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Sybase Signs Strategic Partnership with KASP in Kuwait

KASP to promote Sybase IQ for Data warehousing

/24-7PressRelease/ - KUWAIT CITY, KUWAIT, May 05, 2008 - Sybase Products Middle East, the leading provider of enterprise and mobility solutions, today announced that they have signed a strategic partnership deal with Kuwait Application Service Provider Co. K.S.C.C. (KASP), a Kuwait-based IT solutions company specializing in delivering Business Intelligence (BI) Solutions and Management Consultancy to its clients. As per the partnership agreement, KASP will help promote Sybase IQ in Kuwait.

Commenting on the partnership, Mr. Majdi Sadeq, Sales Manager, Kuwait at Sybase Products Middle East, said, "KASP, a member of Boodai Group, is one of the leading solutions providers in the Business Intelligence, Enterprise Performance Management, Enterprise Information Management, Data Warehousing, Business Process Management, and Management Consultancy space. KASP has the expertise, market knowledge and strong customer base making it an ideal partner for Sybase. We will be working closely with KASP to promote Sybase IQ - currently powering the World's Largest Green Data warehouse including unstructured Data- to companies in Kuwait. Their strong market presence makes them an ideal partner and we are confident of capitalizing on their expertise and client network and further strengthening our position in the region."

KASP, which was established in 1985, has major presence in the Middle East with operation in Saudi Arabia, United Arab Emirates, Oman and Qatar. The Group is bound by a common goal to have major stimulus on customers' business and to grow profitably together. KASP has consistently delivered solutions to its growing number of clients in Business Intelligence (BI) Solutions, Business Process Management and Management Consultancy. KASP also provides Consultancy and Training in Business Management & ISO Certifications.

"KASP specialized solutions are used by the biggest names in Banking, Insurance, Oil Sector, Airlines & Aviation Sector, Large Trading Enterprises and Government in Kuwait. Sybase IQ compliments KASP solutions and provides additional value through improved productivity and performance to its clientele in delivering comprehensive services and ensuring high return on their investments. Sybase IQ enhances the performance of customers' existing DataWarehouse without needing to replace it or can be used as the main Data Warehouse engine. We see a huge potential for Sybase in Kuwait and look forward to working closely with Sybase in providing the world renowned and proven Sybase Technologies to our customers," concluded Mr. Mohammed Yakub, Sales Manager at KASP.

About Sybase:

Sybase is the largest enterprise software company exclusively focused on managing and mobilizing information from the data center to the point of action. Sybase provides open, cross-platform solutions that securely deliver information anytime, anywhere, enabling customers to create an information edge. The world's most critical data in commerce, communications, finance, government and healthcare runs on Sybase. With Sybase, customers can optimize and enhance the investments they already own, link together the valuable data resources already in place, and extend the reach of business-critical information to users on the front lines—giving them a financial, agility and productivity edge across all areas of their business. For more information, visit the Sybase Web site: <http://www.sybase.ae>
Sybase is a trademark of Sybase, Inc. indicates registration in the United States of America.

OAK Consulting is a United Arab Emirates based PR and Communications firm. For further information, please contact Nirmala D'souza on +00 97150 7343840