Solutions, leader in enterprise Communications & IT solutions, today announced that it has appointed DSA as its Executive Hospitality Partner in Ethiopia.

Denhard Jongman, Key Account Director NEC Smart Hospitality, explains: “Our Executive Hospitality Partnership 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. DSA has already considerable experience and success in serving the Hospitality segment. This appointment is recognition of their expertise and dedication, as well as an additional support and stimulus to all stakeholders involved”.

Semir Mensur, Business Development Manager at DSA confirms: “Many new developments are taking place in Ethiopia and the Hospitality sector is a key business area for us. With the continued focus and support of NEC we are determined to play a significant role in further developing this market segment in Ethiopia. We are extremely pleased and honored with our selection as Executive Hospitality Partner and are convinced that this will further strengthen our activities and our continued success in working with leading national and international hotel operators.”

Executive Hospitality Partnership

With its Global Smart Hospitality drive and Executive Hospitality Partner Program NEC further builds on its in-depth experience and expertise in serving the hotel industry worldwide and reinforces the company’s leadership in providing best in class solutions to the sector.

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. Partners that since the launch of the programme have had the honor to become Executive Hospitality Partner within NEC’s Smart Hospitality Framework were Advance in Russia, Teksam in Turkey, addCIT in Sweden, MER ICT of The Netherlands, FMG and Ophelia in Germany, Gijima in South Africa, Southern Communications in the UK, Destiny in Zimbabwe and BCX in Nigeria. Now DSA 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.

About DSA

DSA is an organization dedicated to excellence in providing professional solutions and services to public and private clients spanning multiple industries across Ethiopia and beyond. Its corporate motto being "Solving Business Problems with Technology Solutions", DSA brings world class capabilities and deep expertise to help clients succeed wherever they operate. DSA's professionals are dedicated to strengthening corporate responsibility, building public trust, and making a positive impact in their communities. For more information:

<http://www.dsasolution.com>

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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 virtualized workstations enable businesses to maximize 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>

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