

# Optimiza takes aim

By ITP.net staff writer on Sunday, October 19, 2008

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**Jordanian systems integration specialist Optimiza has vowed to continue its merger and acquisition march in the Middle East region.**

The publicly-listed firm, which has been very busy over the past few years absorbing businesses as it rapidly expands outside of its home territory, has come out and said it has no plans to deviate from its current purchasing path.

Optimiza's most recent M&A move was to snap up a 70% share of Saudi Arabian integrator and developer Royah for US\$13m earlier this year. Among its purchases prior to this it also brought G-Tech, a KSA-based reseller that specialises in Dell products, and snapped up Jordanian human resources solutions developer MenalTech.

Hazem Malhas, Optimiza CEO, says the company is still very eager to add to its already bulging portfolio and has more businesses in its sights. "We qualify the opportunity in the market by finding the correct synergy between our companies," he explains. "We are currently working on three to four deals in the pipeline so by next year we hope to complete at least three deals."

The culmination of Optimiza's acquisitive actions over the recent years now means that the company can offer solutions across a significant number of verticals including, government sector, banking and finance, SMB, SME and education. It has also amassed partnerships with most of the big vendor names such as HP, Cisco and Microsoft.

However, it is not solely systems integration that holds the firm's current focus.

As part of its participation at GITEX Technology Week Optimiza is also looking to highlight its IT solutions and business skills training arm, the Optimiza Academy, a result of another recent purchase of Advanced Training Company.

"We have kept our training business separate from our systems integrator business, even though the two compliment each other, because we want it to grow in its own right," explains Malhas.

"We have some great plans coming up in training, we are bringing some vhigh caliber programmes in management training and soft skills, in addition to others courses."

## IT SOLUTIONS

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**STAND WS-8,26,47 HALL 5**

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